



Torani®

POURCAST



ANNUAL OUTLOOK

Q1 2023

Full Throttle *Indulgence*

As people continue to flex their own “barista muscles” at home, operators are faced with the challenge of getting people out of their kitchens and into their cafes. Decadent treats like frappes, milkshakes, and garnish inclusions are a great way to provide unique experiences for your customers that they can’t recreate at home.



Did you know...

- ▶ **Indulgence** is most strongly motivated by emotional needs fulfillment versus functional¹, giving you a **chance to build a deeper connection with your guest** through this category
- ▶ **39% of consumers purchased a made-to-order (MTO) flavored frozen coffee or espresso drink** in the past 3 months²
- ▶ **Frozen/slushy coffee purchases grew +3%** between April 2021 and April 2022 to **726 million servings**³
- ▶ **Frozen coffee drinkers** are more likely to be impactful users of the MTO flavor-infused energy category, **spending \$25-75 per month**⁴
- ▶ **37% of consumers have purchased a milkshake** in the past three months²

¹Hartman Modern Beverage Culture Webinar, May 2019

²Torani Cold Brew & Nitro A+U on Attest. N=2,527 US Consumers, ages 18-64, June 2022

³The NPD Group/CREST 12 months ending April 2022

⁴Torani Made To Order Energy Drinks A+U on Attest. N=2,344 US Consumers, ages 18-54, August 2021



Tiramisu Coffee Shake

1 oz. Torani Coffee Syrup
 ½ oz. Torani Shortbread Syrup
 ½ oz. Torani Puremade Dark Chocolate Sauce
 8 oz. vanilla ice cream
 2 shots espresso
 Whipped cream and cocoa powder, for garnish
Add all ingredients to a blender; blend until smooth and add garnish.

Cold Brew Breakfast Boba

1 oz. Torani Brown Sugar Cinnamon Syrup
 8 oz. cold brew
 1 oz. tapioca pearls, cooked
 Cold Foam:*
 ¾ oz. Torani French Toast Syrup
 4 oz. nonfat milk
 Dash of cinnamon, for garnish

Black Sesame Milkshake

2 oz. Torani Puremade Toasted Black Sesame Syrup
 8 oz. vanilla ice cream
 4 oz. milk
 Whipped cream and caramel drizzle, for garnish
Add all ingredients to a blender; blend until smooth and add garnish.

White Chocolate Matcha Tea Latte

1 oz. Torani White Chocolate Syrup
 ½ oz. matcha powder
 8 oz. milk
 Whipped cream, for garnish

Black Sesame Matcha Malt

1 oz. Torani Puremade Toasted Black Sesame Syrup
 ½ oz. matcha powder
 8 oz. vanilla ice cream
 4 oz. milk
 1 oz. malt powder
 Whipped cream and toasted black sesame seeds, for garnish
Add all ingredients to a blender; blend until smooth and add garnish.



*Cold Foam Instructions:

Combine Torani Syrup and milk/dairy alternative as specified in recipe in a blender pitcher with an aerating blade. Blend for 18-20 seconds. Use Cold Foam to top your cold drink of choice.

Sweet And...

Complex flavor combinations anchored in sweetness and paired with another flavor continue to intrigue consumers in 2023. These blends – such as sweet and savory, sweet and sour, or sweet and spicy – introduce new sensations into the tasting experience.

Torani's portfolio of multi-layered "Sweet and..." flavors continues to grow with new products, such as:

- ▷ Puremade Mangonada
- ▷ Puremade Vanilla Salt
- ▷ Sour Candy **coming soon!**
- ▷ Puremade Salted Egg Yolk
- ▷ Puremade Toasted Black Sesame

And there's more to come!

Sesame White Peach Milk Tea

1 oz. Torani Puremade White Peach Syrup
½ oz. Torani Puremade Toasted Black Sesame Syrup
8 oz. black tea
2 oz. milk
¼ cup peach pieces

Salted Egg Yolk Matcha

1 oz. Torani Puremade Salted Egg Yolk Syrup
½ oz. matcha powder
6 oz. milk
Cold Foam:*
¾ oz. Torani Puremade Salted Egg Yolk Syrup
4 oz. nonfat milk
Sea salt, for garnish

First, They're Sour Energy Fusion

1 oz. Torani Sour Candy Syrup
½ oz. Torani Blue Raspberry Syrup
8 oz. energy base
Sour Patch Kids® candy, for garnish
Add Sour Candy Syrup to glass, then add ice and energy base. Top with Blue Raspberry Syrup and garnish.

Vanilla Salt White Mocha

½ oz. Torani Puremade Vanilla Salt Syrup
1 oz. Torani Puremade White Chocolate Sauce
8 oz. milk
2 shots espresso
Whipped cream and sea salt, for garnish



Mangonada Lemon-Spritz

1 oz. Torani Puremade Mangonada Syrup
6 oz. sparkling water
2 oz. lemonade
Chili powder rim and lime wedge, for garnish

Sour Gummy Palmer

1 oz. Torani Sour Candy Syrup
4 oz. lemonade
4 oz. iced tea
Lemon wheel, for garnish

Spicy Tropical Smoothie

1 oz. Torani Longan Syrup
2 oz. Torani Piña Colada Puree Blend
8 oz. milk
½ oz. hot honey
Ice

Sweet and Sour Sparkling Lemonade

1 oz. Torani Sour Candy Syrup
6 oz. sparkling water
2 oz. lemonade
Sour gummy candy, for garnish

Refresh and Reinvigorate

The term “refreshers” has become part of our vocabulary over the past decade. The rise of these lower-caffeine, lower-calorie beverages that hydrate and refresh brings the opportunity to innovate with vibrant and unique flavor concepts.

The refresher category is:

Lighter:

- ▶ <100 calories
- ▶ <100 mg caffeine, usually ~40mg

Positioned for the afternoon daypart

Different than other non-coffee options:

- ▶ Combination fruit flavors with fruit inclusions
- ▶ Regularly contain plant-based milk
- ▶ Brightly colored, layered and visually appealing
- ▶ Combination of dispensed and MTO formats
- ▶ Bases often contain green coffee or green tea extracts



Cherry Almond Coconut Refresher

½ oz. Torani Sugar Free Cherry Syrup
½ oz. Torani Sugar Free Almond Syrup
½ oz. Torani Sugar Free Coconut Syrup
8 oz. sparkling water
2 oz. oat milk

Pineapple Lime Aguafresca

½ oz. Torani Sugar Free Pineapple Syrup
½ oz. Torani Sugar Free Lime Syrup
8 oz. coconut water

Golden Getaway

1 oz. Torani Mango Real Fruit Smoothie Mix
½ oz. Maya Green Tea Concentrate
6 oz. purified water
2 oz. coconut milk
1 slice freeze-dried orange

Wildberry Smash

1 oz. Torani Wildberry Real Fruit Smoothie Mix
½ oz. Maya Green Tea Concentrate
8 oz. sparkling water

White Peach Press

½ oz. Torani Puremade White Peach Syrup
½ oz. Maya Black Tea Concentrate
2 oz. almond milk
8 oz. sparkling water

Hibiscus Berry Refresher

½ oz. Torani Puremade Strawberry Syrup
½ oz. Lotus® Skinny Pink Energy Concentrate
4 oz. purified water
4 oz. brewed hibiscus tea
½ tbsp. freeze-dried strawberry pieces

Forbidden Lagoon

1 oz. Torani Green Apple Real Fruit Smoothie Mix
½ oz. Lotus® Skinny Blue Energy Concentrate
4 oz. purified water
4 oz. brewed green tea

Prickly Punch

¾ oz. Torani Prickly Pear Syrup
½ oz. Lotus® Skinny Pink Energy Concentrate
4 oz. purified water
4 oz. brewed green tea
½ tbsp. freeze-dried strawberry pieces

Daily *Addiction*

Widely consumed beverages - such as cold brew and MTO flavor-infused energy drinks - drive visits, frequency, and spend across all dayparts. Leverage the strength of these core offerings, ensuring risk-free, routine options for your regulars.

Desirability Drives Repeat Consumption^{1,2}

Habitual and High Frequency

- ▶ **48%** of cold brew consumers, **44%** of nitro consumers, and **41%** of MTO flavor-infused energy drink consumers **purchase the category once a day or more often**

High Spend

- ▶ **37%** of cold brew and nitro purchasers and **36%** of MTO flavor-infused energy purchasers **spend >\$50 month**

Strong Beyond Morning

- ▶ **Cold brew and nitro** sales gradually decrease throughout the day, **maintaining strength through the mid-afternoon snack daypart** (1pm – 3pm)
- ▶ **MTO flavor-infused energy drink sales accelerate throughout the morning, peak in mid-afternoon**, then taper off gradually through the late afternoon snack daypart (3pm - 5pm)

¹Torani Cold Brew & Nitro A+U on Attest, Total N=762, June 2022.

²Torani Made To Order Energy Drinks A+U on Attest, N=750 US Consumers, ages 18-54, August 2021.



Vanilla Salt Latte

1 oz. Torani Puremade Vanilla Salt Syrup
2 shots espresso
8 oz. milk

French Toast Chai Latte

1 oz. Torani French Toast Syrup
8 oz. milk
4 oz. chai concentrate

Berry Blast Energy Drink

½ oz. Torani Strawberry Syrup
½ oz. Torani Raspberry Syrup
8 oz. energy base

Raspberry Truffle Nitro Cold Brew

½ oz. Torani Puremade Raspberry Syrup
½ oz. Torani Puremade Chocolate Syrup
8 oz. nitro cold brew

Cereal Milk Cold Brew

¾ oz. Torani Puremade Hazelnut Syrup
¼ oz. Torani Puremade Vanilla Syrup
8 oz. cold brew
Splash of milk, half & half, or milk alternative

Cran-Apple Cooler Energy Drink

1/2 oz. Torani Green Apple Syrup
1/2 oz. Torani Cranberry Syrup
8 oz. energy base

Peachy Keen Energy Drink

1/2 oz. Torani Peach Syrup
6 oz. energy base
2 oz. green tea
Gummy peach ring candy, for garnish



Food Truck *Flavor Fusions*

As “culinary tourism” evolves, consumers continue to explore the flavors of other countries.

Try bringing international street foods and flavors to your customers in beverage form!

These unique yet approachable concepts are sure to generate buzz and excitement around your menu.

Some of our latest international flavors include:

- ▶ Puremade Salted Egg Yolk
- ▶ Puremade Mangonada
- ▶ Puremade Bergamot
- ▶ Puremade Toasted Black Sesame



Frutería

2 oz. Torani Mango Real Fruit Smoothie Mix
1 oz. Torani Puremade Mangonada Syrup
8 oz. white tea
6 oz. ice
Chili powder rim and lime wheel, for garnish

Sesame Butter Mocha

1 oz. Torani Puremade Dark Chocolate Sauce
½ oz. Torani Puremade Toasted Black Sesame Syrup
8 oz. milk
2 shots espresso
Whipped cream and chocolate shavings, for garnish

Toasted Sesame Bubble Milk Tea

1 oz. Torani Puremade Toasted Black Sesame Syrup
8 oz. black tea
2 oz. milk or half & half
Tapioca pearls, cooked

Mexican Hot Cocoa

1 oz. Torani Puremade Dark Chocolate Sauce
½ oz. Torani Puremade Vanilla Syrup
½ tsp. cinnamon
Dash of chili powder
8 oz. steamed milk
Dash of cinnamon, for garnish

Salted Egg Caramel Cold Brew

1 oz. Torani Puremade Salted Egg Yolk Syrup
8 oz. cold brew
Cold Foam:*\br/>¼ oz. Torani Puremade Caramel Syrup
4 oz. nonfat milk
Caramel drizzle, for garnish

**For everything you need to make your beverages special, call us at 800.775.1925
or visit www.torani.com/foodservice for recipes.**

Torani