



Torani®

POURCAST



FALL
TRENDS

Q3 2020



Since the onset of COVID-19, consumers' daily food & beverage routines have adjusted to incorporate more things that make them feel good*. Studies also show that 82% of consumers believe it's equally or more important for businesses to keep up with trends post-COVID**.

With that in mind, let's dive into creative ways you can embrace trends and step up your menu offerings this fall!

*Datassential COVID-19 Report 5: Sheltered. March 27, 2020.

**Datassential Webinar 13 - 6.26.2020

Spice Up Your Fall LTO's

With fall around the corner, customers are already smelling the pumpkin in the air. Give them something more this fall by combining their familiar fall favorites with a twist. And don't forget that cold beverages have proven to be a year round hit! Give your customers the options they want by offering cold beverage preparations alongside traditional hot drinks.

Cold Foam Instructions:

Combine $\frac{3}{4}$ oz. Torani Puremade Syrup (any flavor) and 1 cup of nonfat milk in a blender pitcher with aerating blade. Blend for 18-20 seconds. Use Cold Foam to top cold brew.

Pumpkin Spice Cold Brew

$\frac{1}{2}$ oz. Torani Puremade Pumpkin Pie Sauce
 $\frac{1}{2}$ oz. Torani Brown Sugar Cinnamon Syrup
8 oz. Cold Brew
Ice

Pump syrup and sauce into iced cold brew, stir. Top with cold foam sprinkled with cinnamon.

Candied Pumpkin Seed Latte

$\frac{1}{2}$ oz. Torani Puremade Pumpkin Pie Sauce
 $\frac{1}{2}$ oz. Torani Puremade Caramel Sauce
8 oz. milk or milk alternative
2 shots of espresso

Garnish with whipped cream and top with candied pumpkin seeds.

Maple Bourbon Latte

$\frac{1}{2}$ oz. Torani Puremade Maple Syrup
 $\frac{1}{2}$ oz. Torani Puremade Bourbon Caramel Syrup

8 oz. milk or milk alternative
2 shots espresso

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Garnish Tip

Add a pop of seasonal color, texture and flavor to your standard holiday menu!

Flavored whipped cream
Cold foam topper
Cinnamon sticks
Dried orange slice
Candied pumpkin seeds

Pumpkin Spice and Everything Nice

1 oz. Torani Puremade Pumpkin Spice Syrup
8 oz. milk or milk alternative
2 shots of espresso
Dash of cinnamon

Candied Hot Apple Cider

$\frac{1}{4}$ oz. Torani Brown Sugar Cinnamon Syrup
 $\frac{1}{4}$ oz. Torani Caramel Syrup
8 oz. hot cider

Garnish with a cinnamon stick.

Spiced Cider Bubbly

1 oz. Torani Brown Sugar Cinnamon Syrup
6 oz. sparkling apple cider

Feeling Nostalgic

Right now, consumers are looking for anything that will remind them of “the good old days”. The effects of COVID-19 has caused many to become sentimental and long to go back to simpler times.



Cookie Monster Mocha

½ oz. Torani Chocolate Chip Cookie Dough Syrup
½ oz. Torani Puremade Dark Chocolate Sauce
2 shots espresso
8 oz. milk

Garnish with Cookie Crisp™ cereal.

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
Ice

- * **71%** of US consumers enjoy things that remind them of their childhood.***
- * According to Forbes, “Associating brand messaging with positive references from the 90’s, 80’s — and even the 70’s — humanizes brands, forging meaningful connections between the past and present.”***

***Mintel Trend Driver Global Survey on Fona.com, March 2020

Luck of the Irish Blended Crème

1 oz. Torani Puremade Crème de Menthe Syrup
6 oz. ice cream milk
Ice

Garnish with whipped cream and Lucky Charms™ marshmallows.

Iced Skinny S'Mores Latte

2 oz. Torani Sugar Free S'Mores Syrup
8 oz. milk
2 shots espresso
Ice

Garnish with a large marshmallow on a toothpick or crushed graham crackers on the rim of the glass.

Clinging to Comfort

“Self-treating” has become a way for consumers to cope with this new normal. This is evident in the drastic increase in demand of popular snack options during the pandemic.



Popcorn sales

↑48%



Pretzels sales

↑47%



Chips sales

↑30%

Bloomberg.com Food Article Nielsen Data, March 21, 2020

Cherry Cheesecake Latte

¾ oz. Torani Cheesecake Syrup
¼ oz. Torani Cherry Syrup
8 oz. milk
2 shots espresso

Cake Batter Cold Brew

1 oz. Torani Cupcake Syrup
8 oz. cold brew
Splash of milk or milk alternative
Ice

Snickers® Latte

½ oz. Torani Puremade Dark Chocolate Sauce
½ oz. Torani Puremade Caramel Syrup
½ oz. Torani Puremade Hazelnut Syrup
8 oz. milk
2 shots espresso

Garnish with crushed Snickers® bar.

Shortbread Lemonade

½ oz. Torani Shortbread Syrup
8 oz. lemonade
Ice



“Homemade” baked goods flavors often evoke this sense of comfort. Consider how you can include some of these flavors in your menu:

At Home Alternatives

For customers who want to limit their exposure as much as possible, consider offering at home alternatives. Large batched lattes and DIY Kits are great ways to reach the customers who don't want to leave the safety of their homes.



Large Batched Latte

All you need are half-gallon or gallon mason jars and a sticker or tag for instructions and best-by dates. Try offering a discount on refills when your customers bring their jars back!

64 oz. (half gallon) Flavored Iced Latte

12 oz. Torani Syrup or Sauce of choice

16 oz. espresso

36 oz. milk or milk alternative

DIY Kits

Brew it Yourself Kit

Bottle of Torani Syrup

Half gallon of milk/milk alternative

Bag of coffee beans

Recipe card

Frappe Away Kit

Bottle of Torani Syrup

Frappe base

Can of whipped cream

Recipe card

Stay Awake Kit

Bottle of Torani Syrup

Pack of energy drinks

Recipe Card

Iced Tea Time Kit

Bottle of Torani Syrup

Tea bags

Recipe card

Afternoon Refresher Kit

Bottle of Torani Syrup

2 liter bottle of club soda

Recipe card

Put the kits together in a bundle and maybe throw in some merch or fun paper straws and you're good to go!



Create Excitement with the Little Things

Right now people are looking for anything to distract them from the doom and gloom of today. Here are just a few ways you can create excitement (and as a result, drive engagement) for your customers!

Offer Loyalty Programs

Generating consistent business has never been harder, that's why rewarding your faithful customers is so important. You can start simple...such as offering a free pastry each time they purchase their third bag of coffee or giving them their tenth drink free.

If you want to step it up, the **Joe Mobile Ordering App** offers an amazing loyalty program for independent cafes!

Celebrate Little Holidays with LTO's

- September 4th Eat an Extra Dessert Day
- September 12th Chocolate Milkshake Day
- September 18th Rice Krispie Treat Day
- October 1st International Coffee Day
- October 7th Frappe Day
- October 18th Chocolate Cupcake Day
- November 13th World Kindness Day

Add Entertainment to "Contactless"...

Maybe it's by dressing up in an inflatable dinosaur costume to deliver customers their curbside pickup or maybe it's turning the Plexiglass barriers into an expo marker masterpiece... Create mask-covered smiles anywhere you can!



For more helpful info and tips, come join our Foodservice Family!

For 95 years, Torani has been a community-driven business. Torani's Foodservice Family Facebook Group is a space for café operators to find resources, community, and inspiration as you navigate the foodservice industry. Come and join us!

Join today!



For recipe and promotion ideas, please visit us online at www.torani.com.

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