



POURCAST

SPLASH

MILKSHAKES



Since the onset of COVID-19, self-treating with food & beverage has become a way for people to cope with the new normal. Increases in baking at home and eating comfort foods, snacks and indulgent treats have been seen across the U.S. Milkshakes are the perfect vehicle to deliver customers a variety of traditional, unique, or decadent options to satisfy their cravings.

20%+

Growth over 4 years of **classic milkshake flavors** such as OREO®, caramel and peanut butter¹

20%+

Growth of **indulgent flavors and mix-ins** like hot fudge, cookies and chocolate chips¹

51%

Percentage of consumers who think milkshakes are the **most appealing non-alcoholic dessert**²

67%

Percentage of consumers who are more likely to purchase **dessert made from scratch**²

20%+

Growth of blueberry, berry and lemon flavors

Pie-inspired fruit inclusions are especially on the rise¹

44%

Increase of papaya milkshake varieties

"Freakshakes" take textural inclusions and toppings to a whole new level. Operators are serving milkshakes loaded with ice cream and sauces then adding unlikely ingredients – anything from donuts to candy bars! It creates an elevated experience that customers **can't recreate at home and are willing to pay more for!**



Nostalgia (or **"New-stalgia"** as we like to call it) is playing a BIG role in the food and beverage scene in 2021. Customers are looking for things that remind them of the **"good ol' days"** and milkshakes are the perfect way to take classic comfort food and turn it into a modern treat!

¹Source: Datassential MenuTrends, 2021

²Source: Technomic 2019 Dessert Consumer Trend Report

“FREAKSHAKE” RECIPES:

Unicorn Tears Milkshake

¾ oz. Torani Blue Raspberry Syrup
¾ oz. Torani Red Raspberry Syrup
1 ½ oz. milk, divided
8 oz. vanilla ice cream, divided
Whipped cream, colorful sprinkles and colorful marshmallows, for garnish
Combine Blue Raspberry Syrup, ¾ oz. milk and 4 oz. ice cream in a blender. Blend until smooth and pour into glass. Combine Red Raspberry Syrup and remaining milk and ice cream in a clean blender and blend until smooth. Using the back of a spoon, pour the red mixture along the side of glass to maintain a separate layer. Garnish as desired.

Watermelon Firecracker Shake

1 ½ oz. Torani Watermelon Syrup
1 ½ oz. milk
8 oz. vanilla ice cream
1 oz. Pop Rocks® candy
Whipped cream, watermelon gummy candy and additional Pop Rocks® candy, for garnish

Toasted Marshmallow Milkshake

1 ½ oz. Torani Sugar Free S'Mores Syrup
Torani Puremade Dark Chocolate Sauce, as needed
Graham crackers, crushed, as needed
1 ½ oz. milk
8 oz. vanilla ice cream
Large marshmallows and chocolate candy bar, for garnish
Line rim of the glass with Torani Sauce and crushed graham crackers. Combine Torani Syrup, milk, and ice cream in a blender. Blend until smooth. Pour into a glass. Garnish as desired.

Worms in Dirt Milkshake

1 ½ oz. Torani Puremade Dark Chocolate Sauce, divided
1 ½ oz. milk
8 oz. cookies and cream ice cream
Crushed OREO® cookies and gummy worms, for garnish
Line inside of a glass with 1 oz. Torani Sauce. Combine remaining Torani Sauce, milk and ice cream in a blender. Blend until smooth and pour into glass. Garnish as desired.



Chocolate Covered Pretzels Milkshake

½ oz. Torani Hazelnut Syrup
1 ¼ oz. Torani Puremade Dark Chocolate Sauce, divided
1 ½ oz. milk
8 oz. vanilla ice cream
Whipped cream and pretzels, for garnish
Line inside of a glass with 1 oz. of Torani Sauce. Combine remaining Torani Sauce, Torani Syrup, milk and ice cream in a blender. Blend until smooth and pour into glass. Garnish as desired.

NEW-STALGIC RECIPES:

Peanut Butter Cup Milkshake

½ oz. Torani Peanut Butter Syrup
1 oz. Torani Puremade Dark Chocolate Sauce
1 ½ oz. milk
8 oz. vanilla ice cream
Peanut butter chocolate candy, for garnish

Strawberry ShortSHAKE

¾ oz. Torani Shortbread Syrup
¾ oz. Torani Strawberry Syrup
1 ½ oz. milk
8 oz. vanilla ice cream
Whipped cream, pink and red sprinkles and strawberry slices, for garnish

Cookie Butter Milkshake

¾ oz. Torani Almond Roca® Syrup
¾ oz. Torani Shortbread Syrup
1 ½ oz. milk
8 oz. vanilla ice cream

Blue Raspberry Milkshake

1 ½ oz. Torani Blue Raspberry Syrup
1 ½ oz. milk
8 oz. vanilla ice cream

Blue Raspberry flavor has seen a 4-year growth of 194.7% at Fast Casual restaurants.*



Snickerdoodle Milkshake

¾ oz. Torani Shortbread Syrup
¾ oz. Torani Brown Sugar Cinnamon Syrup
1 ½ oz. milk
8 oz. vanilla ice cream
Whipped cream and ground cinnamon, for garnish

*Source: Datassential MenuTrends, 2021

Banana Split Milkshake

½ oz. Torani Crème de Banana Syrup
1 oz. Torani Puremade Dark Chocolate Sauce
1 ½ oz. milk
8 oz. vanilla ice cream
Whipped cream, banana slices, chocolate drizzle and cherry, for garnish
Line inside of a glass with Torani Sauce. Combine Torani Syrup, milk and ice cream in a blender. Blend until smooth and pour into the glass. Garnish as desired.

Gramma's Apple Pie Milkshake

½ oz. Torani Apple Syrup
1 ¼ oz. Torani Puremade Caramel Sauce, divided
1 ½ oz. milk
8 oz. vanilla ice cream
Apple slices, crushed graham crackers and whipped cream, for garnish
Line inside of a glass with 1 oz. of Torani Sauce. Combine remaining Torani Sauce, Torani Syrup, milk and ice cream in a blender. Blend until smooth and pour into glass. Garnish as desired.

Feelin' Lucky Milkshake

1 ½ oz. Torani Toasted Marshmallow Syrup
1 ½ oz. milk
8 oz. vanilla ice cream
Whipped cream and Lucky Charms® cereal, for garnish



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