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MT672

Torani TREND POURCAST

Q4 2017

In This Issue

'Tis the Season for Holiday LTOs



Cheers to Seasonal Drink Trends

- The popularity of seasonal drinks remains high with 43% of consumers interested in purchasing a seasonal coffee drink this year.¹
- The lead flavors for seasonal drinks still tend to be traditional – Pumpkin Spice in the fall and Gingerbread & Peppermint in the winter.
- Foodservice operators can also look to new trending flavors and applications to deliver signature drinks that will differentiate from the traditional offerings and sustain customer interest through the fall and winter.

¹ Mintel, Seasonal Dining Trends in the US, January 2017

Start a New Holiday Tradition

- Caramels and nuts have long been popular ingredients in holiday baking – moreover candied nut flavors like Chestnut Praline and Maple Pecan have continued to pop up more in seasonal drinks.
- Cinnamon continues to be the most prominent holiday spice but non-traditional spice flavors like Chile and Anise have emerged to complement traditional seasonal flavors.
- Baked flavors like Snickerdoodle and Cheesecake remain menu mainstays for their ability to successfully transition past the holiday season.
- Offering a cold drink promotion during the fall and winter is a great way to drive sales in the afternoon daypart – cold brew’s smooth taste & texture provides a perfect palette to showcase holiday flavors.

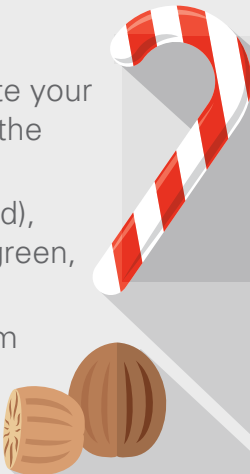
Torani Holiday Flavors

- | | |
|----------------------|-----------------------|
| Brown Sugar Cinnamon | Peppermint Bark Sauce |
| Butter Rum | Pumpkin Pie Sauce |
| Gingerbread | White Chocolate Sauce |
| Italian Eggnog | |
| Pumpkin Pie | |
| Pumpkin Spice | |
| Peppermint | |



Holiday Garnish Ideas

- Whipped Cream – mix in syrup to create your own unique flavor; use Crème de Menthe syrup for green color
- Candy – Candy canes (whole or crushed), Chocolate shavings, M&M’s® red and green, Toffee chips
- Cookie Crumbles – Gingersnap, Graham cracker, Shortbread
- Spice – Cinnamon (spice or stick), Ginger, Nutmeg



Promote your Seasonal Drinks with Free Torani Merchandise

Feature your seasonal offerings with free posters, table tents and window decals. Order our latest Holiday materials at www.torani.com/foodservice.



Introducing Chestnut Praline Syrup

With a rich aroma, this syrup captures the flavor of caramelized chestnuts with a hint of brown sugar pralines. The delectable combination of roasted nuts with warm candied spice is sure to become a Holiday favorite!

Pack Information

750mL/25.4oz. bottle
12 bottles/case
Glass Bottle UPC: 0-89036-36009-8
Glass Case UPC: 1-00-89036-36009-5

Chestnut Praline Frappé

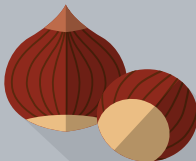
1 oz. Torani Chestnut Praline Syrup
5 oz. Torani Signature Real Cream Frappé Base
1 shot espresso, chilled
or 1 oz. cold brew
16 oz. ice

Blend all the ingredients together until desired consistency.

Chestnut Praline Brûlée Latte

1/2 oz. Torani Chestnut Praline Syrup
1/2 oz. Torani Caramel Sauce
8 oz. milk
2 shots espresso

Steam the syrup, sauce, and milk together. Combine with espresso.



Favorite Seasonal Recipes

Pumpkin Spice Latte

1 oz. Torani Pumpkin Pie Sauce
8 oz. milk
2 shots espresso

Steam the sauce and milk together. Combine with espresso.

Jack Frost Mocha

1/2 oz. Torani Dark Chocolate Sauce
1/2 oz. Torani Peppermint Bark Sauce
8 oz. milk
2 shots espresso

Steam the sauces and milk together. Combine with espresso.

Maple Toffee Mocha

1/2 oz. Torani Maple Flavor Syrup
1/4 oz. Torani English Toffee Syrup
1/2 oz. Torani Dark Chocolate Sauce
8 oz. milk
2 shots espresso

Steam the syrups, sauce, and milk together. Combine with espresso.

Spiced Bourbon Caramel Iced Latte

3/4 oz. Torani Bourbon Caramel Syrup
1/4 oz. Torani Cinnamon Syrup
8 oz. milk
2 shots espresso, chilled
Ice
Cinnamon spice

Combine all the ingredients and gently stir. Garnish with a shake of cinnamon.

Spicy Mocha

1/2 oz. Torani Sweet Heat Syrup
1/2 oz. Torani Dark Chocolate Sauce
8 oz. milk
2 shots espresso

Steam the syrup, sauce, and milk together. Combine with espresso.

White Chocolate Cheesecake Iced Mocha

1/2 oz. Torani Cheesecake Syrup
1/2 oz. Torani White Chocolate Sauce
8 oz. milk
2 shots espresso, chilled
Ice

Combine all the ingredients and gently stir.

Candy Cane Cold Brew

1/2 oz. Torani Peppermint Syrup
8 oz. cold brew
Half-and-half
Ice

Combine the syrup, cold brew and ice and gently stir. Finish with a splash of half-and-half.

Peppermint Bark Shakerato

1 oz. Torani Peppermint Bark Sauce
8 oz. cold brew
Ice

Combine all the ingredients in a shaker. Shake together for 3 seconds.