



POURCAST

SPLASH

ICED TEAS

The iced tea category is poised for **long term growth** as it is able to lean into two prominent needs of today's consumer: **health** and **indulgence**.



Flavor is the unifying reason to drink tea:

67% of people drink tea for the taste.¹

Cold beverages (especially with textural inclusions, like popping or tapioca pearls or fruit pieces) **are highly popular with Gen Z consumers.**

- Green Tea is more popular among Gen Z
- Black Tea is more popular among Boomers

37% of consumers most often order iced tea from foodservice locations.²



Is your tea game lacking?

Step it up with:

- Boba tea
- Sparkling tea
- Shaken tea
- Tea-based energy drinks
- Textural/fruit inclusions

Consumers are intrigued by **tea innovation**, especially creative beverages that they **can't easily recreate at home.**

Interest in Tea Varieties:³

29%

cold brew tea

28%

tea with stress-reducing botanicals

20%

sparkling tea drinks

18%

tea-based energy drinks

¹Lightspeed/Mintel Tea and RTD Tea Report – August 2020
²Mintel Coffee & Tea US – July 2020 Report
³Lightspeed/Mintel 2020 Tea and RTD Tea Report



Sparkling Tea Recipes:

Sparkling Hibiscus White Peach Punch

2 oz. Torani Puremade White Peach Syrup
4 oz. hibiscus herbal tea, chilled
4 oz. ginger beer
½ oz. lime juice
Mint sprig and peach slice, for garnish

Sparkling Strawberry Balsamic Tea

1 oz. Torani Puremade Strawberry Syrup
¼ oz. balsamic vinegar
4 oz. iced green tea
4 oz. sparkling water
Mint sprig and strawberry slices, for garnish

Sparkling Guava Tea

1 oz. Torani Guava Syrup
½ oz. Torani Lemon Syrup
4 oz. iced green tea
4 oz. sparkling water



Sparkling Mojito Tea

2 oz. Torani Mojito Mint Syrup
4 oz. iced green tea
4 oz. sparkling water
Mint sprig and lime wedges, for garnish

Shaken Tea Recipes:

Combine ingredients in a cocktail shaker and shake until frothy. Pour into a glass filled with ice and add garnish.

Shaken Passion Fruit Lemonade Tea

1 oz. Torani Puremade Passion Fruit Syrup
4 oz. lemonade
4 oz. iced green tea
Lemon wedge, for garnish

Shaken Smoked Black Cherry Palmer

1 oz. Puremade Smoked Black Cherry Syrup
4 oz. lemonade
4 oz. iced green tea
Mint sprig, for garnish

Shaken Peach Iced Tea

2 oz. Torani Peach Real Fruit Smoothie Mix
8 oz. iced green tea
Mint sprig and peach slice, for garnish

Shaken Paradise Tea

¾ oz. Torani Pineapple Syrup
¾ oz. Torani Mango Syrup
¼ oz. honey
8 oz. iced green tea
Mint sprig, pineapple chunks and lime wedge, for garnish

Shaken Berry Iced Tea

1 oz. Torani Blackberry Syrup
4 oz. iced black tea
4 oz. lemonade
Blackberries or blueberries, for garnish

Milk Tea Recipes:

Rose Oat Milk Green Tea

½ oz. Torani Rose Syrup
1 oz. Torani Vanilla Syrup
2 oz. oat milk
6 oz. iced green tea

Tropical Oasis Milk Tea

½ oz. Torani Guava Syrup
¼ oz. Torani Passion Fruit Syrup
¼ oz. Torani Pineapple Syrup
8 oz. iced green tea
2 oz. coconut milk



Lavender Vanilla Milk Tea

½ oz. Torani Lavender Syrup
½ oz. Torani Vanilla Syrup
2 oz. milk or milk alternative
8 oz. iced black tea

Ube Bubble Milk Tea

1 oz. Torani Puremade Ube Syrup
6 oz. iced green tea
2 oz. milk or milk alternative
Tapioca pearls, cooked

Lychee Bubble Milk Tea

1 oz. Torani Puremade Lychee Syrup
6 oz. iced black tea
2 oz. milk or milk alternative
Tapioca pearls, cooked

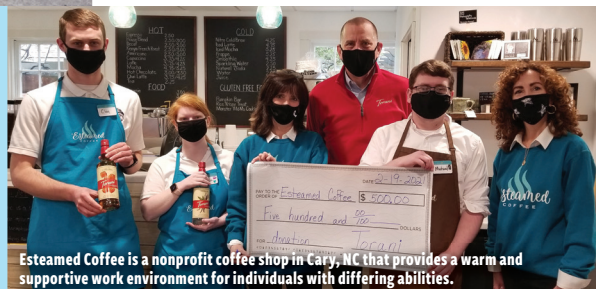
Shaken Coconut Matcha Milk Tea

1 ½ oz. Torani Puremade Coconut Syrup, divided
7 oz. unsweetened matcha tea, chilled
1 oz. half-and-half
Sweetened coconut flakes and matcha powder, for garnish
Rim the glass with ½ oz. Torani Syrup and sweetened coconut flakes, then fill with ice. Combine ingredients in a shaker and shake until frothy. Pour over ice and dust with matcha powder.

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For 95 years, Torani has been a community-driven business. We invite you to join **Torani's Foodservice Family** Facebook Group where you can gather together with other like-minded businesses to share your success stories and encourage one another through this uncertain time.



Esteamed Coffee is a nonprofit coffee shop in Cary, NC that provides a warm and supportive work environment for individuals with differing abilities.

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

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