



Torani®

POURCAST

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SUMMER TRENDS

Q2 2021



Refresh Your Summer Menu

With **refreshment being the top consumer need state**, how can you quench your customers' thirst this summer while leaning into the top trends of 2021? By putting some minor tweaks on summer classics, you can **take your summer LTOs to a whole other level!**

Here are **3 easy techniques to elevate your summer drinks**, creating a masterpiece that:

- You can charge more for
- Customers won't recreate at home
- Adds a level of complexity and sophistication



Ice-Free Blending:

Blend cold drink ingredients together in a blender without ice. Pour over ice in a tall glass. "Dry blending" aerates the drink, creating a delicious foam-like texture that adds complexity to the mouthfeel and elevates the overall experience.



Shaking:

Vigorously shake non-carbonated ingredients with ice in a cocktail shaker for 5 seconds, then strain the frothy mixture over fresh ice in a tall glass. Your customers will enjoy the theater, as well as the delightfully cold first sip they take of their well-balanced drink.



Adding Fruit Blends:

Create the ultimate "tropical getaway experience" by adding Torani Real Fruit Smoothie Mixes or Torani Purée Blends to any iced tea, lemonade or sparkling beverage. This imparts a delicious texture and beautiful visual effect to the drink.

Energize Your Cold Coffee Offerings

Add excitement to your summer coffee LTOs by incorporating elements that customers wouldn't typically make for themselves at home. Include cold foam toppers, nitro cold brew, sparkling water or shaken coffee to create an exciting, energizing experience for your patrons.

- Cold brew has a projected **4-year growth rate of 60.2%**¹
- **90% of Gen Z** consumers love iced lattes¹



Moon Rise



1 oz. Torani Blue Raspberry Syrup
2 oz. green coffee concentrate
(from unroasted beans)
6 oz. plant-based milk
Freeze-dried fruit inclusion, for garnish



Fortune Cookie Iced Latte



¾ oz. Torani Puremade Vanilla Syrup
½ oz. Torani Puremade Salted Caramel Syrup
2 shots espresso
8 oz. almond milk
Whipped cream and fortune cookie, for garnish



Snickerdoodle Cold Brew



¾ oz. Torani Shortbread Syrup
½ oz. Torani Vanilla Syrup
½ oz. Torani Brown Sugar Cinnamon Syrup
8 oz. cold brew
Splash of oat milk



Oatmeal Cookie Iced Latte



1 oz. Torani Honey Sweetener
2 shots espresso
8 oz. oat milk
Whipped cream and raisins, as garnish



Caramelized Passion Fruit Cold Brew



¾ oz. Torani Puremade Passionfruit Syrup
½ oz. Torani Puremade Caramel Sauce
8 oz. cold brew
Cold foam topper*



Cake Batter Cold Brew

2 oz. Torani Cupcake Syrup, divided
8 oz. cold brew
Cold foam topper*
Sprinkles, for garnish

**To make cold foam:*

Add ½ oz. Torani Syrup and 4 oz. non-fat milk to a blender with an aerating blade. Blend until foamy. Spoon onto drink.

¹Datassential Menu Trends



Newstalgia:

Fresh interpretations
of traditional favorites



Transparency in Your Menu:

Products made with real ingredients
consumers can trust



Fun in Functional:

With wellness being at the front of
people's minds, find ways to make it fun



Culinary Tourism:

Creating adventure at home with
internationally inspired beverages



More Than Alternatives:

Plant-based milks can elevate your
drink experience



Afternoon Need States:

Beverages designed to offer consumers
a post-lunch pick-me-up by means of
either refreshment, energy or satiety

Freshen Up

Your Refreshers

As the temperature heats up, refreshers are poised to take center stage on menus. Refreshers are the perfect way to deliver the ultimate summer experience that both invigorates and hydrates. Don't settle for the basics this summer – add some *pizzazz* to your lemonades by making them sparkling, or put more *oomph* in your iced teas by adding fruit inclusions!

- Refreshment is the most common beverage need state – influencing almost **¾ of all beverage occasions**¹
- **56% of millennials** will pay more for a beverage that is higher quality or a more interesting flavor¹
- Cold brew tea has seen a **300% growth** in just 1 year²
- **Gen Z drinkers** prefer green tea over black tea

Refreshers Menu Best Practices:

- Bases vary, along with the inclusions of fruit and plant-based milk
- Exotic flavors are paired with more familiar options
- Under 150 calories per 16 oz. beverage



Shaken Passion Fruit-Tea



1 oz. Torani Puremade Passion Fruit Syrup
8 oz. green tea, chilled
Lemon wheel, for garnish
Combine Torani Syrup and green tea in shaker and shake until frothy. Pour over ice and garnish as desired.



Shaken Lime in the Coconut Milk Tea



½ oz. Torani Coconut Syrup
¼ oz. Torani Piña Colada Purée Blend
Sweetened coconut flakes, as needed
6 oz. green tea, chilled
2 oz. coconut milk
Lime wedge and pineapple chunks, for garnish
Rim glass with Torani Syrup and sweetened coconut flakes. Place ice into glass. Combine Torani Purée Blend, green tea and coconut milk in a shaker and shake until frothy. Pour over ice and garnish as desired.





Shaken Lychee Palmer



1 oz. Torani Lychee Syrup

4 oz. green tea, chilled

4 oz. lemonade

Splash of coconut milk

Combine ingredients in shaker and shake until frothy. Pour over ice.



Shaken Strawberry Shortcake



Lemonade

½ oz. Torani Shortbread Syrup

1 oz. Torani Strawberry Real Fruit

Smoothie Mix

8 oz. lemonade

Strawberry slices, for garnish

Combine Torani Syrup, Torani Smoothie Mix and lemonade in shaker and shake until frothy. Pour over ice and garnish as desired.



Mango Agua Refresh-ca



½ oz. Torani Mango Syrup

½ oz. Torani Mango Real Fruit Smoothie Mix

8 oz. filtered water

Freeze dried or fresh mango, lime wedge and mint sprig, for garnish



Coconut Macaroon Tea



1 oz. Torani Puremade Coconut Syrup

8 oz. black tea, chilled

1 oz. sweetened condensed milk



Ube Bubble Milk Tea



1 oz. Torani Puremade Ube Syrup

6 oz. green tea, chilled

2 oz. milk or milk alternative

Tapioca pearls, cooked



Shaken Lychee Lemonade Splash



1 oz. Torani Lychee Syrup

4 oz. lemonade

4 oz. green tea, chilled

Mint sprig, for garnish

Combine Torani Syrup, lemonade and green tea in shaker and shake until frothy. Pour over ice and garnish as desired.



Green Apple Mint Tea

1 oz. Torani Green Apple Real Fruit Smoothie Mix

8 oz. green tea, chilled

3 mint leaves

Add ingredients to blender and blend for 15 seconds. Pour over ice and serve.



Sea Foam Matcha



1 oz. Torani Blue Raspberry Syrup

8 oz. milk or milk alternative

2 oz. liquid matcha base

Sea salt, for garnish

Stir together Torani Syrup and milk. Top with matcha base and garnish as desired.

Elevate Your Smoothies

Smoothies are a great way to embrace both the “More Than Alternatives” and the “Culinary Tourism” trends. Create delicious tropical smoothies that transport your customer to a summer get away with internationally inspired flavors. Or create “better-for-you” alternative smoothies by using plant-based milks.

- **Young consumers lead purchasing** in the smoothie category¹
- **67% of US consumers** love/like smoothies²


Choco-Nut Smoothie

6 oz. Torani Piña Colada Real Fruit Smoothie Mix
1 oz. Torani Coconut Syrup
1 oz. Torani Puremade Dark Chocolate Sauce,
divided
Ice

Whipped cream, for garnish

*Drizzle inside of glass with ½ oz. of Torani Sauce.
Blend together Torani Smoothie Mix, Syrup,
remaining Sauce, and ice. Pour into glass, garnish
and serve!*

Tropical Oasis Smoothie

 3 oz. Torani Strawberry Banana Real Fruit
Smoothie Mix
2 oz. Torani Puremade Pineapple Syrup
3 oz. coconut milk
Ice

¹Hartman Modern Beverage Culture Webinar, May 2019
²Datassential Menu Trends



Summer Pinks Cream Smoothie

6 oz. Torani Strawberry Real Fruit Smoothie Mix
2 oz. Torani Watermelon Syrup
Ice
Whipped cream, for garnish

Wildberry Pie Smoothie

6 oz. Torani Wildberry Real Fruit Smoothie Mix
2 oz. Torani Shortbread Syrup
Ice
Whipped cream, for garnish

Lemon Cake Cream Smoothie

3 oz. Torani Lemonade Real Fruit Smoothie Mix
2 oz. Torani Vanilla Syrup
3 oz. milk
Ice
Whipped cream, for garnish

Peach Blossom Smoothie

6 oz. Torani Peach Real Fruit Smoothie Mix
2 oz. Torani Lavender Syrup
Ice
Whipped cream, for garnish

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today!*



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