



MULTIPLY YOUR BEVERAGE CHOICES AND PROFITS WITH TORANI.®

**TRUE
BUSINESS
BUILDERS**



THE TRUTH

Your customers are restless with the usual beverage options and demanding flavorful new alternatives.

THE TAKE-AWAY

Offer a variety of Torani-inspired beverages to differentiate your menu from the competition and increase your beverage sales and profits.

66% MORE LIKELY TO RETURN
IF THEY DISCOVER A NEW
FLAVOR AT A RESTAURANT¹

53% MORE LIKELY TO VISIT
RESTAURANTS OFFERING
NEW OR UNIQUE FLAVORS¹

35% WILLING TO SPEND
MORE ON NEW OR
INNOVATIVE FLAVORS¹

FLAVOR MOTIVATES VISITS



With 3 syrup flavors, you can make more than 33 different drinks and add lots of innovation to your core menu.

3 TORANI FLAVORS

CORE BEVERAGES

- | | |
|------------|----------------------|
| PEACH | 5 ICED TEAS/WATERS |
| RASPBERRY | 4 LEMONADES/LIMEADES |
| STRAWBERRY | 6 JUICES |
| | 7 SODAS |
| | 7 SHAKES/SLUSHES |
| | 4 COCKTAILS |

= \$ SALES



With 6 flavors, your options grow to more than 58 drinks, with the flexibility to innovate and expand.

6 TORANI FLAVORS

CORE BEVERAGES

- | | |
|----------------------|----------------------|
| MANGO | 10 ICED TEAS/WATERS |
| PEACH | 9 LEMONADES/LIMEADES |
| POMEGRANATE (LTD) | 8 JUICES/MOCKTAILS |
| RASPBERRY | 10 SODAS |
| STRAWBERRY | 7 SHAKES/SLUSHES |
| SUGAR FREE RASPBERRY | 14 COCKTAILS |

= MORE \$ SALES





THE TOOLS

Torani products are simple to integrate into your restaurant's operations. It takes just a few flavors to create dozens of specialty drinks that are sure to delight your customers.

SIMPLE STEPS TO SUCCESS

1. Use the Torani 3-syrup or 6-syrup program
2. Follow our simple, on-trend recipe suggestions
3. Merchandise and suggestive-sell the new drinks
4. Watch sales increase

TO GET STARTED

- Review the drink opportunity worksheet with your Torani representative
- Pick the best flavors for your restaurant's new drink menu

TRUE BENEFITS

TO YOUR CUSTOMERS

- Delicious drinks they can't find anywhere else
- Specialty drinks that complement their food orders
- Something new and fun to try

TO YOUR RESTAURANT

- Highly profitable
- Easy to execute
- Builds your check and guest satisfaction
- Sets your menu apart from the competition

Whether you're looking to expand your entire drink menu, or simply want to round out your lemonade or soft drink platform, Torani can help. We provide the flavor insights, mixology expertise and operational savvy to help you design and implement a winning beverage menu.



To start increasing your beverage sales, contact Torani today.

800.775.1925 • www.torani.com/foodservice

Torani®