



**FOR IMMEDIATE RELEASE**

### **Torani Launches New Torani Puremade Zero Sugar Line of Syrups**

Leading Flavor Company Explores Clean Label Solutions, Now with Zero Sugar and Zero Artificial Sweeteners



SOUTH SAN FRANCISCO, Calif. – October 2019 – Torani, a 94-year-old family-owned flavor company, announced today the launch of Torani Puremade Zero Sugar Syrups. The new line of Torani Puremade Zero Sugar Syrups is an extension of the Puremade line, offering the same amazing flavor with clean, real ingredients, now with zero sugar and zero artificial sweeteners.

Torani is influenced and inspired by the evolving priorities and interests of its consumers. In 2017, Nielson conducted a global sustainability survey and found that 67% of consumers want to know everything that goes into the food they buy, and 46% of Americans say that claims on food products have a direct influence on their purchase decisions. [Torani Puremade Syrups and Sauces](#) addresses these insights, offering a clean label made with real ingredients and sweeteners and no artificial flavors, colors or preservatives while still maintaining incredible flavor.

“At Torani, we truly support the idea of “flavor for all,” said Melanie Dulbecco, CEO of Torani. “Torani has been producing incredible sauces and syrups for nearly 100 years and we are constantly evolving our portfolio to create and address new beverage trends. Consumers and foodservice operators expressed interest in real, simpler products and we listened. Every bottle of Puremade was formulated to taste amazing, and now it can be enjoyed with zero sugar and zero calories.”

Torani is constantly looking for new ways to deliver flavor through its Gold Standard Process. There are 16 flavors in the Puremade portfolio of syrups and sauces. Three new Torani Puremade Zero Sugar Syrup flavors join the portfolio, including Vanilla, Hazelnut and Caramel. Initially offered in 750ml glass bottles, these Torani Puremade Zero Sugar Syrup flavors will be available at foodservice distributors across the U.S. By April 2020, Torani plans to extend its Puremade Zero Sugar Syrup line to 375ml PET bottles.

### **About Torani**

Torani is an amazing flavor company based in San Francisco and has been producing incredible sauces and syrups, since 1925. Torani has enticed flavor adventurers with its popular syrups and sauces, putting Italian soda on the map and making the world's first flavored latte. Today, Torani syrups and sauces can be found all over the United States, in 3500+ cafes and in select retail outlets. In practice and life beyond the bottle, Torani, a [certified B-Corp](#), believes businesses should create more opportunity and is dedicated to helping all of the people, partners and communities they touch thrive. <http://www.torani.com>

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