

Edition 40 2023 - The Annual

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# DRINKING THINKING



BROUGHT TO YOU BY:

**BEYOND<sup>®</sup>**  
THE BEAN

FORWARD THINKING IN DRINKING





*English Toffee Latte, Vanilla  
Milkshake, Iced Tea, Spiced Chai,  
Mango & Passionfruit Smoothie,  
Fairtrade Hot Chocolate*

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# 2023 TRENDS

## KEEPING YOU IN THE KNOW

**Introducing the latest trends to menus can be easy and affordable; it doesn't have to mean investing in lots of new products. It will keep menus fresh, customers interests piqued and help businesses stay ahead of the competition.**

*Butterscotch Iced Coffee, Rose Lemonade, Dark Hot Chocolate, Matcha White Hot Chocolate, Honeycomb Chocolate Frappé.*

### BRIGHT AND BOLD

With Pantone leading the way with Viva Magenta as colour of the year, bold colours are all the rage in both food and fashion. Expect to see them on menus and runways in 2023. Helping to inspire positivity and lift moods add brights to menus with bold berry flavours, warming turmeric or with a boost of matcha. Double down with layered drinks of two contrasting or complementing hues.

### NEWSTALGIA

Google searches for 90's style have increased by 56% over the last two years<sup>1</sup> showing there is no slowing in the nostalgia trend driven by a need for comfort and stability in uncertain times. Newstalgia is adding new twists to old favourites - think Pumpkin Spice lattes but blended, or adding gingerbread to mochas not just coffees. These flavours trigger warm feelings, reminding us of joyful memories and happier times.

### UTTERLY INDULGENT

With everything going on in the world we all deserve a treat (the most common consumer mission for food and drink to go<sup>2</sup>), which is why small indulgences, like an over-the-top hot chocolate or shake, are back in fashion. Whilst customers aren't splashing out on the big ticket items, like cars and holidays, most can enjoy a more affordable treat. Take this one step further, by creating a drink experience. Serving a show stopper of a hot chocolate? Allow customers to build their own by serving the elements separately - the chocolate, steamed milk, whipped cream, marshmallow, sauce and toppings. Add shot glasses of syrup for customers to choose from too. The added experience is perfect for customers to share on social, so have tags such as #ChocolateHeaven(BusinessName) #MakeMyChocolate(BusinessName) on the tray to encourage use.

### BLOSSOMING BOTANICALS

Driven by growing consumer interest and belief in the power of natural extracts, botanical flavours, in particular floral profiles, are blooming and expected to peak in 2023. The global botanical infused drinks market is estimated to increase from \$310m in 2022 to \$328.4m in 2023<sup>3</sup>. There's never been a better time to add these complex multi-dimensional (spicy, floral and herbal) flavours to menus. Add new Sweetbird Hibiscus, or 3-star Great Taste Award winning Rose to lemonades, sodas and even hot chocolates for easy botanical recipes.

### SIZZLING SPICES

Spicy flavours from all over the world continue to heat up food and drink menus and give customers a taste of far away places even if they can't go themselves. Heat and spiciness in beverages offer a multi-sensorial experience, rather than just taste. Along with chilli varieties, including jalapeno, serrano and guajillo, increasing in popularity on food menus, unusual flavour combinations have skyrocketed too. The "sweet plus" trend is where sweetness is balanced with other flavour profiles including heat, smoky, salty and sour. This gives an unexpected complexity to drinks; think chilli infused syrups and honey to add to cocktails, low and no, coffee, hot chocolate and chai.

### TROPICAL TWISTS

With exotic holidays out of reach for many people in 2023, drinks packed with tropical flavours are a more affordable way to enjoy those far-flung destinations. Their bold colours tie in with the bright trend too. Offer Sweetbird Pink Guava & Lime or Raspberry & Pomegranate Lemonades, or quick and easy Mango Smoothies. Iced teas in Watermelon or Passionfruit Lemon are other profitable ways to add this 2023 trend to menus too.

### MILK NO MORE

Almost becoming the norm, the plant-based trend continues to gain momentum - fuelled by environmental and health considerations. With a move away from soya milk, oat milk is fast becoming the go-to milk alternative, increasing from 6.1% in 2020 to 16.3% in 2022<sup>4</sup>. Show support for the switch by removing any extra charges for this choice of dairy alternative.

### HOME COMFORTS

As with bold and bright, this is a trend in fashion and food. Think working from home leisurewear in clothing, or in comforting food such as jam roly-poly or shepherds pie. If this trend had a colour palette it would be brown, beige and vanilla; soft, gentle hues offering relaxation and calm. This trend easily blends with indulgence, particularly in coffees, with innovative combinations including praline, dulce de leche and cinnamon French toast flavours. Nut profiles are predicted to be a top flavour in coffee drinks<sup>5</sup> with nut brittles increasing in popularity. These were seen on many winter dessert menus and seasonal confectionery during 2022. Watch out for pecan and peanut inspired hot and cold drinks in 2023.

### FROZEN 24/7

Driven by Millennial and Gen Z customers, all year round consumption of iced drinks has increased over the last few years, particularly iced coffee. 1 in 4 consumers would still buy cold coffee in winter<sup>6</sup> and 17% of drinks on UK Winter coffee shop drink menus were iced beverages<sup>7</sup>. Switch up menus with the seasons but keep those blenders spinning all year round. Try Autumnal honeycomb chocolate milkshakes or festive frappés as alternatives to summer fruit smoothies.

<sup>1</sup>Google Trends 2022. <sup>2</sup>Lumina Intelligence 2022. <sup>3</sup>Fact.MR. <sup>4</sup>Allegra World Coffee Portal 2022.

<sup>5</sup>Innova 2021. <sup>6</sup>Allegra World Coffee Portal 2022. <sup>7</sup>Beyond the Bean Winter Benchmarking 2022.



*S'mores Hot Chocolate,  
Passionfruit Turmeric Latte,  
Pink Lemonade, Sparkling Peach  
Iced Tea, Almond Iced Coffee,  
Rose White Hot Chocolate,  
Raspberry & Pomegranate  
Lemonade*



# INTRODUCING SWEETBIRD

## OBSESSED WITH PERFECTION

Sweetbird is all about getting creative with ingredients and flavours then pouring this into everything we do to make drinks that look and taste delicious every time.

Visit [sweetbird.com](https://sweetbird.com) for recipes and inspiration

  
**SWEETBIRD®**  
BRISTOL ENGLAND



# SWEETBIRD RANGE

## SYRUPS, SMOOTHIES, PURÉES & FRAPPÉS



French Vanilla Iced Americano, Toffee Nut Iced Latte, White Chocolate Caffè Freddo, Salted Caramel Caffè Frappé,

## THE SWEETBIRD COLLECTION



### SYRUPS

With 59 delicious syrups in seven categories there's a Sweetbird syrup for every customer and season. We make the syrups ourselves in Bristol, so we know they're full of taste, and little else.



### PURÉES

Bursting with real fruit and packed with versatility, our purées are perfect for creating super-speedy shakes, sodas, cocktails, mocktails, and smoothies too.



### SMOOTHIES

Flavour-rich and refreshing, every Sweetbird smoothie has been specially developed using real fruit and juice. Easy to store and even easier to make, no fruit to wash, peel or waste, just 100% convenience in a carton.



### FRAPPÉS

Our experts have hand-selected a range of premium ingredients to bring you a frappé range that blends confection with convenience. We've made our blends easy-to-prepare so you can create luxuriously thick and smooth frappés in minutes.

\*With the exception of cane sugar and sugar-free syrups

**Sweetbird's innovative range of syrups, smoothies, purées and frappés have won hearts and taste buds (along with a fair few awards) the world over, making Sweetbird a valuable addition to menus all year round.**

- Specially-selected ingredients, blended by experts
- Deliciously versatile products, created to complement each other
- Quick and easy to prepare
- Scoops and pumps offer ease and consistency, helping to boost profitability
- Free from GMOs
- Free from artificial colours
- Syrups made in Bristol, UK with British sugar\*
- All products approved by either The Vegan Society or The Vegetarian Society

**Visit [sweetbird.com](https://sweetbird.com) for recipe inspiration and downloadable promotional material.**



# SWEETBIRD SYRUPS

## CLASSIC, CREATIVE, FRUIT, BOTANICAL, ICED TEA, LEMONADE & SUGAR-FREE

**Syrups have come a long way since their introduction in the early 90's. With so many variations it's time to think beyond the vanilla latte...**

In seven distinct categories, each with their own colour label, it's clear to see the many uses of Sweetbird syrups. All made in Bristol, with British sugar (apart from the sugar-free and cane syrups) they have been approved by The Vegan Society since 2006. Made with real fruit juice, black tea extracts and botanicals we ensure the ingredients going into the syrups are the same high quality as the drinks they make.

### CLASSIC SYRUPS

With the trend for newstalgia big news in 2023, customers are seeking comfort in the familiar. You'll find these flavours and more in the Sweetbird Classic range. Flavours like the velvety caramel, in the three top selling syrups, or warming gingerbread, perfect for the holidays. Look out for the dark brown label to know it's a Sweetbird Classic syrup.

Why not offer customers a shot of syrup on the side of their regular coffee instead of sugar to gently introduce them to syrups whilst adding flavour to their day.

Visit [sweetbird.com](https://sweetbird.com)



The three top selling flavours, vanilla, hazelnut and caramel are available in a presentation gift box.



We also have a selection of flavours in shelf ready display boxes of 6 x 250ml glass bottles.



>Excluding hazelnut and sugar-free syrups  
\*Excluding cane sugar and sugar-free syrups

Iced Americano with chocolate cold foam, Banoffee Frappé, Traditional Lemonade



## SWEETBIRD CLASSIC SYRUPS

ALMOND	FRENCH VANILLA
AMARETTO	GINGERBREAD
CANE SUGAR	HAZELNUT (SF)
CARAMEL (SF)	IRISH CREAM
CHAI	MINT
CHOCOLATE	SPECULOOS
CINNAMON	VANILLA (SF)
ENGLISH TOFFEE	WHITE CHOCOLATE

(sf) = also available as sugar-free

## THE FIGURES

- Made in Bristol, UK, using British Sugar\*
- Free from artificial colours and preservatives<sup>></sup>
- Free from GMOs
- Approved by The Vegan Society
- Sugar-free versions available in key flavours
- 30% PCR bottle
- Two 8ml pumps flavours 62 12oz drinks





# CREATIVE SYRUPS

**Our creative collection allows you to be inventive and create specialist flavours.**

You could introduce them as guest flavours or create your own seasonal drinks – a Rose Lemonade was just made for summertime or an Eggnog Hot Chocolate for winter.

Boost profits with chocolatey sundae style frappés, nutty iced coffees or bright, nostalgic milkshakes - try salted caramel or honeycomb. Two pumps of coconut into a chocolate frappé or hot chocolate turns the everyday into a seasonal special.

Named seasonal drinks featured on a menu are the recommended way to boost sales with syrups. Customers are more likely to order a Peanut Butter Hot Chocolate than 'add a shot of syrup' of their own choosing from the bottom of the menu. They'll appreciate you've done the drink development for them and sales will reflect this.

Visit [sweetbird.com](https://sweetbird.com)



**SWEETBIRD  
CREATIVE  
SYRUPS**



Easily add the home comforts trend to menus with a rich and smooth Peanut Butter Hot Chocolate. Just two pumps for a 12oz drink.

*Peanut Butter Latte, Pumpkin Spice Frappé, Eggnog White Hot Chocolate, Toasted Marshmallow Milkshake*



**BUTTERSCOTCH**  
**COCONUT**  
**EGGNOG (SEASONAL)**  
**HONEYCOMB**  
**PEANUT BUTTER**  
**PUMPKIN SPICE**

**ROSE**  
**SALTED CARAMEL (SF)**  
**S'MORES**  
**TOASTED MARSHMALLOW**  
**TOFFEE NUT**

(sf) = also available as sugar-free



**NET PROFIT**

Based on average UK price of 12oz flavoured latte made with cows milk, double espresso and 2 pumps Sweetbird syrup

# BOTANICAL SYRUPS

## NEW HIBISCUS PLUS GARDEN MINT, GINGER, ROSE

Hibiscus Craft Soda, Garden Mint Nojito



### MADE WITH REAL BOTANICALS

**This collection of natural botanical syrups is created from our passion for quality, flavour and a love of innovation.**

Sweetbird Botanical syrups have been a big hit with an increase in popularity of flavours with a premium twist, as floral flavours are viewed. To capitalise on this growing trend we are extending the range to include new Hibiscus syrup for 2023.

To replicate the hibiscus teas of the Middle East and Turkey the syrup has a light perfume and punchy floral top note that immediately taste of botanical petals. The complex profile has a sharpness giving a sweet berry fruitiness similar to cranberry with honey pollen notes.

### THE BOTANICAL COLLECTION

Delicate and bright, these syrups can be used in refreshing lemonades, sodas, and iced teas, or for adding botanical twists to a hot chocolate, chai or mochas. Made with real botanical ingredients, British sugar and very little else the syrups are approved by The Vegan Society and free from artificial flavourings, preservatives and colours.

Combine 2 pumps of Botanical syrup with 2 pumps Sweetbird Lemonade syrup then top with sparkling water and ice for the summer trend of 2023.

### INTRODUCING WHITE CAPS IN 2023

As we move through 2023 we will be introducing white caps to all Sweetbird syrups for easier recycling.

All Sweetbird 1ltr PET bottles are 30% PCR (post-consumer recycled) material which is:

- Kerbside collected in the EU
- Food contact approved
- 100% recyclable

New!  
Spring 2023  
Hibiscus  
syrup and  
white caps



### ENHANCING DRINKS WITH FLORAL, FRESH AND FIERY NOTES

#### NEW! HIBISCUS

A sweet berry fruitiness with a gentle sharpness, similar to cranberry, with honey pollen and floral notes.

#### GARDEN MINT

A bright, refreshing syrup bringing the taste of an English country herb garden.

#### GINGER

A fiery, peppery and earthy syrup made with real ginger.

#### ROSE

A delicate, fragrant syrup made with real rose to add a gentle pink hue to menus in summer and winter.

Visit [sweetbird.com](https://sweetbird.com)





# NEW! DRAGON FRUIT & PAPAYA SYRUP

## A TROPICAL TASTE SENSATION

Dragon Fruit & Papaya Granita and Craft Soda



### Exotic, tropical and unique fruit flavours. Introducing the flavour of 2023...

Pantone have named the colour of the year - for 2023 it's Viva Magenta, tying in nicely with all things bright and bold. The latest Sweetbird syrup is not only a wonderful bright pink, it's also bursting with the tropical flavours of dragon fruit and papaya, another big trend for 2023.

Made in Bristol with British sugar this syrup works well in ice-blended drinks such as a granitas, frappés, or simple craft sodas. We also love it paired with Zuma White hot chocolate.

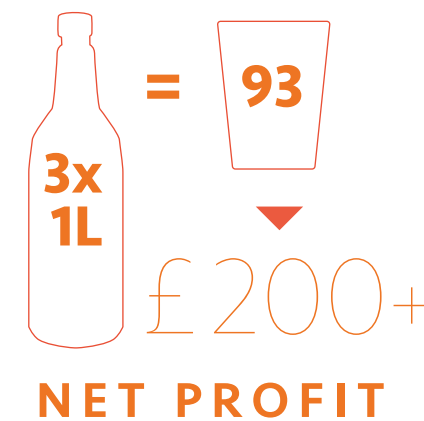
Visit [sweetbird.com](https://sweetbird.com)

### HOW TO MAKE: GRANITA

- 2 pumps Frappé & Granita Liquid Base
  - 3 pumps Dragon Fruit & Papaya syrup
  - Chilled water
1. Overfill glass with ice
  2. Pour water over ice to 1/2 full
  3. Pour into blender jar, add the liquid base and syrup
  4. Blend on 14 seconds 'Granita/ Medium milkshake' cycle

### THE FACTS

- Made in Bristol, UK, using British Sugar
- Free from artificial colours, flavours and preservatives
- Free from GMOs
- Approved by The Vegan Society
- 30% PCR bottle
- Two 8ml pumps flavours 62 12oz drinks



Based on average UK price of 12oz granita made with 3 pumps Sweetbird syrup and 2 pumps Sweetbird Frappé & Granita Base





Shirley Temple Mocktail

Handmade craft sodas never tasted better than when made with Sweetbird fruit syrups for extra juicy margins.



## SWEETBIRD FRUIT SYRUPS

BANANA

CHERRY

NEW! DRAGON FRUIT & PAPAYA

GRENADINE

LIME

ORANGE

PEACH

RASPBERRY

STRAWBERRY

WATERMELON

# FRUIT

## SYRUPS

On a hot summer's day, customers love nothing more than an ice-cold craft soda – just 3 pumps for a soda that's super thirst-quenching, and super-profitable. Our fruit syrups are perfect for

adding a punch of fruit flavour to milkshakes, smoothies and frappés. In winter, add to hot chocolates for Black Forest Hot Chocolates or strawberry into white hot chocolate.

## WHY FRUIT SYRUPS

- Easily add a fruit burst to hot and cold drinks
- Use in mocktails and cocktails
- Mix and match with other Sweetbird products for creative house specials such as Peaches & Cream frappé or Strawberry Sherbet smoothie with just two pumps of lime syrup
- Made in Bristol with British sugar

Visit [sweetbird.com](https://sweetbird.com)



## HOW TO MAKE CRAFT SODAS

1. Add 3 pumps syrup to glass
2. Fill to  $\frac{3}{4}$  with still or sparkling water
3. Stir and add ice cubes to fill
4. Garnish and serve



## NET PROFIT

Based on average UK price of a craft soda made with 3 pumps Sweetbird syrup and sparkling water in the UK





Pink Guava & Lime Lemonade

# LEMONADE

## SYRUPS



**We've squeezed the refreshing taste of fresh, ripe lemons into our specially blended lemonade syrups. All while helping satisfy consumer demand for reduced packaging waste – making lemonades with syrup uses 40 less plastic bottles than ready-to-drink lemonades.**

Easy to make, simply add a few dashes to chilled still or sparkling water, and the perfect, cool refreshment is ready to serve.

With the trend for tropical flavours on the cards in 2023 Sweetbird Lemonade syrups are the solution. Offering traditional and modern twists on much-loved classics, our lemonade syrup range is available in three fresh flavours that your customers will love – pink guava & lime,

raspberry & pomegranate and traditional lemonade.

Sweetbird purées, fruit, and botanical syrups make great partners for these lemonades - add two pumps of either fruit syrup or purée to two pumps of lemonade for your own house specials.

Visit [sweetbird.com](https://sweetbird.com)

### SWEETBIRD LEMONADE SYRUPS

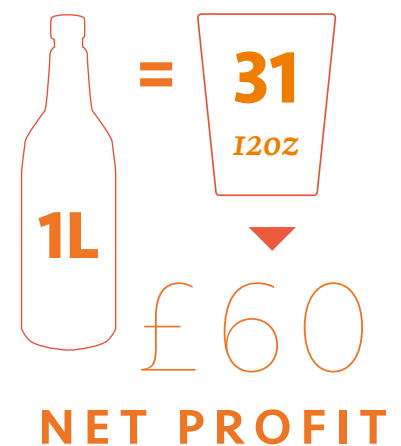
#### LEMONADE

#### PINK GUAVA & LIME

#### RASPBERRY & POMEGRANATE

### HOW TO MAKE: LEMONADE

1. Add 4 pumps syrup to glass
2. Fill to  $\frac{3}{4}$  with still or sparkling water
3. Stir and add ice cubes to fill
4. Garnish and serve



*Based on average UK price of a 12oz lemonade made with 4 pumps Sweetbird syrup and sparkling water*





# ICED TEA

## SYRUPS

At the heart of the Sweetbird collection is simplicity and profitability. Nowhere is this more apparent than our Iced Tea syrups.

Sweetbird Iced Tea syrups are profitable, making 41 12oz drinks per one litre bottle. Available in five original iced teas, two iced green teas and now three sugar-free flavours there has never been a better time to add them to your menu.

The delicate Iced Green Tea syrups in Watermelon or Cucumber & Mint are a twist on the more traditional Lemon, Raspberry or Peach tea syrups, all of which are available in sugar-free. As with lemonades, these syrups pair well with other Sweetbird products, such as purées or botanical syrups. Made with real tea extract, and fruit juice these syrups save the time of brewing, and reduce the number of plastic bottles in circulation.

Visit [sweetbird.com](https://sweetbird.com)



### SWEETBIRD ICED TEA SYRUPS



Create shaken iced teas by using a cocktail shaker to prepare the drink. This adds theatre to your drinks service, whilst making an extra cold refreshing drink.



Passionfruit Lemon Iced Tea, Peach Iced Tea, Jasmine Lime Iced Tea, Watermelon Iced Tea, Raspberry Iced Tea, Cucumber & Mint Iced Tea

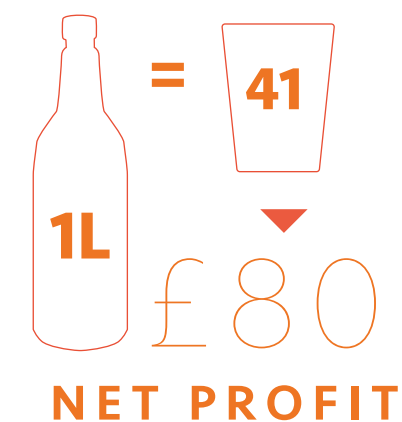
- ORIGINAL
- JASMINE LIME
- PASSIONFRUIT & LEMON
- PEACH (SF)
- SUGAR-FREE LEMON
- RASPBERRY (SF)
- WATERMELON ICED GREEN TEA
- CUCUMBER & MINT ICED GREEN TEA

(sf) = also available as sugar-free

### HOW TO MAKE: ICED TEA

1. Add 3 pumps syrup to glass
2. Fill to  $\frac{3}{4}$  with still or sparkling water
3. Stir and add ice cubes to fill
4. Garnish and serve

Remembering the number of pumps is as easy as 1, 2, tea!



Based on average UK price of 12oz iced tea made with 3 pumps Sweetbird syrup and sparkling water



# SUGAR-FREE SYRUPS

**SWEETNESS - WITHOUT SUGAR**

*Sugar-free Lemon Iced Tea, Iced Coffee and Cold Foam with Sugar-free Hazelnut syrup*



**100% flavour, no sugar**



**As consumers become increasingly health aware, they're looking for products with low or no added sugar.**

We've created this syrup range so you can broaden your appeal to customers who are conscious about sugar-consumption or calories, giving customers all the taste and sweetness they crave – without the sugar.

We use sucralose and the natural sweetener stevia to provide sweetness without using sugar.

Stevia is considered a natural sweetener and is approximately 200 times sweeter than sugar. Sucralose is an artificial sweetener and approximately 600 times sweeter than sugar which is why it's so commonly used, as you can achieve the same sweetness using less. Sucralose is also valued for having no or little bitter after-taste which is sometimes associated with sugar-free products. We've paired it with stevia to add another layer of lasting sweetness, which is why the sweetness in our syrups lasts longer.

Visit [sweetbird.com](https://sweetbird.com)

## SWEETBIRD SUGAR-FREE SYRUPS

**Offer Sweetbird Sugar-free syrups to customers looking to reduce their sugar intake.**

**CARAMEL**

**HAZELNUT**

**PEACH ICED TEA**

**RASPBERRY ICED TEA**

**LEMON ICED TEA**

**SALTED CARAMEL**

**UNFLAVOURED**

**VANILLA**

## THE FACTS

- Deliciously sweet yet sugar free, eight Sweetbird syrups are available as sugar-free
- Easy to identify blue labels
- From rich caramel to refreshing peach iced tea, we've broadened the range so you can broaden your menus
- Peach, Lemon and Raspberry Iced Tea syrups made with real fruit juice and black tea extract
- The newest addition to the range, Lemon Iced Tea syrup answers the trend for all things citrus
- Vanilla, Salted Caramel and Hazelnut also available in 250ml glass bottles

## HOW TO MAKE: ICED LATTE

1. Add ice to glass to  $\frac{1}{3}$  full
2. Pour double espresso and 2 pumps of syrup over ice
3. Top with milk
4. Stir and serve







# NEW! COLD CUP

## JOIN THE REUSE REVOLUTION

**Join Sweetbird to shine a light on single use plastic cups for ice-blended and cold drinks encouraging an attitude of refill, refresh, reuse.**

The move away from takeaway paper cups to reusable hot cups has been momentous, with companies like Bristol based Boston Tea Party bravely doing away with them altogether. Yet, many businesses still sell their cold drinks in single use plastic cups - even if served with a paper straw.

The new Sweetbird Cold Cup has been created with all cold drinks in mind. With a hole big enough to sip through, or fit a wide straw in.

The removable closing tab offers easy cleaning by hand, or in the dishwasher. At 16oz it's big enough for a frappé and any cream or toppings too.

Help drive industry change by offering these cups on ordering, or give a discount when people reuse them.

**REFILL.**

**REFRESH.**

**REUSE.**





# SWEETBIRD SMOOTHIES

## SAY GOODBYE TO WASTED FRUIT

### Simply pour, blend and profit

Iced drinks are now a 365 menu item. Up the offering in warmer months then retain at least two flavours even when it's cold or make hot smoothies with 50ml smoothie topped with hot water. Not only warming, but profitable too.

Easy to store and even easier to make – with no fruit to wash, peel or waste – our smoothies deliver

convenience in a carton. Simply pour over ice and blend for delicious summer smoothies every time. Each 1ltr carton makes eight 12oz drinks.

Created in seven mouth-watering flavours; every one packed with depth and zing, these smoothies are a treat for taste buds and profits. The range also complements our syrups and frappé powders, so you can get inventive with your summer menu by making your own, refreshingly different smoothies.

*Chocoberry Frappé, Lemon Granita, Strawberries & Cream Smoothie, Mango Smoothie*



Peach Smoothie & Hot Peach Smoothie

**BLENDED DRINKS SHOULD MAKE UP A MINIMUM**

**5%**

**OF SUMMER SALES**



## SWEETBIRD SMOOTHIES

**LEMON**

**MANGO**

**MANGO & PASSIONFRUIT**

**PEACH**

**RASPBERRY & BLACKCURRANT**

**STRAWBERRY**

**STRAWBERRY & BANANA**

## THE FIGURES

- Fat free
- Made with real fruit
- Gluten and dairy free
- Vegan Society approved
- Free from artificial colours, flavours and preservatives
- Approx 8 12oz drinks per 1 litre carton

Visit [sweetbird.com](https://sweetbird.com)

## HOW TO MAKE: FRUIT SMOOTHIES

1. Fill glass with ice, level with the top of the glass
2. Pour water over ice to 1/3 full
3. Pour smoothie over water and ice to the top
4. Pour contents of glass into blender jug
5. Put the lid on tightly, blend until smooth





# SWEETBIRD FRAPPÉS

INDULGENT, VEGAN APPROVED OR LIQUID



Berry & Cream Frappé,  
Chocolate Frappé

**Frappés will always be in fashion and are the must-have for successful menus.**

As with smoothies, frappés should be available to order all year round. For winter, add mint, or gingerbread syrups to chocolate frappé, or toasted marshmallow to vanilla bean. Sweetbird Frappés, hand-selected by our experts are made with premium ingredients to bring you a frappé range that blends confection with convenience.

We've made our blends easy-to-prepare so you can create luxuriously thick and smooth frappés in minutes. They're versatile too. Mix the vegan-approved Vanilla Bean or Liquid Frappé & Granita Base with your own blend of espresso, or take our Yogurt frappé, add ice, milk and any Sweetbird fruit smoothie for a deliciously thick and fruity breakfast blend. Our Cookies & Cream Frappé won SCA Best New Product Award 'Specialty Beverage Stand Alone' when it first launched too!



## HOW TO MAKE: FRAPPÉS

1. Fill glass with ice, level with the top of the glass
2. Pour milk over ice (to 1cm below the top)
3. Pour contents of glass into blender jug
4. Add 1 scoop of frappé powder
5. Put the lid on tightly, blend until smooth
6. To add more flavour and create house specials add two pumps of your favourite Sweetbird syrup or purée to the jug before blending

## THE FACTS

- Free from artificial colours and flavourings
- Free from preservatives\*
- Free from hydrogenated fat
- Free from GMOs
- Vanilla Bean, Caffé Frappé, Liquid Frappé & Granita Base Vegan Society approved
- All other frappés approved by The Vegetarian Society

Visit [sweetbird.com](https://sweetbird.com)

\*Liquid Frappé & Granita Base contains preservative

Watermelon and Mint  
Chocolate Granitas



## SWEETBIRD FRAPPÉS

VANILLA BEAN (VE)

CAFFÉ (VE)

FRAPPÉ & GRANITA  
LIQUID BASE (VE)

CHOCOLATE

COOKIES & CREAM

MOCHA

STICKY TOFFEE

YOGURT

WHITE CHOCOLATE

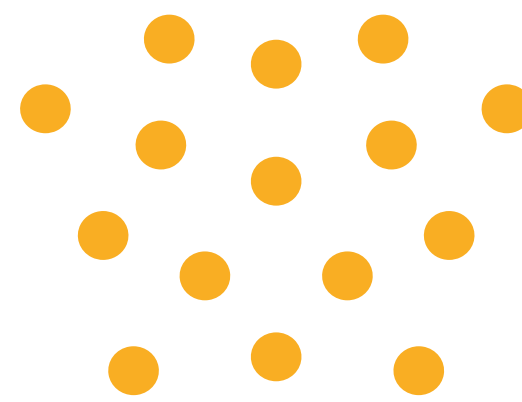


Raspberry Hot Chocolate,  
Passionfruit Soda



# FRUIT PURÉES

BURSTING WITH REAL FRUIT



**Bursting with real fruit and packed with versatility, we've created our purées so you can make drinks in an instant.**

Available in five, vegan-approved flavours we've created the range for ambient storage too, so you can stock up your shelves without filling up your fridge – making Sweetbird Purées the perfect ingredient for mobile units.

They can be used to make smoothies, milkshakes, granita or craft sodas. Sweetbird Purées can add a fruit burst to hot drinks too. A pump of raspberry or strawberry purée in any hot chocolate is another great way to use these fruit-packed ingredients.



## STUCK FOR SPACE? NO ROOM FOR A BLENDER?

No problem. Simply grab a cocktail shaker, add milk, purée and a few ice cubes to shake up ice-cold milkshakes on the go.



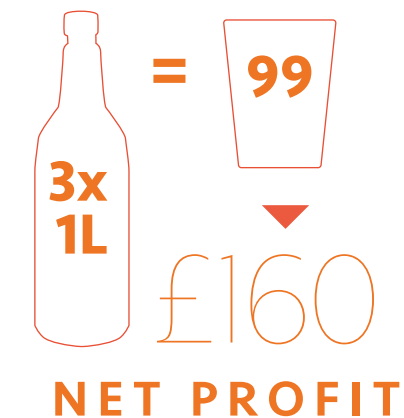
## HOW TO MAKE: MILKSHAKES

1. Half fill 12oz glass with ice
2. Fill glass with milk (to 1cm below the top)
3. Pour contents of glass into blender jug
4. Add 2 pumps purée and ½ scoop of Vanilla Bean frappé.
5. Put the lid on tightly then blend until smooth

## SWEETBIRD PURÉES

MANGO  
PASSIONFRUIT  
RASPBERRY  
STRAWBERRY  
BANANA

Visit [sweetbird.com](https://sweetbird.com)



Based on average UK price of 12oz milkshake made with cows milk, 2 pumps Sweetbird Purée and 1 scoop Sweetbird Vanilla Bean Frappé

Banana Milkshake







# ON TREND RECIPES

## PUTTING THEORY INTO PRACTICE

Use these recipes to easily add the latest taste trends to your menu without additional investment.

### BOLD & BRIGHT

#### Disco Blue Lemonade (ve)

- 2 pumps Disco Blue syrup
  - 2 pumps Lemonade syrup
  - Still or sparkling water
  - Ice
1. Add syrup to glass
  2. Fill to ¾ with still or sparkling water
  3. Stir and add ice cubes to fill
  4. Garnish and serve

#### Matcha and Strawberry Iced Latte (ve)

- 2 pumps Strawberry Purée
  - 1 mini scoop Matcha
  - Milk of your choice
1. Add purée to a glass, then fill with ice cubes
  2. Top up with milk to 2cm below top
  3. In separate cup add matcha with a splash of hot water and whisk vigorously to a smooth paste
  4. Drizzle matcha on top of milk and purée
  5. Garnish and serve

### UTTERLY INDULGENT

#### Sticky Toffee Milkshake (v)

- Ice / milk
  - ½ scoop Sticky Toffee frappé
  - Whipped cream to finish
  - Caramel sauce to drizzle
1. Half fill glass with ice
  2. Top up with milk (to 1cm below the top)
  3. Pour contents into blender jug
  4. Add frappé
  5. Put the lid on tightly then blend until smooth
  6. Add cream and drizzle with caramel sauce and serve

#### Layered Mocha (ve)

- 2 pumps Dark Chocolate sauce
  - Steamed milk
  - Double espresso
  - Whipped cream to finish
  - Biscuit crumb to finish
1. Pump chocolate sauce into cup, add steamed milk to top
  2. Pour in espresso and serve
  3. Add cream and biscuit crumb then serve



### TOTALLY TROPICAL

#### Yuzu Lemonade (ve)

- 2 pumps Yuzu Sherbet syrup
  - 2 pumps Lemonade syrup
  - Still or Sparkling water
  - Ice
1. Add syrup to glass
  2. Fill to ¾ with still or sparkling water
  3. Stir and add ice cubes to fill
  4. Garnish and serve

#### Pink Guava & Lime Granita (ve)

- Ice
  - 4 pumps Pink Guava & Lime Lemonade syrup
  - 2 pumps Liquid Frappé & Granita Base
1. Overfill glass with ice
  2. Pour water over ice to ½ full
  3. Pour into blender jar
  4. Add the liquid base and syrup
  5. Blend on 14 seconds 'granita/medium milkshake' cycle
  6. Garnish and serve

### FROZEN 24/7

#### Strawberry Sherbet Smoothie (ve)

- Water
  - Ice
  - Strawberry smoothie
  - 2 pumps Lime syrup
1. Fill glass with ice, level with the top of the glass
  2. Pour water over ice to ⅓ full
  3. Pour smoothie over water and ice to the top
  4. Pour contents of glass into blender jug
  5. Add syrup
  6. Put the lid on tightly, blend until smooth
  7. Garnish with strawberry pieces and serve

### HOME COMFORTS

#### Tiramisu Frappé with Cold Foam (v)

- Ice / milk of your choice
- 1 scoop Vanilla frappé
- Double espresso
- 1 pump French Vanilla syrup
- 1 pump Irish Cream syrup
- 200ml skimmed milk for cold foam
- Biscuit crumb to finish

1. Fill glass with ice, level with the top of the glass
2. Pour milk over ice (to 1cm below the top)
3. Pour contents of glass into blender jug
4. Add double espresso, frappé powder and syrup
5. Put the lid on tightly, blend until smooth then pour back into glass.
6. Add biscuit crumb and cold foam and serve

For Cold Foam:

1. Put the skimmed milk in a cold foam jar and blend on 'small milkshake' setting for 18 seconds
2. Pour cold foam over frappé and serve

This recipe can easily be made with Caffé Frappé instead of Vanilla Bean Frappé and double espresso.

### BLOSSOMING BOTANICALS

#### Hibiscus Lemonade (ve)

- 2 pumps Hibiscus syrup
  - 2 pumps Lemonade syrup
  - Still or Sparkling water
  - Ice
1. Add syrup to glass
  2. Fill to ¾ with still or sparkling water
  3. Stir and add ice cubes to fill
  4. Garnish and serve



### NEWSTALGIA

#### Strawberry Milk (ve)

- 2 pumps Strawberry Purée
  - Milk of your choice
  - Whipped cream to finish
  - Strawberry pieces to finish
1. Add purée to a glass, then fill with milk, stirring as you pour
  2. Add cream and strawberry pieces and serve

#### Crème Brûlée Latte (v)

- Double espresso
  - 1 pump Eggnog syrup
  - 1 pump Caramel syrup
  - Steamed milk
  - Whipped cream to finish
  - Caramel sauce to drizzle
1. Combine a double espresso with syrups in the cup
  2. Top up with steamed milk
  3. Add cream and drizzle with caramel sauce and serve

### SIZZLING SPICES

#### Ginger Thick Hot Chocolate (ve)

- Milk
  - 1 scoop Thick Hot Chocolate
  - 2 pumps Ginger syrup
1. Pour 100ml milk into steaming pitcher
  2. Add one scoop of Zuma Thick hot chocolate powder
  3. Whisk well
  4. Heat using a steam wand until it thickens
  5. Pour and serve



# COLD BREW

## COFFEE MAKER

Flavour cold brew with just two pumps of Sweetbird syrup or use in long coffee cocktails.



**Love cold brew but hate the brewing? The Fredda cold brew machine takes the time out of the process, with a brew time of just 3-5 mins.**

### EFFICIENT

Through patented vacuum brewing technology, FREDDA extracts delicious ready-to-drink (RTD) cold brew coffee or tea in just 3-5 minutes.

Traditional cold brew methods usually take hours to be completed. Not with FREDDA. In a period of 24 hours, while traditional drip cold brew methods can make only one round of cold brew coffee or tea, FREDDA can deliver 480 rounds of refreshing coffee or tea.

FREDDA is the world's first AI rapid cold brew machine that combines revolutionary technology for cold brew extraction with artificial intelligence.

### CONSISTENT

Great taste guaranteed: technologies for cold brew extraction create fresh and pure taste profiles with a layered finish for both coffee and tea.

FREDDA's unique brewing method combines horizontal and vertical cyclones to speed up the coffee or tea dissolution and steeping, while releasing and maintaining the aroma. The coffee or tea is then vacuumed out to the jug and ready to drink in minutes.

FREDDA's high-precision digital controls guarantee consistent cold brew extraction, brew after brew. Your cold brew recipes will always be consistent. Add 2 pumps of your favourite Sweetbird syrup or Zuma sauce for quick cold brew specials.

**Visit [fredda-europe.com](https://fredda-europe.com) for more information or to order**

### HOW TO MAKE COLD BREW COFFEE

1. Pour coffee powder and drinking water into the upper pot of Fredda
2. Brew ratio: 1:10~1:8 for coffee brewing, the extraction will present a layered flavour of original coffee beans
3. Coffee grind size: between fine to medium and medium to coarse grind degree
4. Water temperature: 4 °c~40 °c (room temperature water)
5. Start the cold brewing process with one click







# ABOUT BEYOND THE BEAN

**WE ARE THE PEOPLE WHO CREATE THESE BRANDS, AND THIS BOOK.**



**Winner of the Allegra Best Non-Coffee Supplier for the third time in 2022.**

**We share drink innovation and expertise with baristas and bartenders around the world with our own sense of fun and adventure.**

From our base in Bristol, we are globally recognised for developing and making award-winning products for bars, hotels, coffee shops and restaurants. Our collection of brands, Sweetbird, Zuma and Bristol Syrup Company, offer syrups, frappés, purées, smoothies, hot chocolates, chai, sauces and plant-based powders. We are also the UK importer for Blendtec Blenders. Our customers range from coffee roasters to food service distributors, online retailers, contract caterers and retail coffee chains. We also work with leading drinks distributors and bar groups.

Founded in 1997 we have built long-term partnerships with customers in over 50 countries. We remain passionately independent and stay true to our beliefs; never compromising on the integrity and quality of our products and always looking beyond today.

Our team have years of experience working in the industry we love, from running coffee shops, hotels, and restaurants, to coffee trainers and bartenders. We understand the challenges and pour this passion and knowledge into everything we do.

Our desire to challenge the status quo sees us develop products ahead of trends and market demands as we look to a future where we find new and innovative ways to make our products even better. We go beyond the average transactional relationship by offering support and development, making it simpler for customers to turn products into profit. With our own onsite BRCGS accredited manufacturing facility, we're able to support customers from brief to bottle.

We aren't just another drinks company; we are Beyond the Bean, forward thinking in drinking.

***beyondthebean.com***



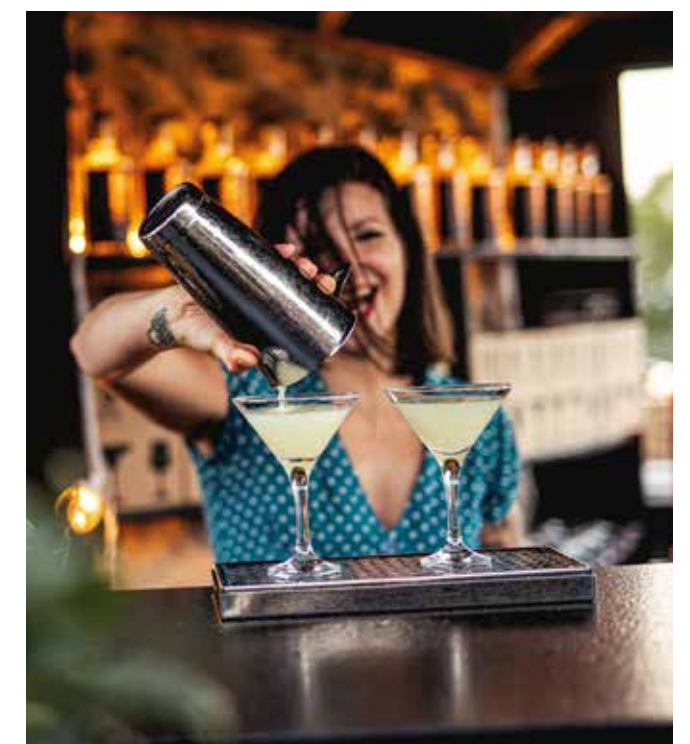


# DAY TO NIGHT

## PUTTING THE BAR IN BARISTA

**As businesses look to increase revenue and attract new customers there has never been a better time add a little bartender flair to barista skills.**

Knowing customers habits, what they will want, and when, is all part of running a successful hospitality business. With disposable income at it's lowest in recent years being able to offer something special, and different to that of competitors, will help encourage new business. Introducing cocktails (or mocktails for non-licensed premises) to menus needn't be costly, or complicated. The skills of barista and bartenders overlap - a passion for quality and taste, attention to detail and presentation. As we move into the age of the BARisa, give your team an introduction to these simple recipes to awaken an interest in drinks more suited to night than day and see how profits grow.



### VANILLA ESPRESSO MARTINI/MARTINO

- 3 pumps Sweetbird Vanilla syrup
- Double shot espresso
- 50ml vodka for Martini or 50ml oat milk

Shake hard and pour into small glass. Garnish with 3 coffee beans.

### GREEN ICED TEA

- 3 pumps Sweetbird Cucumber & Mint Iced Green Tea
- 100ml sparkling water
- 50ml tequila or 50ml coconut water

Build in a glass and fill with ice  
Garnish with mint sprig and cucumber slice.

### BELLINI

- 50ml Sweetbird Peach Smoothie
- Sparkling wine or ginger ale

Build in a champagne flute.





# GAME ON

## THIS IS BARISTAS VS. BARTENDERS

**We're pitting the greats of the drinks world against each other for one night of tense competition.**

Dusk Till Dawn; Baristas Vs Bartenders was created as the antidote to traditional barista competitions. There is no need to prep and practise, simply enter online then rock up on the night to battle it out.

The ultimate skills challenge for alcohol aficionados and coffee connoisseurs to prove their greatness in a head to head battle for the title of champion.

Competitors can enter as a single entrant, a barista or bartender, or bring a buddy and enter as a team. For those entering alone, they will be randomly paired up on the night with a team mate. There will be knock out rounds, team events and a head-to-head so either way working together as a team to impress the judges is the name of the game.

Sign up find out more and be the first to know when entries open:

[dusktilldawnchallenge.live](https://dusktilldawnchallenge.live)







*Elderflower Twinkle,  
Strawberry Margarita*

# BRISTOL SYRUP COMPANY

## FOR BARTENDERS, BY BARTENDERS

**We've distilled down years of experience to create a range of quality syrups and purées.**

From classic bar staples like orgeat and vanilla through to innovative, award-winning shrubs and sherbets, our syrups are designed for bartenders. Our syrups are favoured by bartenders around the country, stocked in over a third of the UK's top 50 Cocktail Bars 2023 and chosen by both high-volume bars such as Fridays and luxury venues like Claridge's.

We're proud to introduce new fruit purées and juices to the Bristol Syrup Company collection in 2023.

The Bristol Syrup Company website is packed with further in-depth information on the syrups and purées, including multiple recipes for each. Sign up for the newsletter to be the first hear the latest news and ideas.

**[bristolsyrupcompany.com](https://bristolsyrupcompany.com)**



# FRUIT PURÉES

## NEW FOR 2023

**Citrus juice and fruit purée are important ingredients in the world of drinks, without them many classic cocktails wouldn't exist.**

Citrus juice and fruit purée are important ingredients in the world of drinks, without them many classic cocktails wouldn't exist. AG Barr said 7.4 million people drink cocktails when they go to a bar, club or restaurant and about 43% of those cocktail drinkers indulge at least once a week\*. Most mixed drinks contain around 25% citrus juice and fruit purée, so it's understandable that

bartenders want the best quality they can get their hands on.

Making fruit juice and purée in bar is expensive and time consuming. Sometimes the fruit isn't available, sometimes the standard isn't up to scratch and it's always messy. But it doesn't need to be that difficult. In today's world there's no need to schedule on that extra pair of hands to tackle the mountain of citrus. No one needs to spend hours chopping, juicing and blending. Our 600ml pouches are filled with the finest fruit we can source and all natural ingredients. Pour out delicious, consistent fruit every time and save yourself time and money.

## BRISTOL SYRUP COMPANY FRUIT PURÉES

- Specifically picked regions for quality and flavour
- Made with a minimum of 90% fruit
- Free from artificial preservatives
- Suitable for vegan and vegetarian diets
- Maximum of 7 days of freshness once opened
- 600ml pouch to reduce wastage

LIME JUICE

LEMON JUICE

PEACH

PASSIONFRUIT

MANGO

STRAWBERRY

RASPBERRY



*Tequila Sour, Mango Spritz, Paragon*

\*theguardian.com



# BAR SYRUPS

**Tasty, well-balanced cocktails are a must have. Created by bartenders for bartenders, Bristol Syrup Company has a syrup for every serve.**

Offering more than just classic cocktail syrups, Bristol Syrup Company also uses acidity, bitterness and vinegar in some of the range. Perfectly enhancing cocktails, twisting mixed drinks or for adding complexity to alcohol-free options – an increasingly growing market.

UK-made, Bristol Syrup Company's focus is on authentic flavour – meaning every syrup tastes as delicious as homemade bar syrup. This focus on authenticity has earned Bristol Syrup Company multiple awards including Great Taste Awards.

The selection of syrup ranges from bartending staples, used to make the best loved cocktails, to shrubs; a vinegar based syrup perfect for adding depth to mixed drinks, and sherbets, which are brilliantly tart syrups designed to give a citrus hit. Disco syrups, a slightly more tongue in cheek range ideal for disco drinks. And those in between such as the fantastically fruity Cherry & Vanilla and the incredibly aromatic Mulled Spice syrup.

Visit [bristolsyrupcompany.com](https://bristolsyrupcompany.com)

## BRISTOL SYRUP COMPANY SYRUPS

- |                     |                             |                            |
|---------------------|-----------------------------|----------------------------|
| ● No.1 Simple 1:1   | ● No.9 Falernum             | ● No.18 Lime Sherbet       |
| ● No.2 Simple 2:1   | ● No.10 Coconut             | ● No.19 Disco Grenadine    |
| ● No.3 Demerara     | ● No.11 Pineapple & Coconut | ● No.20 Grapefruit Sherbet |
| ● No.4 Raspberry    | ● No.13 Raspberry Shrub     | ● No.21 Ginger             |
| ● No.5 Passionfruit | ● No.14 Cherry & Vanilla    | ● No.22 Mulled Spice       |
| ● No.6 Grenadine    | ● No.15 Vanilla             | ● No.23 Yuzu Sherbet       |
| ● No.7 Orgeat       | ● No.16 Strawberry Shrub    | ● No.24 Disco Blue         |
| ● No.8 Elderflower  | ● No.17 Watermelon          |                            |



*Elderflower Hi-ball,  
Grapefruit Sling, Cherry Sour*



# YUZU SHERBET

## ADDING ACIDITY AND INTRIGUE



*Japanese 75*

**The latest addition to the  
sherbet syrup collection**

## Introducing No. 23, Bristol Syrup Company's Yuzu Sherbet syrup

Sherbet has been a popular cocktail ingredient since the 19th century; the perfect blend of sharp and sweet, created to bring balance to your mixed drinks without any fuss. So if it's citrus zing you're after, look no further, this Yuzu Sherbet is just the ticket.

Yuzu is an Asian citrus fruit, with a unique taste often described as a blend of lemon and mandarin, it's fresh and bright and oh so fragrant.

Our Yuzu Sherbet is brimming with this fantastic flavour, it's a brilliant way of adding both acidity and intrigue to cocktails and non-alcoholics.

Packed full of tangy acidity and rounded out with aromatic zest and a touch of sweetness, use it to mix up your mixed drinks and pimp best loved classics. Our favourites are London Calling, Japanese 75 or Twisted Lemonade.

## THE COCKTAILS

### LONDON CALLING

- 20ml Yuzu Sherbet Syrup
- 2 dashes of orange bitters
- 45ml gin
- 20ml fino sherry

Shake and strain into a nick & nora glass. Garnish with an orange twist.

### JAPANESE 75

- 20ml Yuzu Sherbet Syrup
- 25ml umeshu
- Sparkling sake top

Build in a champagne flute. Garnish with a plum slice.

Visit [bristolsyrupcompany.com](http://bristolsyrupcompany.com)

### TWISTED LEMONADE

- 25ml Yuzu Sherbet Syrup
- 50ml vodka
- Topped with soda

Build in a hi-ball filled with ice. Garnish with a lemon twist.



*London Calling*





*Corpse Reviver #Blue*

# DISCO BLUE

**BRIGHT AND BOLD**

**Who doesn't love a disco? Our Disco Blue Syrup brings the party to you. Making cocktails with this syrup won't leave you feeling blue, only tasting it!**

A delicious blend of sweet juicy orange, fragrant peel and perfumed orange blossom, this syrup is packed to the brim with flavour, as the vibrant colour would suggest.

Sometimes it's nice not taking life too seriously, blue cocktails, why not? Our Disco Blue Syrup is a nod to blue curacao, but unlike the traditional liqueur we've made the flavour as much of a talking point as the hue.

- Contains real blood orange and orange blossom
- Best matched to citrus and disco drinks
- Free from artificial preservatives
- Suitable for vegan and vegetarian diets

## THE COCKTAILS

### CORPSE REVIVER #BLUE

- 20ml Disco Blue syrup
- 20ml Lemon juice
- 20ml gin
- 20ml Lillet Blanc
- 20ml triple sec

Shake and strain into a coupe glass. Garnish with a lemon twist.

### BLUE LAGOON

- 25ml Disco Blue syrup
- 20ml Lemon juice
- 50ml vodka
- Lemonade top

Build in a hi-ball filled with cubed ice. Garnish with a lemon wedge.

### PURPLE RAIN

- 15ml Disco Blue syrup
- 15ml Disco Grenadine syrup
- 20ml Lemon juice
- 35ml gin
- Soda top

Shake and pour into a rocks glass. Garnish with purple grapes.

Visit [bristolsyrupcompany.com](http://bristolsyrupcompany.com)



*Blue Lagoon*





# BLENDTEC ON DEMAND

## ONLY THE BEST BLENDERS

---

**Blendtec offer everything from the entry level through to the revolutionary in-cup blending of the Stealth Nitro. For serious ice-blended drinks, consistently smooth on every blend, there's only one name to look for.**

We have been the UK Blendtec master importer for almost 20 years so have a in-depth knowledge of the models, how to get the most from them, and how to care for them. Our blender support goes beyond just selling; we can develop an ice-blended drinks menu and help with programming for specific blends. Your blender supplier can recommended the best model to suit your business, or call us direct. Our customer service team have years of Blendtec experience so are on hand to talk though any questions and always happy to help.





# POWER UP FOR BUSINESS

## BLENDERS FOR EVERY OPERATION

**Choosing the right blender for your business is important as they can be a significant investment but the return in sales of blended drinks is well worth it.**

### CONNOISSEUR 825

The Connoisseur 825 boasts industry-leading power and a wide range of state-of-the-art features designed to ensure speed, consistency, and quality with each and every order. This blender also includes an advanced sound enclosure to reduce blending noise by around 50%.

### CONNOISSEUR 825 SPACESAVER

The Connoisseur 825 SpaceSaver is a workhorse built with longevity in mind. It's powerful and durable enough to stand up to heavy daily use, making it perfect for high-volume shops. With the same motor and programmes as the Connoisseur, the SpaceSaver does just that by having a smaller footprint, and comes without the sound enclosure, making it more suitable to back bars or where workspace is limited.

### STEALTH 885

The Stealth 885 combines durability, power and a wealth of exciting features. Simply put, it's the quietest and most advanced commercial blender on the planet, with an easy to clean tactile touch pad. The Stealth 885 features an advanced sound enclosure reducing blending noise by around 80%.

### STEALTH NBS 895

The Stealth 895 NBS combines durability, power, a tactile touch pad, and sound enclosure with innovative in-cup blending technology. Saving time, resource and money, this is the perfect blender for takeaway, mobile sites or sites with limited access to water.

### EZ 600

The EZ 600 is the ideal solution for businesses that want to launch a basic drink programme. The EZ 600 provides entry-level pricing without compromising the power and quality Blendtec is famous for.

**Still not sure which blender is right for you?**

**Get in touch with your Blendtec supplier, or give us a call and we can offer some suggestions.**







# COLD FOAM

## SILKY SMOOTH AND SKIMMED

**Cold foam is now a staple on many high street menus especially with the layered-beverage trend. Whether plain or flavoured this is the low-fat alternative to whipped cream.**

To ensure you don't miss out on the cold foam trend, Blendtec has developed a blender jar which turns 150ml of cold, skimmed milk into silky smooth, mousse-like thick foam in just 18 seconds.

You can use it on its own to top iced coffees, or flavour the foam with any number of Sweetbird or Zuma ingredients for the perfect summer beverage.

Cold foam isn't just for cold drinks, you can use it to top hot chocolate too. Use chocolate cold foam on frappés, or mochas, or strawberry cold foam on a berry smoothie. Adding plant powders adds a burst of colour to the foam too. Top Red Velvet Hot Chocolates with beetroot foam.

### HOW TO MAKE: COLD FOAM

1. Pour 150ml of cold skimmed milk into to a Blendtec cold foam jar
2. Blend on 'small milkshake' setting. Perfect for cold foam
3. Pour foam into glass or to top your latest creation





# JARS & ACCESSORIES

## ALLERGY CONTROL AND BIGGER BLENDS

**With menus and customer preferences becoming increasingly varied, you need to cater for every type of beverage and customer. Blendtec offers a range of jars and accessories so you can meet the needs of your customers and your business.**

### WILDSIDE+ JAR

Offering 50% larger capacity than the FourSide Jar, and an exclusive, patented square design, the WildSide+ Jar produces thicker, faster blending and shorter wait times. Its extra-wide base, along with a more aggressive blade, has helped raise the bar in commercial blending and is able to deliver even higher volumes than the standard FourSide jar.

### COLOURED JARS

Coloured jars and lids make it easy for you and your employees to quickly select the right jar every time, preventing cross-contamination of allergens. Choose from yellow, blue or pink. Available as Fourside and Wildside+.

### COLD FOAM JAR

Creating cold foam has never been easier. Select the Small Milkshake cycle on your blender and in 18 seconds this circular bladed jar delivers creamy smooth cold milk for hundreds of uses.

### FOURSIDE JAR

For high volumes, the FourSide Jar is ideal. Its square shape and patented wingtip blade, creates a better blending vortex to micronise ingredients, delivering results in seconds.

### TWISTER JAR

***Capable of blending the thickest recipes, the Twister Jar lets you expand your menu to anything from nut butters and hummus to super-thick shakes. Shown to the right.***

### RAPID RINSE STATION

Perfect for keeping jars clean, the compact Rapid Rinse Station reclaims valuable counter space and is perfect for stacking multiple Blendtec jars. Best of all, it can reduce exposure to harmful sanitisers that irritate skin and cause lost time on the job.

With its special wide-angle nozzle, the Rapid Rinser can clean your jar in under 7 seconds, cutting down on your cleaning time by up to 46% compared to using a normal tap. You can clean glasses too. In fact you can rinse anything from a little shot glass all the way up to an eight inch bowl. Ideal for saving precious time during peak times, available as on-counter or in-sink depending on where you want to install them.







*Clockwise from top: Ginger White Hot Chocolate, Cinnamon Hot Chocolate, Spiced Chai, Coconut Hot Chocolate, Almond Matcha Latte, Spiced Cookie Hot Chocolate, Spanish Dipping Chocolate.*

# INTRODUCING ZUMA DRINKS

**NO COMPROMISE ON TASTE**

Quality, versatility and flavour. These are the hallmarks of Zuma. From hot chocolate and sauces to chai and plant-based powders, we create without compromise so you can make drinks your customers will love.

Visit [zumadrinks.com](https://zumadrinks.com) for the latest news, support material and to sign up to the Zuma newsletter.

**ZUMA®**





*Golden Turmeric Hot Chocolate,  
Iced White Chocolate Matcha*

## THE ZUMA COLLECTION



### HOT CHOCOLATE

Less is more when it comes to what we put in ours. From original, dark and thick to white and Fairtrade, there's a chocolate for all tastes.



### PLANT POWDERS

Plant powders - bright, and instagram ready. Add to menus to jump on the trend for layered drinks.



### SAUCES

Make quick and easy hot chocolates and mochas in powder free sites. Drizzle on top of drinks, add to bakes and cakes, or use to make instant milkshakes.



### CHAI

The warming, vegan approved alternative to tea, coffee or chocolate. Use in frappés for a new twist on ice-blended beverages.

### LAUNCHED IN 1997

We first launched Zuma 26 years ago, and it's been a joy to see the collection grow from just chocolate to chai, sauces and plant powders. Zuma is a trusted name in the industry, known for quality and taste.

### CREATED TO COMBINE

As with Sweetbird, Zuma products can be used alone, or mixed to make even more recipes. Hot chocolate is great, so add a mini scoop of beetroot to elevate it to a Red Velvet Hot Chocolate. Two pumps of white chocolate sauce into a matcha latte add a touch of luxury.

### VERY VEGAN

In the Zuma collection of 15 products there are only three which are not vegan approved: White Hot Chocolate, White Chocolate and Caramel Sauces. These are approved by The Vegetarian Society.

Visit [zumadrinks.com](https://zumadrinks.com)

### NEW! ZUMA TOPPINGS!

See next page for details...





*Strawberry White Hot Chocolate  
with strawberry pieces*



## NEW TOPPINGS

### FREEZE DRIED STRAWBERRY PIECES & BISCUIT CRUMB

**Dress up drinks with new Zuma toppings to add texture and flavour, and an extra treat for customers.**

There are many ways to finish drinks with a little pizzazz; fluffy marshmallows on hot chocolate, cream and sauce on frozen frappés. Even a dusting of cinnamon on top of chai shows a little more care. New Zuma Toppings can be used on hot or cold drinks, sitting on top of the drink, or whipped cream.

The biscuit crumb can also be used as a base layer for cheesecake frappés - we love a Key Lime Pie Frappé made with Sweetbird yogurt frappé and two pumps of lime syrup. Available in resealable, recyclable pouches they contain over 100 portions per bag.

Visit [zumadrinks.com](https://zumadrinks.com)

#### TOPPINGS

##### STRAWBERRY PIECES

##### BISCUIT CRUMB

#### DRINKS

##### STRAWBERRY MILKSHAKE

##### CARAMEL LATTE

#### STRAWBERRY PIECES

The intense berry burst of fresh strawberries is immediate with these freeze dried pieces. With each 0.5g serving containing the equivalent of 4.5g frozen strawberries\*.



#### BISCUIT CRUMB

This crunchy biscuit topping gives a biscuity waffle like taste to hot and cold drinks. Ideal on top of caramel shortcake frappés or crumble inspired recipes.



#### THE FACTS

- Recyclable, resealable pouch
- No artificial colours, flavours or preservatives
- Approved by The Vegan Society
- Over 100 portions per bag



#### ALSO AVAILABLE

1kg bags, mini marshmallows



\* Indicative value and is based on analytical results. This value may vary from crop to crop.



# HOT CHOCOLATES

**ORIGINAL, DARK, FAIRTRADE DARK**



*Original, Thick, White Hot Chocolate*

**The world of Zuma is full of rich, luxurious chocolates to suit every taste.**



## HOW TO MAKE: HOT CHOCOLATE

Combine 1 scoop of Zuma Hot Chocolate with a splash of hot water and mix to a smooth paste.

Add steamed milk, stirring as you pour. Add any cream and toppings to finish.

From Original to White, Dark, Thick and Fairtrade hot chocolate, Zuma's range satisfies all tastes. Choose original as your go-to and one or two 'guest' chocolates to grow your menu.

Zuma Hot Chocolates are the perfect partner for many other products too. Add two pumps of Sweetbird syrup, such as amaretto, or try Irish cream in White hot chocolate. They also work with Sweetbird purées. Two pumps of raspberry or strawberry in Dark hot chocolate is delectable and helps boost profits when sold as a seasonal special.

**For full details of the entire range visit [zumadrinks.com](http://zumadrinks.com)**

## HOT CHOCOLATE RANGE

**Zuma caters to all tastes, with various cocoa contents:**

### ORIGINAL – 25%

Our classic hot chocolate – smooth and sweet like top-quality milk chocolate. 2kg tin and 1kg bag.

### DARK – 33%

Darker, richer than Original for a European-style chocolate experience. Available in 1kg bags.

### FAIRTRADE DARK – 33%

The same chocolate as our Dark, but with the assurance offered by the Fairtrade mark. 2kg tin.

### THICK & WHITE

Turn the page for all the details...

**1KG = 35**

**£75**

**NET PROFIT**

*Based on average UK price 12oz hot chocolate made with cows milk and 1 scoop Zuma Hot Chocolate*





Thick Hot Chocolate,  
White Hot Chocolate



**Offer customers the premium experience  
they desire and deserve.**

# LUXURY CHOCOLATE

## THICK OR WHITE



### HOW TO MAKE: THICK HOT CHOCOLATE

1. Pour 100ml milk into steaming pitcher
2. Add one scoop of Zuma Thick
3. Whisk well
4. Heat using a steam wand until it thickens
5. Pour and serve

Nothing shouts indulgence quite like an all-out hot chocolate laden with cream, sauce and toppings (think of the freak shake craze but up the heat). Indulgence, at an affordable price, will be much-sought out in 2023, offer it with over the top chocolates, like Zuma White or Thick. Customers can enjoy a taste of luxury but remain within their budget.

Take this to the next level by creating a hot chocolate taster flight; serve a jug of hot chocolate (or 6oz cups of two different blends) accompanied by a tray of treats, such as marshmallows with sides of syrup, purée or sauce. The customer can enjoy creating something, at little extra cost to the business. It's sure to be shared on social too, great publicity too.

#chocolateflight #chocsaway #makeityourown

[zumadrinks.com](https://zumadrinks.com)

## LUXURY RANGE

**Introduce these as guest chocolates or a fancy alternatives to original or dark hot chocolate.**

### THICK - 25%

Just incredible, thickens as it steams. Works a treat with cherry and berry syrups or as a dipping chocolate. 2kg tin.

### WHITE

Mellow, milky and comforting, the hot chocolate customers didn't know they needed in their lives. Like comfort in a cup. 2kg tin.



# PLANT POWDERS

## MATCHA, TURMERIC & BEETROOT



*Spiced Mango Lassi, Raspberry, Pomegranate & Beetroot Lemonade, Vanilla Iced Matcha, Turmeric, Beetroot and Matcha Lattes*

## Bright and bold drinks made easy with Zuma Plant Powders.

With the ever-increasing focus on health and well-being, demand for superfoods continues to rise. Add this trend to your menu with our collection of plant-based powders. With vibrant hues and rich flavours, they're versatile and work in a range of recipes. All of our powders are approved by The Vegan Society too.

Yielding 33 12oz drinks per 100g these powders have so many uses, add them to makes, bakes, hot and cold drinks.

For further inspiration visit [zumadrinks.com](https://zumadrinks.com)



## HOW TO MAKE: PLANT-BASED LATTES

1. Add 1 or 2 mini scoops to a splash of hot water and whisk vigorously
2. Top up with steamed milk, stirring as you pour



## PLANT POWDER RANGE

The Zuma collection of powders offers bright and easy plant based drinks with minimal ingredients, and minimal effort.

### BEETROOT

With an incredible 24g of fresh beetroot in every 3g powder portion, Zuma Beetroot is the quick and easy way to add the stunning pink drink to your menu.

### MATCHA

As a powder found to offer a calmer “buzz”, drinks such as matcha tea are growing in popularity. With nothing added and nothing taken away, Zuma Matcha is the purest way to give customers their green tea fix.

### TURMERIC

With flavours of ginger, turmeric, vanilla and orange, Zuma Turmeric is a versatile menu option, working in a variety of drinks – from turmeric latte to frappés and smoothies.

*Red Velvet Hot Chocolate*







Rose Chai, Spiced Chai,  
Vanilla Chai

# CHAI

## VANILLA & SPICED

**Our choice of chai suits those looking for calming comfort or something a little more spicy.**

Known for its delicious, aromatic taste and health benefits, chai tea has won hearts all over the world. Zuma offers two blends – Spiced or Vanilla. Both approved by The Vegan Society they are delicious made with non-dairy milk.

During the summer months, they're ideal for adding a hint of spice to vanilla and caffè frappés. Just two pumps of 3-star Great Taste Award winning Sweetbird Rose syrup creates on trend Rose Chai.

### WHY CHAI?

- Free from artificial colours and flavourings
- Free from preservatives
- Free from GMOs
- Made with real spices
- Approved by The Vegan Society

Visit [zumadrinks.com](https://zumadrinks.com)



## ZUMA CHAI RANGE

### SPICED CHAI

Blending black tea extract with natural ginger and cinnamon, our Spiced Chai has been developed over many years to ensure the balance is just right.

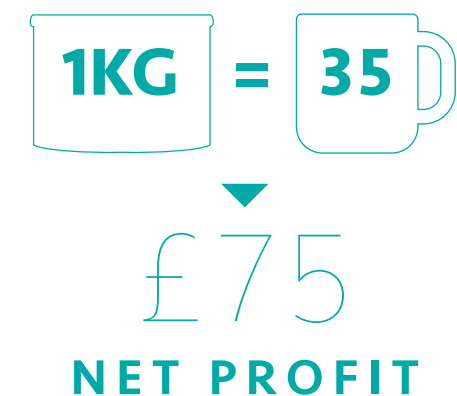
### VANILLA CHAI

A mild blend of black tea extract, ginger and cinnamon – with a hint of vanilla.

Zuma chai's are best served as a latte with steamed plant milk and a dusting of cinnamon.

### HOW TO MAKE: ZUMA CHAI

1. Put 1 scoop into a 12oz cup
2. Fill ⅓ with hot water and mix into a smooth paste
3. Top up with steamed milk



*Based on average UK price 12oz chai made with cows milk and 1 scoop Zuma Spiced Chai*





*Caramel Vanilla Frappé with  
Dark Chocolate Sauce*

# SAUCES

## CARAMEL, DARK & WHITE CHOCOLATE

From oozy caramel to creamy white chocolate, Zuma sauces bring extra colour, texture and depth to drinks.

### THE FACTS

- No artificial colours or flavours
- Free from high fructose corn syrup
- 100% GMO free
- Dark Chocolate approved by The Vegan Society
- Caramel and White Chocolate approved by The Vegetarian Society

### HOW TO MAKE: MOCHA

1. Combine 2 pumps of Dark Chocolate sauce with double espresso
2. Mix to a smooth paste
3. Add steamed milk, stirring as you pour
4. Decorate with whipped cream and even more sauce

## ZUMA SAUCE RANGE

### DARK CHOCOLATE

Vegan approved, thick, rich and delicious, this sauce adds depth to all kinds of drinks – perfect for frappés and milkshakes or drizzled over hot chocolates and mochas.

### CARAMEL

When it comes to iced coffee flavours, caramel is still the most popular ingredient among coffee consumers. Especially good in iced coffee and frappés – or drizzled over whipped cream.

### WHITE CHOCOLATE

Our improved sauce is made with real white chocolate, and is sweet, creamy and versatile. For summer, it's perfect in and drizzled over ice-cold fruit milkshakes and frappés.

Visit [zumadrinks.com](https://zumadrinks.com)





# AWARD WINNING

## A COLLECTION TO BE PROUD OF

Celebrating our 25th anniversary in 2022 was made all the sweeter by achieving our first ever BRC Global Standard for Food Safety Audit for our syrups and cocktails plant. And now we have a much sought after 3-star Great Taste Award too.



### AWARDS TO DATE

#### GREAT TASTE AWARDS:

- Sweetbird**  
Rose syrup – 3 stars
- Bristol Syrup Company**  
Lime Sherbet syrup – 2 stars  
Grapefruit Sherbet syrup – 2 stars  
Raspberry Shrub syrup – 1 star  
Passionfruit syrup – 1 star

#### TASTE OF THE WEST AWARDS:

- Sweetbird**  
Rose syrup – Gold  
Toffee Nut syrup – Gold  
Pink Guava & Lime Lemonade syrup – Silver  
Sugar-Free Salted Caramel syrup – Commended
- Bristol Syrup Company**  
Lime Sherbet syrup – Gold  
Strawberry Shrub syrup – Gold  
Grapefruit Sherbet syrup – Silver  
Watermelon syrup – Silver  
Elderflower syrup – Silver

- Bristol Cocktails**  
Clover Club – Silver  
Margarita – Commended

- SCA Awards:**  
Zuma Turmeric Chai – Best New Product Award 'Specialty Beverage Stand Alone'  
Sweetbird Cookies & Cream Frappé - Best New Product Award 'Specialty Beverage Stand Alone'



KEY DATES 2023

MARCH

- 02 World Book Day
- 6-12 British Pie Week
- 03 Employee Appreciation Day
- 08 International Women's Day
- 10 National Popcorn Lovers' Day
- 17 St Patrick's Day/Red Nose Day
- 19 Mother's Day
- 23 National Puppy Day
- 25 International Waffle Day
- 31 Wear A Hat Day

APRIL

- 01 April Fool's Day
- 07 Good Friday
- 07 World Health Day
- 09 Easter
- 09 Unicorn Day
- 10 Easter Monday
- 11 National Pet Day
- 19 Wear Pyjamas To Work Day
- 21 National Tea Day
- 22 Eid Al Fitr
- 22 Earth Day
- 23 St George's Day
- 23 World Book Day
- 25 Penguin Day
- 29 International Dance Day

MAY

- 01 May Day
- 04 Star Wars Day
- 05 Cinco De Mayo
- 05 Vappu
- 06 World Fairtrade Day
- 06 Coronation Of King Charles Iii
- 07 Lemonade Day
- 07 Holi begins
- 08 Mental Health Awareness Week
- 13 World Cocktail Day
- 15 National Vegetarian Week
- 21 World Baking Day
- 29 National Biscuit Day
- 29 Spring Bank Holiday

JUNE

- 01 Pride Month
- 02 National Doughnut Day
- 03 Fa Cup Final
- 03 World Bicycle Day
- 05 World Environment Day
- 08 National Best Friends Day
- 08 World Oceans Day
- 10 World Gin Day
- 14 World Blood Donor Day
- 15 National Beer Day

- 18 Father's Day
- 18 International Picnic Day
- 21 International Yoga Day
- 21 Summer Solstice
- 22 Windrush Day
- 22 World Rainforest Day
- 24 Armed Forces Day
- 27 National Bingo Day
- 28 Eid Al-Adha
- 30 Take Your Dog To Work Day

JULY

- 01 International Joke Day
- 02 Thank You Day
- 03 Wimbledon Fortnight
- 04 Independence Day (USA)
- 07 World Chocolate Day
- 07 Bastille Day
- 16 National Cherry Day
- 16 World Ice Cream Day
- 18 Nelson Mandela Day
- 23 Parents' Day
- 25 National Wine And Cheese Day
- 30 International Friendship Day

AUGUST

- 03 Cycle To Work Day
- 04 International Beer Day
- 08 International Cat Day
- 11 National Bakewell Tart Day
- 13 National Prosecco Day
- 13 Left-Handers Day
- 15 National Relaxation Day
- 17 Cupcake Day
- 19 World Humanitarian Day
- 19 National Potato Day
- 20 National Bacon Lovers Day
- 22 World Plant Milk Day
- 28 August Bank Holiday
- 29 Lemon Juice Day
- 30 National Beach Day

SEPTEMBER

- 02 National Cinema Day
- 04 Eat An Extra Dessert Day
- 04 Zero Waste Week
- 08 World Literacy Day
- 10 Harvest Moon Festival
- 13 Positive Thinking Day
- 19 International Talk Like A Pirate Day
- 21 World Gratitude Day & International Day Of Peace
- 22 Autumnal Equinox
- 25 World Dream Day
- 27 National Fitness Day
- 29 World's Biggest Coffee Morning

OCTOBER

- 01 World Vegetarian Day
- 01 International Coffee Day
- 03 Buy British Day
- 05 National Poetry Day
- 13 World Octopus Day
- 16 Oktoberfest
- 17 National Pasta Day
- 20 Global Champagne Day
- 25 National Pumpkin Day
- 27 National Black Cat Day
- 29 Daylight Saving / British Summertime End
- 31 Halloween

NOVEMBER

- 01 World Vegan Day
- 01 National Cinnamon Day
- 05 Bonfire Night
- 08 National Cappuccino Day
- 12 Diwali
- 13 World Kindness Day
- 15 World Recycling Day
- 23 National Espresso Day
- 23 Thanksgiving

DECEMBER

- 08 National Brownie Day
- 15 National Christmas Jumper Day
- 24 National Eggnog Day
- 25 Christmas Day
- 31 New Years Eve

JANUARY 2024

- 01 New Year's Day
- 01 Dry January/Veganuary



THE YEAR AHEAD  
SEASONAL EXTRAVAGANZA

Featured drinks promoted for a short time add extra profits and keep customers interested and coming back for more.

Boost sales with planned seasonal specials with these dates, and a few simple ideas. Use the dates opposite to create a seasonal calendar for the next few months, use existing products to make new recipes rather than investing in new lines for just one drink. Alternatively choose one new syrup and make lots of new drinks with it - for example

salted caramel can go in lattes, mochas, milkshakes, frappés and hot chocolates.

Invite your team to create new drinks, they'll be proud when they sell, and the work is done for you! Visit the resource section of [sweetbird.com](https://sweetbird.com) for hundreds of recipe ideas - switch the name to relate to the event and you're all set for the year ahead.





## NEW PRODUCT SHOWCASE 2023



### GET SOCIAL

Each of our brands; Zuma, Sweetbird and Bristol Syrup Company have Facebook and Instagram profiles. Follow us for the latest news, insight and must-have product launches. Interested in a product or recipe idea? Head to our YouTube channel where you'll find a range of videos freely available to help you get the best out of our products.

### GET INSPIRED

All our websites are full of product information, recipes and the all-important downloadable display material to let your customers know what's new on your menu. We also have seasonal campaigns to support businesses with menu refreshes.

### GET CONNECTED

Sign up to our newsletter via [beyondthebean.com](http://beyondthebean.com) to have the latest news and products delivered straight to your inbox.

**@beyondthebean**

**@zumadrinks**

**@hellosweetbird**

**@bristolsyrupco**

### FOR THE YEAR AHEAD

We hope we've inspired you for 2023. If you would like to know more about any of the products here, or the rest of our range, please get in touch, speak to your distributor or view our product brochure online using this QR code.



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# BEYOND<sup>®</sup>

THE BEAN

FORWARD THINKING IN DRINKING