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# THE ANNUAL 2024



BROUGHT TO YOU BY:

**BEYOND**<sup>®</sup>  
THE BEAN

FORWARD THINKING IN DRINKING



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Passionfruit Lemon Iced Tea,  
Lemonade, Watermelon Soda,  
Cucumber & Mint Iced Green Tea



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Founders Jem and Nikki with Managing Director Terry and Supply Chain Manager Jo.

# ABOUT BEYOND THE BEAN

FOR OVER 25 YEARS WE HAVE SUPPORTED CUSTOMERS WITH AWARD-WINNING PRODUCTS AND SERVICE.



Blendtec cold foam made with Award-winning Zuma Turmeric Chai



Beyond the Bean, HQ, Bristol, UK

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, UK, 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.

Founded in 1997 we have built long-term partnerships with customers in over 50 countries. We go beyond the average transactional relationship by offering support and development, making it simpler for customers to turn products into profit. 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.

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, bars, 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. With our own on-site 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](https://beyondthebean.com)

We are the people who create these brands



# AWARD WINNING

## A COLLECTION TO BE PROUD OF

Adding a much coveted 3-star Great Taste Award to our collection in 2023, for Sweetbird Rose Syrup, is something we are incredibly proud of. It joins over 30 other awards we have collected over the years.



## THE STORY SO FAR...

### great taste awards:

#### Sweetbird

Creative Rose syrup – 3 stars  
Botanical Rose syrup – 2 stars

#### Bristol Syrup Company

2 stars: Lime Sherbet syrup, Grapefruit Sherbet syrup  
1 star: Raspberry Shrub syrup, Passionfruit syrup

### taste of the west awards:

#### Sweetbird

Gold: Rose syrup, Chilli syrup, Toffee Nut syrup  
Silver: Pink Guava & Lime Lemonade syrup, Dragon Fruit & Papaya syrup  
Commended: Sugar-Free Salted Caramel syrup, Pistachio syrup

#### Bristol Syrup Company

Gold: Simple 1:1, Simple 2:1, Demerara, Raspberry, Grenadine, Falernum, Coconut, Pineapple & Coconut, Raspberry Shrub, Cherry & Vanilla, Vanilla, Strawberry Shrub, Lime Sherbet, Disco Grenadine, Ginger, Mulled Spice, Yuzu Sherbet, Disco Blue, Disco Bubblegum  
Silver: Passionfruit, Orgeat, Elderflower, Watermelon, Grapefruit Sherbet

### SCA Awards:

Best New Product Awards 'Specialty Beverage Stand Alone': Zuma Turmeric Chai, Sweetbird Cookies & Cream Frappé, Sweetbird Vanilla Bean Frappé

### Allegra Best Non-Coffee Supplier

2015, 2016, 2022





# 2024 TRENDS

KEEPING YOU IN THE KNOW

Chilli White Hot Chocolate,  
Strawberry Cheesecake  
Frappé, Hot Chocolate  
Dalgona, Creme Caramel  
Latte, Aussie Matcha Latte



Introducing the latest trends to menus can be easy and affordable; it doesn't have to mean investing in lots of new products from Sweetbird and Zuma.

## LIVE IN COLOUR

Consumers are won over by joyful, irreverent, bright, vibrant, rainbow hues, particularly when they are achieved using natural ingredients. How a drink looks is always important since it will inevitably land on someone's social media feed! This year, when it comes to visual appeal - it's all about vibrant, smile-inducing colour. But, notably, although they want All The Joy that colour brings - many want it minus the 'hidden nasties'; i.e. natural

vibrancy, not artificial ingredients. And for those that need a helping hand to attain a pop of colour - aim to achieve it with naturally occurring ingredients. Think turmeric for yellow; matcha for green, beetroot and hibiscus for everything from pastel pinks to bright magentas.

Colour of the Year by Pantone is Peach Fuzz, which is a soft and gentle peach hue that creates nurturing and gentle feelings. This hue has inspired Peach as the flavour of the year. Watch

out for retro dishes such as peach melba and peach cobbler making a twisted return to tables.

## DAY TO NIGHT

More cafés and coffee shops are opening for longer hours, changing the business over the day, serving cafe food and drinks in the daytime and more restaurant style food and drinks at night.

Cafés and coffee shops are also diversifying, being a local hub for the community, holding

different events to encourage more customers. and increasingly holding alcohol licenses to serve alcohol with food.

## CLASSIC COMFORT

Consumers are leaning into simple, classic comforts that are guaranteed to satisfy cravings and put a smile on their face. For some, that means treating their inner child to nostalgic nods and for others, it's about going further back; they lean into the borrowed nostalgia of food and drinks

from eras past. Introduce dessert favourites like knickerbocker glory, trifle, peach melba and crème caramel frappés to menus for classic but indulgent options.

Indulgent drinks are an affordable luxury; super sweet flavours are in demand. Our new Sweetbird Popcorn syrup taps into the classic comfort trend, pair with salted caramel for a classic but luxurious frappé or hot chocolate.

Source: TFP Trendhub 2024  
thefoodpeople.co.uk  
(February 2024)

## Follow our lead...

Throughout the year we launch new products, share industry insight and create promotional material with recipes to help businesses stay ahead of trends and easily update menus. Sign up for the latest newsletter at [beyondthebean.com](https://beyondthebean.com) or follow us on Facebook and Instagram.

@beyondthebean  
@hellosweetbird  
@bristolsyrupco







# SPRING

Salted Caramel  
Iced Dalgona, Hoppy  
Honeycomb Frappé,  
Passionfruit Turmeric  
Latte, Lemon & Lime  
Iced Tea

As buds burst and bank holidays beckon, it's time to refresh your menu with vibrant concoctions that sing of spring.

Hoppy Lattes with a Twist: Craft Sweetbird Cinnamon Bun Lattes. Top with whipped cream and bunny-shaped marshmallows for extra Easter charm.

Go Peach! With Peach Fuzz named by Pantone as the Colour of the Year, be sure to have this popular flavour on spring menus. A straight up Sweetbird Peach smoothie can be twisted by adding half a scoop of Vanilla Bean frappé to make a Peaches 'n' Cream frappé.

Eye-Catching Appeal: Don't underestimate the power of presentation: Use colourful garnishes, like Zuma Toppings, playful names, and attractive glassware to capture attention on social media and in-store. Add popcorn to Sweetbird Popcorn frappés and shakes.

## Essential Spring Recipe Peach Iced Tea

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

### MARCH

- 03 Employee Appreciation Day
- 06 British Pie Week
- 07 World Book Day
- 08 International Women's Day
- 10 National Popcorn Lovers' Day
- 15 Red Nose Day
- 17 St Patrick's Day
- 19 Mother's Day
- 23 National Puppy Day
- 25 International Waffle Day
- 29 Good Friday
- 31 Easter Sunday

### APRIL

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

### MAY

- 01 May Day
- 04 Star Wars Day
- 05 Cinco De Mayo
- 06 World Fairtrade Day
- 07 Lemonade Day
- 08-13 Mental Health Awareness Week
- 13 World Cocktail Day
- 15 National Vegetarian Week
- 21 World Baking Day
- 27 National Biscuit Day
- 27 Spring Bank Holiday





Pink Guava & Lime Granita, Tropical Peach Smoothie, Berry & Cream Frappé, French Vanilla Latte, Cucumber & Mint Iced Green Tea, Raspberry Iced Matcha Latte



SWEETBIRD®

BRISTOL ENGLAND

# INTRODUCING INNOVATION & VERSATILITY

Sweetbird's innovative range of syrups, smoothies, purées and frappés have won hearts and taste buds around the world.

- 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 the UK
- 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.

## SYRUPS

With 57 delicious syrups in seven categories there's a Sweetbird syrup for every customer and season. We create the syrups ourselves, so we know they're full of taste and made with love and care.

## PURÉES

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



# CLASSIC SYRUPS

## WHERE IT ALL BEGINS



### How to make: Iced Latte

- 2 pumps Sweetbird syrup
- Milk / Ice

1. Add syrup to the glass
2. Fill glass  $\frac{3}{4}$  with milk
3. Top with ice

English Toffee Caffé Frappé,  
Caffé Freddo with Amaretto  
cold foam, Iced Caramel Latte,  
Almond Espresso Tonic

The place to start with syrups - just two pumps to flavour hot and cold drinks...

With the trend for nostalgia big news in 2024, customers are seeking comfort in the familiar. You'll find these flavours and more in the Sweetbird Classic range. Flavours like the velvety caramel, one of 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.

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

### THE FACTS

- Made in the UK
- Free from artificial colours and preservatives<sup>2</sup>
- Free from GMOs
- Approved by The Vegan Society
- 30% PCR bottle
- Two 8ml pumps flavours  
62 12oz drinks



Our three top selling flavours, available in a presentation gift box of three 250ml glass bottles.

## SWEETBIRD CLASSIC SYRUPS

- Almond
- Amaretto
- Cane Sugar
- Caramel (sf)
- Chai
- Chocolate
- Cinnamon
- English Toffee
- French Vanilla
- Gingerbread
- Hazelnut (sf)
- Irish Cream
- Speculoos
- Vanilla (sf)
- White Chocolate

(sf) = also available as sugar-free

>Excluding hazelnut and sugar-free syrups



### INCREMENTAL REVENUE POTENTIAL

Based on 62 double pumps @ £0.60 for a 12oz drink



# CREATIVE SYRUPS

SYRUPS FOR EVERY SEASON



## How to make: Flavoured mocha

1. Combine 1 scoop hot chocolate powder with double espresso
2. Add 2 pumps of syrup
3. Mix to a smooth paste
4. Add steamed milk, stirring as you pour
5. Decorate with whipped cream and toppings

Chilli Mocha with Cold Foam,  
Cinnamon Bun Iced Latte, Pistachio  
Matcha Milkshake

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

Our Creative collection of syrups allow you to be just that, creative. Add these specialist flavours to menus all year round or introduce them as guest flavours to generate a limited edition buzz. Create your own seasonal drinks for specific events such as pumpkin spice lattes for Halloween, eggnog hot chocolates for Christmas or a simple toasted marshmallow latte for Bonfire Night.

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

### THE FACTS

- Made in the UK
- Free from artificial colours, flavours<sup>^</sup> and preservatives<sup>^</sup>
- Free from GMOs
- Approved by The Vegan Society
- 30% PCR bottle
- Two 8ml pumps flavours 62 12oz drinks



### SWEETBIRD CREATIVE SYRUPS

- Butterscotch
- Chill
- New! Cinnamon Bun
- Coconut
- Eggnog
- Honeycomb
- Peanut butter
- New! Pistachio
- New! Popcorn
- Pumpkin Spice
- Rose
- Salted Caramel (sf)
- S'mores
- Toasted Marshmallow
- Toffee Nut

(sf) = also available as sugar-free

<sup>^</sup>Excluding S'mores, Popcorn and Peanut Butter.

<sup>^</sup>With the exception of Toffee Nut and Sugar-free syrups.



**INCREMENTAL REVENUE POTENTIAL**

Based on 62 double pumps @ £0.60 for a 12oz drink



# POPCORN SYRUP

THE SWEET, BUTTERY TASTE FOR DRINKS



**NEW!**

Popcorn Hot Chocolate, Popcorn Caramel Frappé and Popcorn Iced Macchiato

## How to make: Flavoured frappé

1. Fill cup with ice, level to the top of the cup
2. Pour milk over ice (to 1cm below the top)
3. Pour contents of cup into blender jug
4. Add 1 scoop of frappé and 2 pumps of syrup
5. Put the lid on tightly then blend until smooth

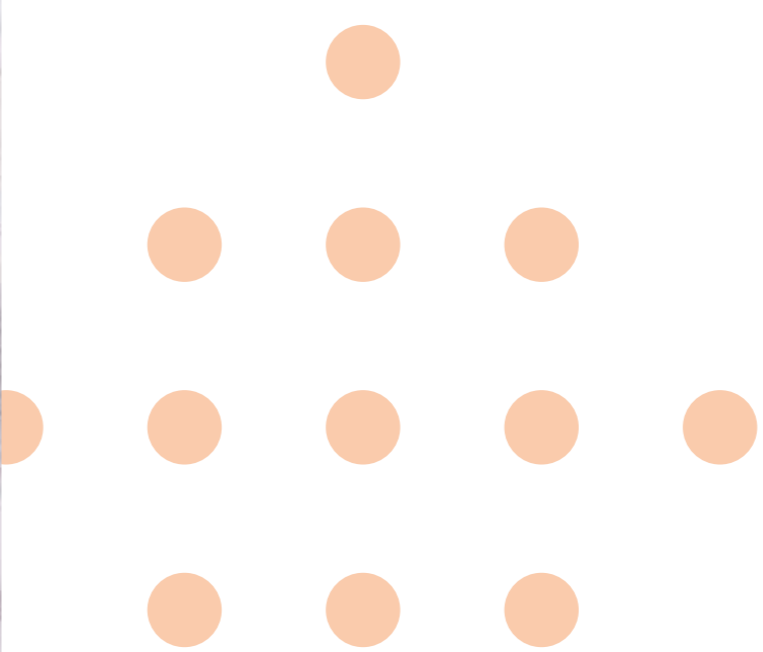
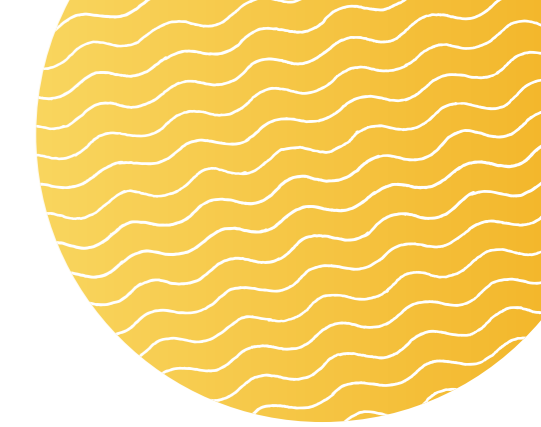
Introducing Sweetbird popcorn syrup: the flavour of sweet, buttery popcorn in every sip!

Sweetbird Popcorn Syrup captures the essence of movie-night for your favourite drinks. The rich, strong savoury corn flavour, with a slight roasted nut note and a buttery sweet finish, will transform your iced coffees, milkshakes and hot chocolates into irresistible treats. Be sure to go all out with the toppings; pile whipped cream high, drizzle with caramel sauce then finish with some popcorn for really Instagramable serves.

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

## THE FIGURES

- Made in the UK
- Free from artificial preservatives and colours
- Approved by The Vegan Society
- 30% PCR recycled bottle
- Two 8ml pumps flavours 62 12oz drinks



## INCREMENTAL REVENUE POTENTIAL

Based on 62 double pumps @ £0.60 for a 12oz drink



# ICED TEA SYRUPS

REAL TEA, REAL FRUIT JUICE



Passionfruit Lemon Iced Tea, Cucumber & Mint Iced Green Tea, Jasmine Lime Iced Tea

## How to make: Iced Tea

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

At the heart of the Sweetbird Iced Tea collection is simplicity and profitability.

We've created our iced tea range to help you create speciality iced teas in an instant. With 11 refreshing flavours, from traditional teas to syrups with added exotic fruits, green tea and fragrant botanicals, the range delivers sophistication in a syrup. It delivers simplicity too. No more brewing hot tea and waiting for it to cool (hoping it's the right strength).

Make any of these teas in an instant with sparkling water for extra refreshment. Available in six black iced teas, two iced green teas and three sugar-free flavours there has never been a better time to add them to your menu.

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

## THE FIGURES

- Made in the UK
- Made with real tea extract and real fruit juice
- One bottle makes 41 12oz iced teas
- Free from artificial colours
- Free from GMOs
- Approved by The Vegan Society



THE NUMBER OF PUMPS IS AS EASY AS 1, 2, TEA!

## SWEETBIRD ICED TEA SYRUPS

- Original
- NEW! Cherry Blossom
- Jasmine Lime
- Passionfruit & Lemon
- Peach
- Raspberry
- Watermelon Iced Green Tea
- Cucumber & Mint Iced Green Tea
- Sugar-free Peach
- Sugar-free Lemon
- Sugar-free Raspberry



### REVENUE POTENTIAL

Revenue potential of at least £153 based on 3 pumps per drink and price point of £3.75



# CHERRY BLOSSOM ICED TEA SYRUP

**DELICATE, BRIGHT, FLORAL**

**NEW FOR 2024!**



Cherry Blossom Iced Tea and Granita

## How to make: Iced Tea Granita

1. Overfill glass with ice, then fill with water to ½ full
2. Pour into blender jar
3. Add 2 pumps Sweetbird Frappé & Granita base and 3 pumps syrup
4. Blend with a Blendtec Blender for 14 seconds, 'granita/medium milkshake' cycle

Immerse yourself in the timeless beauty of cherry blossoms with new Sweetbird Cherry Blossom Iced Tea Syrup.

This delightful syrup blends the subtle floral notes of cherry blossoms with a gentle drying black tea finish, offering a taste steeped in history.

Made with real black tea and 4% cherry juice this tea draws on the increasing trend for Asian flavours with a unique and subtle twist. Free from artificial colours, GMOs, and approved by The Vegan Society the new syrup can be used as a simple iced tea with still or sparkling water, or blended with iced and Sweetbird Liquid Frappé & Granita Base to create a refreshing, floral granita.

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

## THE FACTS

- Made in the UK
- Made with real black tea extract and real fruit juice
- One bottle makes 41 12oz iced teas
- Free from artificial colours, flavours and preservatives
- Free from GMOs
- Approved by The Vegan Society



**NEW! CHERRY BLOSSOM ICED TEA SYRUP**



## REVENUE POTENTIAL

Revenue potential of at least £153 based on 3 pumps per drink and price point of £3.75



# BOTANICAL SYRUPS

MADE WITH REAL BOTANICALS



Hibiscus Chai Frappé, Turkish Delight Mocha with Rose Cold Foam, Hibiscus White Hot Chocolate, Rose Lemonade

## How to make: Botanical Lemonade

1. Add 2 pumps Lemonade syrup and 2 pumps Botanical syrup to glass
2. Fill to ¾ with still or sparkling water
3. Stir and add ice cubes to fill

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 the increase in popularity of flavours with a premium twist, as floral flavours are viewed.

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, 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 2024.

## THE FACTS

- Made in the UK
- Free from artificial colours, flavours and preservatives
- Free from GMOs
- Approved by The Vegan Society
- 30% PCR bottle
- Two 8ml pumps flavours  
62 hot or cold drinks 12oz drinks



HIBISCUS BOTANICAL SYRUP

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

## SWEETBIRD BOTANICAL SYRUPS

- Hibiscus
- Rose



## INCREMENTAL REVENUE POTENTIAL

Based on 62 double pumps @ £0.60 for a 12oz drink



# LEMONADE SYRUPS

COOL, QUICK, REFRESHMENT



Raspberry & Pomegranate Lemonade,  
Pink Guava & Lime Lemonade,  
Traditional Lemonade

## How to make: Lemonade

1. Add 4 pumps of syrup to cup
2. Fill to ¾ with still or sparkling water
3. Stir and add ice cubes to fill
4. Garnish and serve

We've squeezed the refreshing taste of fresh, ripe lemons into our specially blended lemonade syrups.

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

Offering traditional and modern twists on much-loved classics, our lemonade syrup range is available in three fresh flavours that your customers will love.

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 unique recipes.

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

## THE FIGURES

- Just 4 pumps for 12oz drink
- Made in the UK
- Made with real fruit juice
- Free from artificial colours, flavours and preservatives
- Free from GMOs
- Approved by The Vegan Society
- 30% PCR bottle



ONE  
BOTTLE  
MAKES  
31 12OZ  
DRINKS

## SWEETBIRD LEMONADE SYRUPS

- Lemonade
- Pink Guava & Lime
- Raspberry & Pomegranate



Revenue potential of at least £116 based on 4 pumps per drinks and price point of £3.75.



# SUGAR-FREE SYRUPS

**SWEETNESS - WITHOUT SUGAR**



Sugar-free Raspberry Iced Tea, Iced latte with Hazelnut Cold Foam, Sugar-free Vanilla Americano

## How to make: Flavoured Latte

1. Combine a double espresso with 2 pumps of syrup in the cup
2. Top up with steamed milk

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

From rich caramel to refreshing iced teas, we've broadened the range so you can broaden your menus for customers who are conscious about sugar consumption giving them 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 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

- Caramel
- Hazelnut
- Salted Caramel
- Unflavoured
- Vanilla
- Peach Iced Tea
- Raspberry Iced Tea
- Lemon Iced Tea

## THE FACTS

- Deliciously sweet yet sugar free, eight Sweetbird syrups are available as sugar-free
- Easy to identify blue labels
- 2 pumps to flavour a 12oz drink
- Peach, Lemon and Raspberry Iced Tea syrups made with real fruit juice and black tea extract
- Made in the UK
- Free from artificial colours
- Free from GMOs
- Approved by The Vegan Society
- 30% PCR bottle



## INCREMENTAL REVENUE POTENTIAL

Based on 62 double pumps @ £0.60 for a 12oz drink



# FRUIT SYRUPS

REAL FRUIT IN EVERY DROP



Lime Craft Soda, Dragon Fruit & Papaya Granita, Peach Melba Frappé

## How to make: Craft Soda

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

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

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. 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. In winter, add cherry to hot chocolates for Black Forest Hot Chocolates or strawberry into white hot chocolate.

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

## THE FIGURES

- Easily add a fruit burst to hot and cold drinks
- Use in mocktails and cocktails
- 3 pumps to make a 12oz drink
- Made in the UK
- Free from artificial colours and preservatives
- Free from GMOs
- Approved by The Vegan Society
- 30% PCR bottle



## SWEETBIRD FRUIT SYRUPS

- Banana
- Cherry
- Dragon Fruit & Papaya
- Grenadine
- Lime
- Orange
- Peach
- Raspberry
- Strawberry
- Watermelon



Revenue potential of at least £153 based on 3 pumps per drink and price point of £3.75



# SWEETBIRD SMOOTHIES

NEW AND IMPROVED FOR 2024



## How to make: Smoothie

1. Fill glass with ice, level with the top of the glass
2. Pour water over ice to  $\frac{1}{3}$  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, the blend, with a Blendtec Blender, until smooth

Peach, Mixed Berry, Strawberry, Mango & Passionfruit Smoothies

## Simply pour, blend and profit

Since 2016 Sweetbird Smoothies have been the solution for quick and easy ice-blended drink sales. We have now redeveloped the range to four core flavours, continuing to use all natural ingredients and not compromising on the quality of the product.

### LESS SUGAR

The new smoothies have been developed to contain less sugar, on average an 8g reduction in sugar per 355ml serve across the range.

### MORE BERRY

New Sweetbird Mixed Berry smoothie is made of raspberry, blackcurrant, sour cherry and blueberry so offers a fantastic berry burst and colour.

### WHY SWEETBIRD?

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.

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.

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

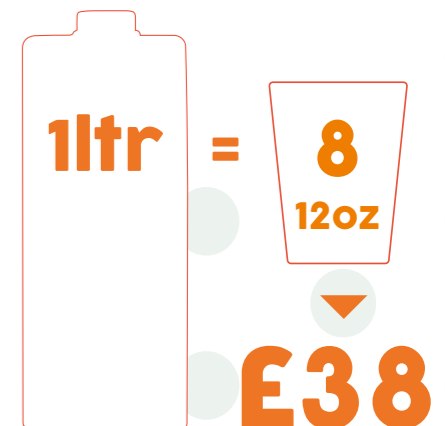
## THE FIGURES

- Now with less sugar
- Made with real fruit
- Free from artificial colours, flavours and preservatives
- Approx 8 12oz drinks per 1 litre carton



## SWEETBIRD SMOOTHIES

- **Mango & Passionfruit**
- **New! Mixed Berry**
- **Peach**
- **Strawberry**



## REVENUE POTENTIAL

Based on average UK price of a 12oz smoothie made with 125ml Sweetbird smoothie



# FRAPPÉS

## BLENDING CONFECTION WITH CONVENIENCE



Caramel Vanilla, Caffé,  
Chocolatey Chocolate Frappés

### How to make: Frappé

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, then blend, with a Blendtec Blender, until smooth

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

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 Vanilla Bean 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 as did vegan approved Vanilla Bean.

We're pleased to say as we move through 2024 we will be moving away from our frappé tins to 1kg bags, which offer a 60% reduction in packaging versus the existing tins.

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

### THE FIGURES

- 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



2kg = 50 12oz

£208

REVENUE  
POTENTIAL

Based on average UK price of a 12oz frappé made with 1 scoop Sweetbird frappé and semi-skimmed milk

### SWEETBIRD FRAPPÉS

- Vanilla Bean (ve)
- Caffé (ve)
- Frappé & Granita Liquid Base (ve)
- Chocolate
- Cookies & Cream
- Mocha
- Sticky Toffee

\*Liquid Frappé Base contains preservative



# FRUIT PURÉES

BURSTING WITH REAL FRUIT



Strawberry  
White Hot  
Chocolate,  
Passionfruit  
Milkshake

## How to make: Milkshake

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, the blend, with a Blendtec Blender, until smooth

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.

Deliciously thick and rich 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. Finish off hot and cold drinks with whipped cream and a drizzle of Sweetbird purée too.

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

## THE FIGURES

- Made with real fruit
- Offering additional flavours to Sweetbird smoothies - Passionfruit and Raspberry
- Free from artificial colours and flavourings
- GMO free
- Free from high fructose corn syrup
- Approved by The Vegan Society
- 4 weeks ambient shelf life once opened



## SWEETBIRD PURÉES

- **Banana**
- **Mango**
- **Passionfruit**
- **Raspberry**
- **Strawberry**



# VEGAN VARIETY

FROM 2006 TO 2024

Our commitment to vegan products dates back to 2006 when we first launched Sweetbird syrups.

Boasting 126 out of 136 products suitable for a vegan diet, we cater to a rapidly growing market segment while aligning with a more sustainable future. The vegan market is witnessing significant growth, driven by ethical concerns, health considerations, and environmental awareness.

According to a 2023 report by The Vegan Society, the UK vegan market reached a record-breaking £1.57 billion in 2022, reflecting a growth of 23% compared to the previous year. This surge resonates particularly with younger generations, with a 2022 Kantar survey revealing that 8% of Gen Z and Millennials in the UK identify as vegan.

Beyond the Bean's commitment to transparency extends beyond product labelling. We proudly display accreditations from The Vegan Society and The Vegetarian Society on our products ensuring customers of the ethical and responsible sourcing of ingredients. By offering a diverse range of delicious and ethical products we support our customers in developing menus to suit all diets and reflecting changing customers changing attitudes.



## VEGAN SOCIETY APPROVED

- Sweetbird Syrups, Purées, Smoothies, Vanilla Bean, Liquid Base and Caffe Frappé
- Zuma Original, Thick, Single Origin, Dark, Fairtrade Dark Hot Chocolate, Dark Chocolate Sauce, Plant based powders, Toppings and Chai
- Bristol Syrup Company Purées

## VEGETARIAN SOCIETY APPROVED

- Sweetbird Chocolate, Cookies & Cream, Mocha, Sticky Toffee Frappé
- Zuma White Hot Chocolate, Caramel, White Chocolate Sauce

## SUITABLE FOR VEGAN DIETS

- All Bristol Syrup Company Syrups



Chocolate Frappé (made with Zuma Dark Chocolate Sauce), Mango & Passionfruit Smoothie, Raspberry & Lime Craft Soda, Vanilla & Butterscotch Frappé, Chai Iced Latte



# SUMMER



Watermelon Iced Green Tea, Strawberry Sherbet Smoothie, Shirley Temple Lemonade, Banana Milkshake

As the sun blazes turn your business into a summer oasis with a sizzling drink menu powered by Sweetbird and Zuma.

**Thirst-Quenching Demand:** Customers crave chill. Offer recipes unique to your business so customers have to come to you and only you.

**Profit Boost:** Sweetbird and Zuma's premium ingredients help you craft creations that command higher margins.

**Promote, Promote, Promote:** Announce your summer creations across social media, in-store, and online. Run enticing promotions and limited-time specials.

**Upsell & Pair:** Suggest food pairings that complement your summer drinks, increasing customer spend.

**Feedback Loop:** Monitor preferences and adjust your menu based on customer response.

With Sweetbird and Zuma, your business can be the go-to destination for summer's coolest concoctions!

## Essential Summer Recipe Strawberry Soda

1. Add two pumps Sweetbird Strawberry purée
2. Top with soda water
3. Serve with a paper straw to stir, and a strawberry on the side

### JUNE

- 05 World Environment Day
- 08 Global Wellness Day
- 15 The King's Official Birthday
- 16 Father's Day
- 21 Summer Solstice
- 21 Take Your Dog to Work Day
- 23 National Pink Day

### JULY:

- 01 International Joke Day
- 01 Wimbledon begins
- 04 Independence Day (USA)
- 07 World Chocolate Day
- 10 Teddy Bear Picnic Day
- 16 National Cherry Day
- 21 National Ice Cream Day
- 24 International Self-Care Day
- 30 International Friendship Day

### AUGUST:

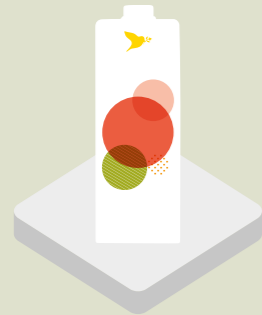
- 03 National Watermelon Day
- 08 International Cat Day
- 10 National S'mores Day (USA)
- 16 National Rum Day
- 22 World Plant Milk Day
- 26 Summer Bank Holiday
- 30 National Beach Day



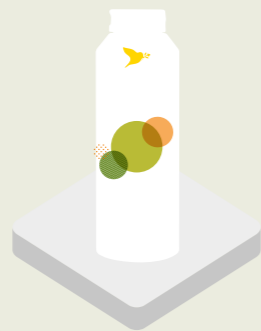
# BEYOND<sup>®</sup> THE BEAN PRODUCT RANGE



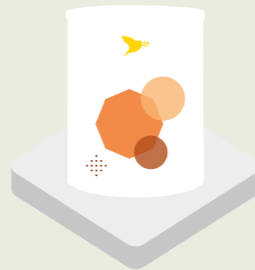
**4**  
SMOOTHIE



**5**  
PURÉE

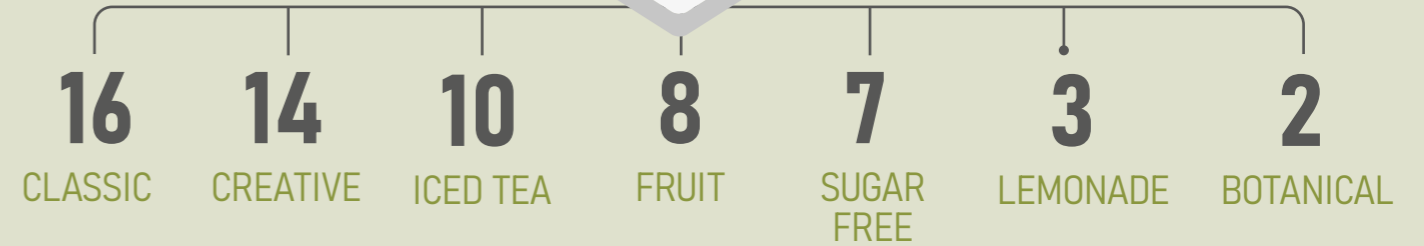


**6**  
FRAPPÉ



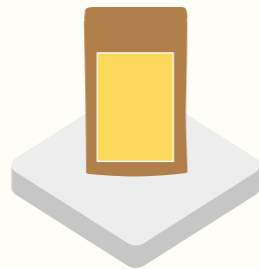
**7**  
CATEGORIES

**62**  
SYRUP

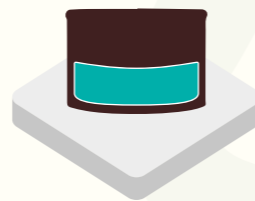


## ZUMA

**2**  
TOPPING



**2**  
CHAI



**5**  
HOT  
CHOCOLATE



**3**  
PURE  
POWDER



**3**  
SAUCE



## BRISTOL<sup>®</sup> SYRUP CO

**7**  
PURÉE



**2**  
SHRUB



**3**  
SHERBET



**3**  
DISCO



**17**  
CORE





SMOOTHIES • LEMONADES • SHAKES • FRAPPÉS

# FRESHLY MADE

Over 30  
flavour  
blends!



#drinkfreshblends

## INTRODUCING FRESH BLENDS®

**LESS WORK FOR YOU, MORE DELIGHT  
FOR YOUR CUSTOMERS**

Fresh Blends® is the successful turnkey beverage program for top trend flavours: Equipment, product, consumer marketing, service and support.

The frozen, blended, chilled and dispensed beverage program has been developed with the consumer in mind. Choose from a vast range of freshly made smoothies, indulgent shakes with coffee, chocolate and fruit; refreshing lemonades, frappés, refreshers, and iced cold brew coffee options. Hundreds of delicious combinations including dairy and plant-based options to suit every palate.

#### **Great taste, less waste.**

Introducing Fresh Blends®. The smoothie robot that always serves freshly blended and flavourful beverages – in just seconds.

Powered by Multiplex®, Fresh Blends is transforming how we order beverages, one blend at a time. The world's leading frozen self-serve beverage platform, each FreshBlender® is designed to eliminate waste, wait times, and deliver a flawless experience with every order.

#### **Fun & Easy-to-Use**

Our intuitive 20-inch touchscreen self-service menu is easy to navigate for customers and staff. And each FreshBlender is self-sanitising, keeping the line moving without the need for employee supervision.

#### **Always Innovating**

Our EcoBlend-in-Cup® Technology can produce a blended drink in under 60 seconds – up to 45 drinks per hour – while eliminating product waste to the absolute minimum.

#### **Finest Raw Ingredients**

Our award-winning culinary team is committed to crafting delicious all-natural recipes – tested to ensure that every flavour combination tastes as good as it looks.

#### **Best-In-Class Service**

Our reliable, low-maintenance equipment is backed by a nationwide network of certified technicians that provide rapid response and remote service availability from coast to coast.

[freshblends.com](http://freshblends.com)





# 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 SPACE SAVER

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 895 NBS - IN CUP BLENDING

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.

**Get in touch with your Blendtec supplier, or give us a call and we'll help find the best blender for your business.**





Caffé Freddo



# COLD FOAM

## SILKY SMOOTH AND SKIMMED

Cold foam is now a staple on high street menus especially with the all-year-round iced coffee trend, and it's only gaining in popularity. Whether plain or flavoured this is the low-fat alternative to whipped cream and super quick to make.

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 for 18 seconds
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 Blendtec offers a range of jars and accessories so you can meet the needs of all 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.

### 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.

### 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 Rinsers can clean your jar in under seven 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.





# RAISING THE BAR

## EFFORTLESS EFFICIENCY, IMPECCABLE PERFORMANCE

Gone are the days of struggling with clunky, inefficient blenders in your bar. This innovative new Blendtec blender takes bartending to a whole new level, designed with your needs in mind.

**Effortless Cleaning:** Say goodbye to stubborn residue. This blender boasts an intentional design, prioritizing easy cleaning for smooth workflow and hygiene.

**Intuitive Controls:** Simple operation keeps the pace going. The controls are angled to prevent spills and protected from damage, while the larger knobs and switches ensure comfortable use.

**Ultimate Durability:** Built to last, this blender tackles any blend with ease. The industry-leading 1800-watt motor and robust construction guarantee peak performance.

**Smart Design, Smarter Storage:** Every inch counts. The compact design utilizes counter space wisely, while the side air vents double as carrying handles for efficient transportation and storage.

**Frozen Drinks Made Easy:** Blendtec's patented Wildside+ jar and blunt blade technology boost frozen ingredient efficiency by up to 25%, ensuring perfectly smooth margaritas, daiquiris, and more.

**Precise Control, Exceptional Results:** Achieve the perfect texture every time with the variable speed control, ranging from a gentle stir to a powerful blend.

**Quiet Operation, Happy Customers:** No more ear-splitting noise. The sound dampening technology keeps the blending process whisper-quiet, creating a more pleasant environment for both you and your patrons.

Invest in the future of bartending. This blender is not just an appliance, it's a game-changer.



# BAR SYRUPS

**FOR BARTENDERS, BY BARTENDERS**



Grapefruit Sling  
& Cherry Sour



Every one's a winner...

Put the bar in barista by teaching staff a few easy cocktails, then effortlessly make the switch from day to night.

Not all syrups are created the same. Our Sweetbird and Bristol Syrup company syrups are created for their individual sectors, with their own, unique taste profiles.

Bristol Syrup Company's focus is on authentic flavour – meaning every syrup tastes as delicious as homemade bar syrup bartenders would make themselves. This focus on authenticity has earned awards for the current syrup collection, including multiple Great Taste Awards. We're optimistic new Caramel will soon have one too!

Bristol Syrup Company syrups range from bartending staples, used to make the best loved cocktails, to shrubs; a vinegar based syrup perfect for adding depth to mixed drinks. There are Sherbet syrups; brilliantly tart, designed to give a citrus hit and the Disco syrups, a slightly more tongue in cheek range ideal for fun and fruity drinks. And then, finally, those in between such as the fantastically fruity Cherry & Vanilla and the incredibly aromatic Mulled Spice syrup.

Visit [bristolsyrupcompany.com](http://bristolsyrupcompany.com)  
  [bristolsyrupco](https://www.facebook.com/bristolsyrupco)

- Free from artificial flavours
- Free from artificial colours\*
- Single fruit syrups contain real fruit juice
- Suitable for vegan and vegetarian diets
- Packed in 100% recyclable 750ml glass bottles

## BRISTOL SYRUP COMPANY SYRUPS

- |   |   |  |
|---|---|--|
|  No.1 Simple 1:1   |  No.10 Coconut             |  No.20 Grapefruit Sherbet |
|  No.2 Simple 2:1   |  No.11 Pineapple & Coconut |  No.21 Ginger             |
|  No.3 Demerara     |  No.13 Raspberry Shrub     |  No.22 Mulled Spice       |
|  No.4 Raspberry    |  No.14 Cherry & Vanilla    |  No.23 Yuzu Sherbet       |
|  No.5 Passionfruit |  No.15 Vanilla             |  No.24 Disco Blue         |
|  No.6 Grenadine    |  No.16 Strawberry Shrub    |  No.25 Disco Bubblegum    |
|  No.7 Orgeat       |  No.17 Watermelon          |  No.26 Caramel            |
|  No.8 Elderflower  |  No.18 Lime Sherbet        |  |
|  No.9 Falernum     |  No.19 Disco Grenadine     |  |

\*Excluding Disco Blue

# CARAMEL

SWEET & VELVETY



Caramel Treacle

The latest addition to the essential  
bar syrup collection

Introducing No. 26, Bristol Syrup  
Company's new Caramel syrup

Bristol Syrup Company Caramel syrup is as luxurious as it comes. Sweet, sugary caramel flavours harmonise beautifully to create a smooth, velvety syrup to make your mouth water. As with all our syrups, fantastic flavour is the top priority. So you'll find this bottle flowing with a truly indulgent syrup. Amber coloured, rich and silky, just what you're looking for in a caramel syrup.

Best suited to dark spirits and dessert drinks, it's unapologetically opulent and the perfect addition to caramel craving cocktails. Try Bristol Syrup Company Caramel syrup in an Espresso Martini twist or swap it into a Treacle Cocktail for the ultimate sweet treat!

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

  [bristolsyrupco](https://bristolsyrupco)

## THE COCKTAILS

### MILLIONAIRE'S HOT CHOCOLATE

- 25ml Caramel syrup
- 200ml pre-made Zuma hot chocolate
- 25ml Baileys

Make the hot chocolate, stir in the syrup and Baileys. Garnish with whipped cream and caramel drizzle.

### CARAMEL ESPRESSO MARTINI

- 25ml Caramel syrup
- 50ml espresso
- 50ml vodka

Shake and strain into a cocktail glass. Garnish with coffee beans and a sugar rim.

### CARAMEL TREACLE

- 10ml Caramel syrup
- 25ml apple juice
- 2 dashes Angostura bitters
- 50ml dark rum

Stir down and pour into a rocks glass over block ice.

Garnish with an orange twist.



Caramel  
Espresso Martini



# FRUIT PURÉES

**FROM PREP TO POUR IN SECONDS**

Citrus Spritz, Pink Lady





**POUCHES PACKED WITH THE FINEST FRUIT**

Why spend all that time in the kitchen, spend less time prepping fruit and more time doing making extraordinary drinks, leave the hard work to us!

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. There's no need to schedule on that extra pair of hands to tackle the mountain of fruit. 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.

Visit [bristolsyrupcompany.com](http://bristolsyrupcompany.com)  
  [bristolsyrupco](https://www.facebook.com/bristolsyrupco)

- Fruit picked from specific regions for quality and flavour
- Made with a minimum of 90% fruit
- Free from artificial preservatives
- Approved by The Vegan Society
- 600ml pouch to reduce wastage



## BRISTOL SYRUP COMPANY PURÉES

-  Lime Juice
-  Lemon Juice
-  Peach
-  Passionfruit
-  Mango
-  Strawberry
-  Raspberry



**Mango Margarita**





# AUTUMN

Pumpkin Spiced Americano,  
Sticky Toffee Happé, Vanilla Chai,  
Mixed Berry Hot Fruit Soothie™



With Sweetbird and Zuma, you can create autumn delights that not only satisfy cravings but also boost profits as the days get shorter.

**Warm & Toasty Hot Chocolates:** Infuse Zuma's smooth hot chocolate with Sweetbird Raspberry or Strawberry purée for a vibrant flavour explosion that warms hands and hearts.

**Spooktacular Lattes:** Sweetbird Pumpkin Spice infused with a swirl of white chocolate syrup creates a haunting, creamy treat.

**Heat up with Happés:** We were thrilled to see hot milkshakes making an appearance on a well known high street chain's menu – our Happés (that's hot frappés...) are easy to make, and help keep frappé stock moving in winter. Cookies & Cream is our go to for these.

Visit [sweetbird.com](http://sweetbird.com) [zumadrinks.com](http://zumadrinks.com)

## Essential Autumn Recipe

### Cookies & Cream Happé

1. Mix ½ scoop of frappé powder with a splash of hot water in a cup
2. Mix to a smooth paste
3. Top with steamed milk, stirring as you pour

### SEPTEMBER

- 01 National Cinema Day
- 02 World Coconut Day
- 17 International Country Music Day
- 19 International Talk Like A Pirate Day
- 21 National Chai Day
- 22 World Rose Day
- 27 World's Biggest Coffee Morning

### OCTOBER

- 01 International Coffee Day
- 03 Mean Girls Day
- 04 World Smile Day
- 10 World Mental Health Day
- 21 Wear it Pink: Breast Cancer Awareness
- 27 End of British Summertime
- 31 Halloween

### NOVEMBER

- 01 World Vegan Day & Diwali
- 05 Bonfire Night
- 08 National Cappuccino Day
- 09 British Pudding Day
- 13 World Kindness Day
- 23 National Espresso Day





Vanilla Chai, Beetroot Latte, Iced Caramel Chocolate, Turmeric Latte, Matcha White Hot Chocolate, Thick Hot Chocolate



# THIS IS ZUMA

QUALITY AND TASTE WITHOUT COMPROMISE

A collection curated over 17 years to bring colour, depth and warmth to menus all year round.

## THE COLLECTION

### LAUNCHED IN 1997

We first launched Zuma 27 years ago, and it's been a joy to see the collection grow from just hot chocolate to now include chai, sauces, toppings and plant powders. Zuma is a trusted name in the industry, proudly 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 too.

### 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](http://zumadrinks.com)



### HOT CHOCOLATE

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



### PLANT POWDERS

Bright, delicious and Instagram ready. Add to menus to easily jump on the trend for everything bright and bold.



### 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.



### TOPPINGS

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



Original, Dark, White, Single Origin, Thick Hot Chocolates

# HOT CHOCOLATE

CHOCOLATES TO SUIT EVERY TASTE

From Original to Single Origin, Zuma hot chocolates satisfy all tastes.

## THE COLLECTION

From Original to White, Dark, Single Origin, Thick and Fairtrade hot chocolate, Zuma's range has a chocolate for all tastes. Choose original as your go-to then add one or two guest chocolates to grow your menu. Choose your chocolates to suit customer's tastes and listen to their feedback if it's time to switch it up.

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 Zuma White hot chocolate. They also work with Sweetbird purées. Two pumps of raspberry or strawberry in Zuma 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)



## How to make Hot Chocolate

1. Combine 1 scoop of Zuma Hot chocolate with hot water to form a mixture
2. Add steamed milk, stirring as you pour
3. Add cream and toppings to finish

### 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 cocoa content as Zuma Dark, with the assurance offered by the Fairtrade mark. 2kg tin.

### SINGLE ORIGIN, THICK & WHITE

Turn the pages for all the details...





Dominican Republic Single Origin Hot Chocolate



# SINGLE ORIGIN

## FROM THE DOMINICAN REPUBLIC

Made with 35% cocoa, sourced from the Medina, Yamasá and Puerto Plata regions.

## Introducing New Dominican Republic Hot Chocolate, crafted from cocoa by Fundación Dominicana de Productores Orgánicos.

FUNDOPO is the smallholder organisation which sources cocoa, working with YACAO which buys the cocoa, ferments and exports it from the heart of the Dominican Republic.

How FUNDOPO supports local smallholder families:

- Higher incomes – on average 35% above the global market price
- Better yields by offering advice, training, seedlings and show farms
- Better health by paying for doctors/medication
- Better quality of life by building houses, renovating old ones, improving the water supply
- The whole region benefits from valuable community projects



## How to make Hot Chocolate

1. Combine 1 scoop of chocolate with a splash of hot water and mix to a smooth paste
2. Add steamed milk, stirring as you pour
3. Add any cream and a dust of chocolate to finish

## TASTING NOTES

Made with 35% natural non-alkalised cocoa. Earthy notes are combined with mild fruity undertones and a touch of smokiness. A bitterness, nearing on a sour flavour, pairs with the high cocoa content to ensure a rich, chocolatey flavour lingers.

## Why choose this hot chocolate

- 35% natural non-alkalised cocoa powder
- Just cocoa and sugar – nothing else
- No artificial colours, flavours or preservatives
- Approved by The Vegan Society
- Available in 1kg bags
- Packaging recyclable with soft plastics in UK supermarkets. Please follow local recycling guidelines in other countries.





Thick Hot Chocolate, long and short, White Hot Chocolate.

# LUXURY SERVES

## THICK AND WHITE HOT CHOCOLATES

Offer customers the premium experience they desire and deserve.

### Take your hot chocolate offer to the next level

Nothing shouts indulgence quite like an all-out hot chocolate laden with cream, sauce and toppings. Indulgence, at an affordable price, will be much-sought out in 2024, offer it with over the top chocolates, like Zuma White or Thick. Customers can enjoy a taste of luxury without stretching their budgets.

These chocolates work particularly well paired with other flavours - add berry notes or salted caramel to the white chocolate, and orange or caramel to the thick.

Continuing our drive to use more sustainable packaging materials Zuma White Hot Chocolate is going to be moving to 1kg bags to be inline with the Original, Dark and Single Origin chocolates, so keep an eye for it arriving on your order!

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



### How to make: Thick Hot Chocolate

1. Pour 100ml milk into steaming pitcher
2. Add one 40g scoop of Zuma Thick Hot Chocolate powder
3. Stir well
4. Heat using a steam wand.
5. Pour and serve

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 on its own or with cherry and berry syrups or as a dipping chocolate. Vegan approved. 2kg tin.

### WHITE

Mellow, milky and comforting, the hot chocolate brings curiosity and the unexpected to your menus. Like comfort in a cup. Vegetarian approved. 1kg bags.







Fairtrade Hot Chocolate with Biscuit Crumb, White Hot Chocolate with Strawberry Pieces

# TOPPINGS

## FINISH WITH FLAIR

Dress up drinks with new Zuma toppings to add extra colour, texture and flavour.

### Add a sprinkle of profit to drinks

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. Zuma Toppings can equally 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 Vanilla Bean frappé and two pumps of lime syrup. Available in resealable pouches the crumb contains 100 portions per bag while the strawberry offers 60 servings.

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



### How to make: Strawberry Hot Chocolate

1. Combine 1 scoop of Zuma Hot chocolate with 2 pumps strawberry syrup and hot water to form a mixture
2. Add steamed milk, stirring as you pour
3. Top with cream and a sprinkle of Strawberry pieces



### 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 5g of fresh 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.

### ALSO AVAILABLE

1kg bags, mini marshmallows - as shown on the drink on the left.

\*Approximate value, which will vary from crop to crop.



Vanilla Chai, Spiced Chai



# CHAI

## SUGAR AND SPICE AND ALL THINGS NICE

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

### The soothing alternative to tea or coffee

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

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

### WHY ZUMA CHAI?

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



### How to make: Chai

1. Put 1 scoop into a 12oz cup
2. Fill ½ with hot water and mix to a smooth paste
3. Top up with steamed milk and a dust of cinnamon

### 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.

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







Turmeric, Matcha and Beetroot Latte

# PLANT POWDERS

## A SENSATION FOR THE SENSES

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

### Plant-based\*, natural goodness

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. Both Beetroot and Turmeric make 33 12oz drinks per 100g, and Matcha makes 66 12oz drinks.

These powders have so many uses, add them to makes, bakes, hot and cold drinks.

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



### How to make: Plant Powder 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



\*also includes natural flavourings that are not plant based

### BEETROOT

With the equivalent of 24g 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, award-winning Zuma Turmeric is a versatile menu option, working in a variety of drinks - from turmeric latte to frappés and smoothies.



SPECIALTY BEVERAGE STAND-ALONE



Caramel Frappé, Dark Hot Chocolate,  
White Hot Chocolate.



# SAUCES

## CARAMEL, DARK & WHITE CHOCOLATE

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

### Three sauces, many uses

Our sauce collection has been developed for versatility and taste. You can quickly and easily create hot or cold drinks from hot chocolate to mochas and milkshakes. They are the ideal option for powder free operations, and only need ambient storage once opened. Drizzle over whipped cream for added luxury for customers.

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

### THE FACTS

- No artificial colours
- 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

### DARK CHOCOLATE

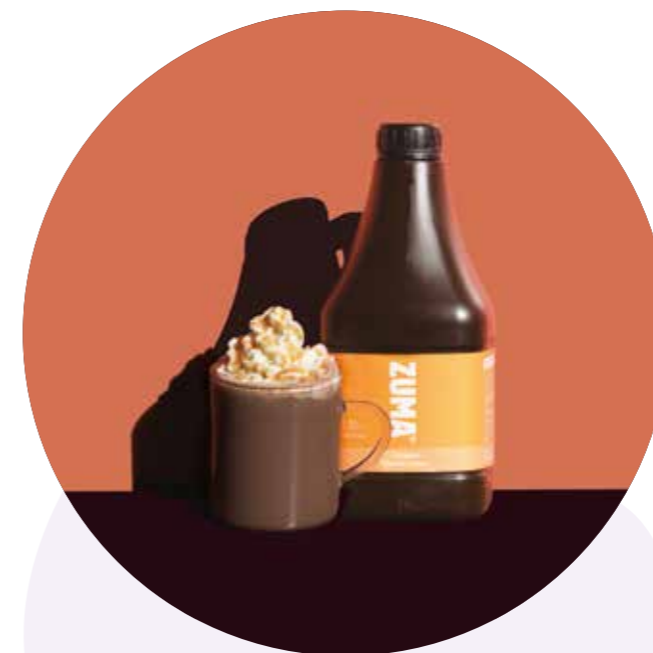
Vegan approved, thick, rich and delicious, this sauce adds depth to all kinds of drinks – perfect for frappés and milkshakes or drizzled over hot chocolates and mochas.

### 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.





# WINTER

Sticky Toffee Frappé, Toasted Marshmallow Milkshake, Spiced Chai, Red Velvet Hot Chocolate

As the busy holiday season approaches, with the new year hot on its heels, take a few simple steps to get prepared for the rush...

Don't overload your promotional calendar with too many complex drinks. Choose a few key holidays and focus on creating unique and delicious options for those.

Once you have your list of holidays, brainstorm drink ideas that tie into the theme or spirit of each day. Think about playful names, relevant flavours, and eye-catching presentations.

For example, for Valentine's Day, you could create a Love Potion mocktail with Bristol Syrup Company Raspberry Shrub syrup and edible flowers, or a Chocolate Cherry Kiss hot chocolate made with Sweetbird Cherry syrup and Zuma Fairtrade Dark hot chocolate.

Consider utilising trending flavours and ingredients during the month, like lavender lattes for International Women's Day or a Dragonfruit & Papaya soda for Lunar New Year.

## Essential Winter Recipe

### Red Velvet Hot Chocolate

1. Add 1 scoop of Zuma Dark hot chocolate and 1 mini scoop Zuma Beetroot powder to a cup
2. Add a splash of hot water
3. Top with steamed milk, stirring as you pour
4. Lightly dust with beetroot powder to finish

#### DECEMBER

08 National Brownie Day  
15 National Christmas Jumper Day  
24 National Eggnog Day  
25 Christmas Day  
31 New Year's Eve

#### JANUARY 2025

01 New Year's Day  
01 Dry January/Veganuary

#### FEBRUARY 2025

02 Groundhog Day  
05 Lunar New Year  
06 International Day of Women and Girls in Science  
10 Korean New Year (Seollal)  
13 Galentine's Day  
14 Valentine's Day  
15 Presidents' Day (US)  
18 Shrove Tuesday/Pancake Day  
18 National Drink Wine Day  
20 Family Day (Canada)  
29 Leap Day





# GAME ON

## THIS IS BARISTAS VS. BARTENDERS



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

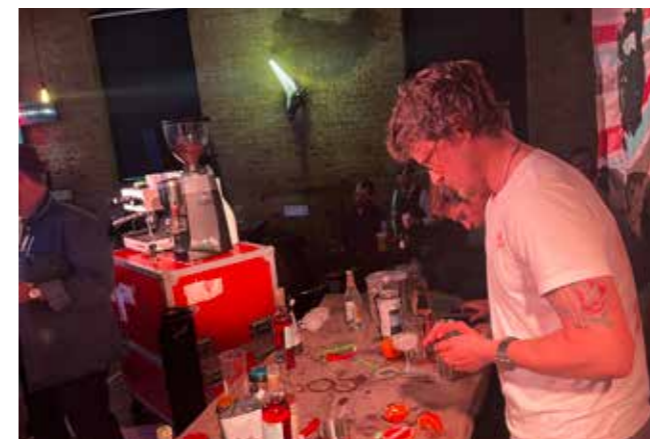
Dusk Till Dawn; Baristas Vs Bartenders was created as the antidote to traditional barista competitions. There is no need to prep and practise, simply enter online then rock up on the night to battle it out.

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 on their own, 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 working together as a team to impress the judges is the name of the game. We're running mini Espresso Martini Challenges at various events throughout the year too.

Sign up and follow us on social to find out more and be the first to know when entries open:

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





# LET'S WORK TOGETHER

## GET IN TOUCH

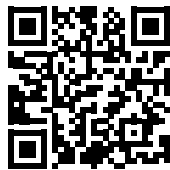
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We hope we've inspired you for 2024. If you'd like to know more about any of the products here, or the rest of our range, please get in touch with us, speak to your distributor or use to QR code below to see the latest news on Linktree.

**e: [sales@beyondthebean.com](mailto:sales@beyondthebean.com)**

**t: +44 (0) 117 953 3522**

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



## GET SOCIAL

Beyond the Bean, 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.

**@beyondthebean**

**@hellosweetbird**

**@bristolsyrupco**

## 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.

## GET CONNECTED

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

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**Sweetbird Reusable Cup**

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2015, 2016, 2022

# BEYOND<sup>®</sup> THE BEAN

FORWARD THINKING IN DRINKING