

*Introducing*  
**PUREMADE**  
**SYRUPS & SAUCES**



**NO ARTIFICIAL FLAVORS**  
**NO ARTIFICIAL COLORS**  
**NO PRESERVATIVES**



# Torani's History



1925



Rinaldo & Ezilda Torre founded Torani together in San Francisco's North Beach. Since day 1, it's about caring for others.

1938



When Rinaldo passed away, Ezilda stepped up. With grit, determination and great relationships, she navigated our growth into the liqueur business.

1958



Torani moved away from the Art Deco design label to our now iconic colorful design that is still gracing happy cafes and kitchens around the world today.

1982



Torani helped create something totally new - the flavored latte. With this game changer, Torani pivoted from liqueurs to flavored syrups.

1990's



With a sharper focus on cafes, Torani introduced two new product offerings - sauces and smoothie mixes.

2020



With evolving tastes and a growing team, Torani introduces our new clean label Puremade line and starts a new chapter with our relocation to the Torani Flavor Factory in San Leandro.

# Our Purpose



## Flavor for all Opportunity for all<sup>®</sup>

We believe every single bottle of Torani carries two promises. Each bottle promises amazing flavor for your creative beverages, from a classic vanilla latte to a bold, unexpected cocktail. Our flavors can be used however you choose. Liven up a coffee, add pizzazz to a soda, or put more oomph in your iced tea. There's no wrong way to go about it. We have flavors for every moment, so you can flavor your way, no matter where life takes you.

Each bottle also promises our dedication to help all the people, partners, and communities we touch thrive. We believe that everything starts with people and that businesses can, and should, create more opportunities for people.

### **Absolutely everything starts with people**

Since the beginning, caring deeply for people has been at our core. We have grown the team—from sales to manufacturing—in ways that allow us to create more job diversity within our community and bring people together from all backgrounds. We know when our people succeed, Torani succeeds, our partners succeed, and we all thrive.

The Torani logo, featuring the brand name in a white, cursive script font on a red rectangular background.

# B Corp Certified



## PROUD TO B.

We believe businesses can be an every day force for good, and when like-minded companies join together, we can make a greater change. That's why we've become a Certified B Corporation. We are proud to stand with for-profit conscious companies to advocate for opportunity for all.



You can learn more about our B Corp certification and even check out our score by clicking the button below!

[Learn More](#)



*Torani*<sup>®</sup>

# About Us



## THE VALUE WE BRING

# Bringing amazing flavor to life is only part of the picture

### Purpose-Driven Partner

- Independent, family owned since 1925.
- Focused on creating stepping stones of opportunity – growing to create opportunities for our team, community and customers.
- Certified B. Corporation – Certified as a company that is focused on and does create stakeholder benefit vs. solely focused on shareholder profit.

### Amazing Flavor

- Obsessed with delivering the true “gold standard” flavor - Making sure Strawberry tastes like fresh, ripe strawberry.
- Balanced flavor, crafted to compliment your drink – we design our products strictly for beverage applications.
- Flavor that meets your customers’ expectations – we know consumers and are focused on developing flavors for young flavor seekers.

### The Torani Touch

- We focus on understanding your unique needs – we practice needs-based selling, we listen to your challenges and care about your success.
- Provide custom-fit solutions to drive your growth – we offer solutions that are unique to your needs and are available for customers of all sizes.
- Consumer insight and tools to make creativity easy – We know consumers and provide tools to help your menu creativity like – Torani Pourcast (Consumer Beverage Trends) or Consumer Consumption (IRI Data).



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# Original Syrup vs. Puremade Syrup

<b>ORIGINAL</b>		<b>PUREMADE</b>
Amazing flavor with pure cane sugar and natural flavors		Amazing flavor with nothing artificial (no artificial colors or flavors. Non - GMO.)
Available in a large variety of flavors		Available in the most popular flavors
Several include bright, vibrant colors for a flavorful looking drink (some may contain artificial colors)		Natural colors in the bottle and finished drinks - more muted appearance
Contains preservatives		No artificial preservatives
Unopened shelf life: Glass - 3 years Plastic - 2 years		Unopened shelf life: 15-24 months (Depends on the flavor)

## Flavor for all!

Amazing tasting products that meet varied customer needs and are easy to use.

# Sugar Free Syrup vs. Zero Sugar Syrup

<b>SUGAR FREE</b>		<b>ZERO SUGAR</b>
Sweetened with Splenda®		Sweetened with a proprietary blend of stevia, erythritol, and monk fruit
Available in over 30 popular flavors		Available in select popular flavors
Unopened shelf life: 2 years		Unopened shelf life: 15 months
Amazing natural flavor (some items contain artificial colors)		Amazing flavor with nothing artificial (no artificial colors or flavors. Non-GMO.)
Contains preservatives		No artificial preservatives

## Flavor for all!

Amazing tasting products that meet varied customer needs and are easy to use.



# Puremade Syrups



## Amazing Flavor, Pure and Simple

Torani Puremade Syrups are expertly crafted to deliver amazing flavor with the purest ingredients:

- No Artificial Colors or Flavors
- No Artificial Preservatives
- GMO Free

## ZERO SUGAR PUREMADE SYRUPS

- Zero Calories
- No Artificial Sweeteners

New for 2021



## The Torani Advantage

### True Flavor

What you see is exactly what you get. Puremade Syrups are true to the flavor on the label, so you can create amazing drinks for your customers.

### No Compromise

Crafted with no artificial preservatives, no artificial colors, and no GMOs, Puremade Syrups are amazing flavor without compromise.

### Perfect Balance

Not unreasonably sweet or “jammy”, Puremade Syrups perfectly balance flavor and sweetness.

### Mixes Well

Not only are Puremade Syrups designed to complement their applications, they’re designed to blend. So, you can spend more time serving and less time mixing.



Lattes



Brewed Hot Coffees



Iced Coffees



Iced Teas



Handcrafted Sodas



Cocktails



Pack/size (mL)	Case dimensions (L x W x H)	Case weight (lb.)	Case cubic feet	Cases per layer	Cases per pallet
4/750 - Glass	6.6" x 6.5" x 11.8"	12.7	.293	42	168
Zero Sugar 4/750 - Glass	6.6" x 6.5" x 11.8"	12.3	.293	42	168
4/750 - PET	6" x 6.125" x 11.7"	7.2	.248	42	168

\* Specifications to be finalized

## Puremade Syrup Flavors

### Coffee Flavors

Almond  
 Bourbon Caramel  
 Cane Sugar (PET ONLY)  
 Caramel  
 Chocolate Milano  
 Crème de Menthe (P)  
 French Vanilla  
 Hazelnut  
 Irish Cream  
 Maple (PET ONLY)  
 Peppermint  
 Pumpkin Spice (PET ONLY)  
 Salted Caramel (P)  
 Vanilla (P)  
 Signature Vanilla  
 Ube

### Fruit Flavors

Blood Orange  
 Blueberry  
 Coconut  
 Green Apple  
 Kiwi  
 Lemon  
 Lychee  
 Mango  
 Passion Fruit  
 Peach  
 Raspberry  
 Smoked Black Cherry  
 Strawberry  
 White Peach

(PET ONLY) Available in 750ML PET ONLY  
 (P) Available in 750ML Glass & PET

### Zero Sugar Flavors

Caramel  
 Chocolate **New!**  
 Hazelnut  
 Peach **New!**  
 Raspberry **New!**  
 Sweetener **New!**  
 Vanilla



## Consumer Demand is Driving Clean Label Growth

- ✓ Nearly half (43%) of consumers are more likely to visit a foodservice outlet that has clean label foods and beverages.
- ✓ Nearly half of consumers eat clean label foods and beverages away from home at least once a week.
- ✓ 42% of consumers are willing to pay more for clean label foods and beverages when dining out, and among millennials, that number is even higher (49%).

\* Source: Technomic, 2018



## Flavor for All

### Torani Original Syrups



Pure Cane Sugar/  
 Splenda® \*

Cold Fill Process

Natural Flavors

Vibrant Colors  
 (FD&C Colors)

Contains  
 Preservatives –  
 3 Year Shelf Life

\* Sugar Free

### Torani Puremade Syrups



Pure Cane Sugar/  
 Stevia \*\*

Hot Fill Process

Natural Flavors

Natural  
 Colors

No Artificial  
 Preservatives –  
 24 Months  
 15 Months\*\*

GMO Free

\*\* Zero Sugar

For everything you need to make your beverages special, call us at 800.775.1925 or visit [www.torani.com/foodservice](http://www.torani.com/foodservice) for recipes and merchandising materials.

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# Syrup Family Tasting Notes



## Vanilla Family

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### Vanilla

**Appearance**  
Clear and clean

**Taste**  
Clean, crispy  
vanilla flavor

**Aroma**  
Pure, strong  
Javanese vanilla



### French Vanilla

**Appearance**  
Light, golden hue

**Taste**  
Custardy, creamy  
with a rich elegant  
finish

**Aroma**  
Creamy, vanilla  
custard and rich,  
almost buttery



### Vanilla Bean

**Appearance**  
Deep, rich honey-golden  
color with a slightly  
thicker viscosity

**Taste**  
Exotic and complex  
Madagascar bourbon  
vanilla bean flavor with  
warm oak undertones

**Aroma**  
Earthy, heady and  
robust



### Puremade Vanilla

**Appearance**  
Clear and clean

**Taste**  
Clean, crispy  
vanilla flavor

**Aroma**  
Pure, strong  
Javanese vanilla



### Puremade French Vanilla

**Appearance**  
Light, golden hue

**Taste**  
Custardy, creamy  
with a rich elegant  
finish

**Aroma**  
Creamy, vanilla  
custard and rich,  
almost buttery



### Puremade Signature Vanilla

**Appearance**  
Light, golden brown hue

**Taste**  
Creamy, rich vanilla,  
reminiscent of premium  
ice cream

**Aroma**  
Creamy vanilla

# Syrup Family Tasting Notes



## Hazelnut Family

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### Hazelnut

#### **Appearance**

Rich, dark brown

#### **Taste**

Sweet, buttery hazelnut flavor

#### **Aroma**

Roasted hazelnut



### Hazelnut Classic

#### **Appearance**

Rich, dark brown

#### **Taste**

Flavor of hazelnut liqueur without the alcohol

#### **Aroma**

Fresh hazelnuts



### Puremade Hazelnut

#### **Appearance**

Light brown hue

#### **Taste**

Rich, roasted hazelnuts, smooth with no nut skin

#### **Aroma**

Roasted hazelnuts

# Syrup Family Tasting Notes



## Caramel Family

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### Classic Caramel

**Appearance**  
Light, golden hue

**Taste**  
Dark caramelized flavors with brown sugar notes.



### Caramel

**Appearance**  
Light, golden hue

**Taste**  
Buttery, rich caramel, reminiscent of soft caramel chews.



### Salted Caramel

**Appearance**  
Light, golden hue

**Taste**  
Caramel with a hint of salt that enhances the brown sugar notes.



### Crème Caramel

**Appearance**  
Light, golden hue

**Taste**  
Melt-in-your-mouth, similar to the caramel custard dessert.



### Puremade Caramel

**Appearance**  
Light, brown hue

**Taste**  
Buttery, rich caramel, reminiscent of soft caramel chews.



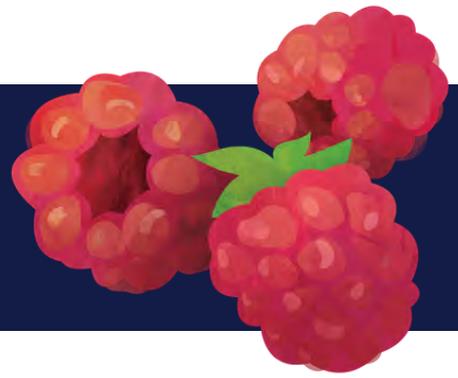
### Puremade Salted Caramel

**Appearance**  
Light, brown hue

**Taste**  
Caramel with a hint of salt that enhances the brown sugar notes.



# Syrup Family Tasting Notes



## Raspberry Family

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### **Raspberry.**

**Appearance**  
Rich, dark red

**Taste**  
Sweet, tarty  
raspberry notes  
with some  
seediness in the  
finish



### **Red Raspberry.**

**Appearance**  
Bright red

**Taste**  
Less tarty, fully  
ripened juicy  
raspberry flavor  
that is sweet and  
creamy



### **Blue Raspberry.**

**Appearance**  
Bright blue

**Taste**  
Similar flavor profile to  
Red Raspberry



### **Puremade Raspberry.**

**Appearance**  
Light red color

**Taste**  
Sweet, tarty  
raspberry notes  
with some  
seediness in the  
finish

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# Puremade and Sugar Free Sauces



Expertly crafted to complement beverages, Torani Sauces deliver rich flavor that perfectly blends in coffee and frozen drinks.

Our new Puremade Sauces feature real, simple ingredients, including pure cane sugar, Dutched cocoa, caramelized sugar, fresh cream, and no artificial flavors, colors or preservatives.

## The Torani Advantage

### Amazing Flavor

Our sauces are kettle cooked with the finest ingredients to deliver the best flavor.

### No Compromise

With our Puremade Sauces, you can create drinks without artificial ingredients and emulsifiers. It's amazing flavor without compromise.

### Mixes Well

Crafted specifically for beverages, our sauces quickly blend into cold and hot drinks.



Mochas



Iced Mochas



Lattes



Frappés



Milkshakes



Ice Cream Toppings



Pack/size (oz)	Case dimensions (L x W x H)	Case weight (lb.)	Case cubic feet	Cases per layer	Cases per pallet
4/64 oz Puremade Sauces	9.38" x 9.38" x 10.88"	24.25	.55	20	80

## Puremade Sauce Flavors

Caramel  
Dark Chocolate  
White Chocolate

## Seasonal Flavors

Peppermint Bark  
Pumpkin Pie

## Sugar Free Sauce Flavors

Sugar Free Caramel  
Sugar Free Dark Chocolate  
Sugar Free White Chocolate



## Sugar Free Sauces

- Rich, indulgent flavor without the calories
- Made with premium ingredients like dutched cocoa and real cream



Pack/size (oz)	Case dimensions (L x W x H)	Case weight (lb.)	Case cubic feet	Cases per layer	Cases per pallet
4/64 oz Sugar Free Sauces	9.38" x 9.38" x 10.88"	19.8	.55	20	80

For everything you need to make your beverages special, call us at 800.775.1925 or visit [www.torani.com/foodservice](http://www.torani.com/foodservice) for recipes and merchandising materials.

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# Allergens



None of the “Big 8” allergens (peanuts, tree nuts, dairy, fish, shellfish, soy, eggs, wheat) are used as ingredients. However, some natural flavors may contain protein compounds that are derived from sources that contain allergens.

Click the button below to view the list of allergens that may be associated with various flavors.

[\*\*Allergen List\*\*](#)

# Certificates



To view our Halal and Kosher Certificates, click the buttons below.

**Halal  
Certificates**

**Kosher  
Certificates**

To view our Safety Quality Food Certificate click the button below.

**SQF  
Certificate**

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# Product Storage



## Syrups:

Storage temperature minimum above 35° F.

## Sauces, Fruit Purees, & Real Fruit Smoothie Mixes:

Storage temperature should not exceed 85° F or fall below 32° F.

## Torani Lot Codes:

The date of manufacture is represented as a lot code located on the neck of bottle (Puree lot codes are located on the bottom of the bottle and RFSM lot codes are displayed on the shoulder of the bottle). There are 12 digits in the lot code.

Example:

The lot code of a product manufactured on December 10, 2020 would display

SL2 345 20 1525



Next 4 digits (1525) = Military time

Next 2 digits (20) = Year (last 2 digits of year)

Next 3 digits (345) = Julian Date

First 3 digits (SL2) = Production Specific Information

