

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[®]

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.



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[®]

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).



Torani[®]



RASPBERRY



Torani
PUREMADE
SYRUP

NO ARTIFICIAL PRESERVATIVES
NO ARTIFICIAL COLORS OR FLAVORS

25.4 FL. OZ.



Original Syrup vs. Puremade Syrup

ORIGINAL		PUREMADE
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

SUGAR FREE		ZERO SUGAR
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 for recipes and merchandising materials.

Torani

Syrup Family Tasting Notes



Vanilla Family



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



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



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.



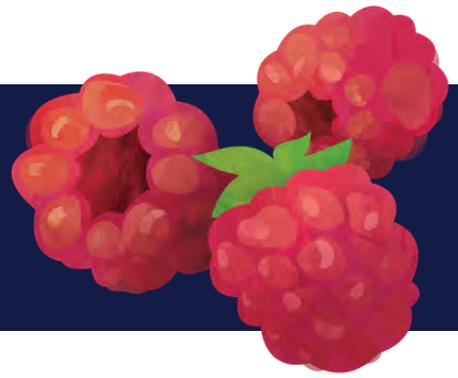
Puremade Salted Caramel

Appearance
Light, brown hue

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



Syrup Family Tasting Notes



Raspberry Family



Raspberry.

Appearance
Rich, dark red

Taste
Sweet, tart
raspberry notes
with some
seediness in the
finish



Red Raspberry.

Appearance
Bright red

Taste
Less tart, 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, tart
raspberry notes
with some
seediness in the
finish

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

Torani[®]





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

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Torani

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**

Torani[®]

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

