

# S'mores & MORE

COSY  
MATCHA

DRINKING™  
THINKING

FEEL  
*the*  
CHILL

{100%  
Organic}  
Cocoa &  
Sugar



Beautiful  
*Brewing*

*Hot Chocolate*  
HEAVEN

# Take a look

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## Beautiful brewing

William Morris famously said 'Have nothing in your house that you do not know to be useful, or believe to be beautiful'. And so, we introduce the much anticipated Manual Coffeemaker N°2.



## Cold brew

It may not be beautiful (sorry William) but it is super useful, and mess free. We're sure he would approve. Whether for your business or as a present for your favourite barista, this bit of kit is a bucketful of fun.



# NEW for you...

Summer came and went with smoothies blended, lemonade syrups sipped and frappès enjoyed in the sun. But as the seasons change so must menus, bringing back rich hot chocolates, relaxing chai lattes and a huge selection of new seasonal specials to see you through to spring.

We hope you enjoy reading our latest book and love hearing how you have put our products and recipes into practice. You can also pick up lots of ideas and share your own through our websites and social media channels.

@zumadrinks  
@hellosweetbird  
@cosytea



## Love you S'mores

Camp fires, bonfires, marshmallows and woolly mittens. Introducing Sweetbird's latest offering of deliciousness bottled.

## Your chocolate, your blend

Our pre-blended Peruvian Organic Hot Chocolate is 40% cocoa, but what if you want to go even richer and create your own? We're now giving you the ingredients to do just that.



## A Matcha made in heaven

Renowned for its health benefits matcha is perfect as a latte, or even added to smoothies and frappès for a great boost of green tea goodness.





# MAKE IT YOUR WAY



**NEW!**  
ORGANIC  
SUGAR

Cocoa is the new coffee; it's all about the beans, the blends, and the origin. Our Peruvian Zuma 100% Cocoa and new sugar now gives you the flexibility to create your own organic, Fairtrade signature blend.

In the last edition of Drinking Thinking we told you about our trip to Peru and the cocoa we sourced from the Naranjillo co-operative in Tingo Maria. Already available as a 40% Hot Chocolate blend in 2kg tins we know there is more of a demand for hot chocolate with even higher cocoa contents, so we are offering our organic, Fairtrade Peruvian cocoa as a pure cocoa. We also have organic Fairtrade cane sugar to make the perfect blend to suit your customers' taste.

We recommend a tasting session with your team, or even get your customers involved. Make a few different blends up, consider starting with 25% cocoa (the same as Zuma Original), try a 40%, a 60% and then see how everyone feels about an 80% cocoa

– although this may be too bitter for some palates. Refer to the mixing guide opposite, also available to download from [zumadrinks.com](http://zumadrinks.com)

- 100% Cocoa, 100% Organic, 100% Fairtrade
- No artificial colours, flavours or preservatives
- Registered for vegetarians and vegans by The Vegan Society

We'd love to see how your tasting sessions go, send us your pictures, and let us know what your preferred blend is. [@zumadrinks.com](http://@zumadrinks.com)

## Zuma Organic Cocoa and Sugar Mixing Guide

Cocoa %	Per 12oz drink (30g serve)		per 750g bag of Zuma 100% Cocoa			
	Cocoa (g)	Sugar (g)	Cocoa (g)	Sugar (g)	total mix weight (g)	Approx 28g serves per bag of cocoa
25%	7.5	22.5	750	2250	3000	107
33%	10	20	750	1523	2273	81
40%	12	18	750	1125	1875	67
50%	15	15	750	750	1500	54
60%	18	12	750	500	1250	45
70%	21	9	750	321	1071	38
80%	24	6	750	188	938	33
90%	27	3	750	83	833	30
100%	30	0	750	0	750	27

*Giving customers a choice*



# A CHOCOLATE *for all seasons*

10 years ago most cafes would have had one type of hot chocolate. Today Zuma gives you a choice of seven hot chocolates to suit every taste.

Zuma Hot Chocolates are all about cocoa, quality and choice. The ingredients list are clean and simple, pretty much cocoa and sugar, in different measures.

Our cocoa comes from Peru and West Africa, where all the best beans come from. Whether you are looking for everyday or extra special, we have it.



**Zuma Original**  
Your everyday chocolate for everyone

Our classic hot chocolate. A blend of 25% West African cocoa and sugar, it's smooth and sweet - like a top-quality milk chocolate bar.



**Zuma Dark**  
Rich and sophisticated with the perfect bitter balance

Our Dark Hot Chocolate is made with 33% West African cocoa. You could describe its style as European - expect an intense chocolate taste.



**Zuma 100% Fairtrade Dark**  
Dark and smooth with fairness for farmers

Our Dark Hot Chocolate is made with 33% West African cocoa. It's also 100% Fairtrade which means we can guarantee the farmers and workers benefit from fair prices, decent working conditions and good terms of trade.



**Zuma Organic**  
Organic, Fairtrade, natural hot chocolate direct from Peru

With a 40% cocoa content our natural chocolate has an unadulterated and complex taste. Unique to the region where it is grown, this cocoa is non-alkalized which gives it its distinctive warm red tones.

All of these chocolates are free from artificial flavours, colours, or preservatives and are registered for vegetarians and vegans by The Vegan Society.

To see the whole Zuma collection visit [zumadrinks.com](http://zumadrinks.com)



### **Zuma Double**

**For when chocolate isn't chocolate enough**

Zuma Double Hot Chocolate has a high 35% West African cocoa content and we've added in an extra 10% flaked milk chocolate for good measure. The result? A double-strength chocolate experience.

- No artificial colours, flavours or preservatives
- Approved by the Vegetarian Society



# Speciality chocolates

So, you have chosen the perfect chocolate as your go to, but what about something a little extra special to keep your winter menu fresh and your customers coming back to you and not the competition?

### **Zuma Thick**

**Extremely thick and great for dipping**

Our Thick Hot Chocolate, made with 25% West African cocoa, is our Spanish-style hot chocolate. Steam it with milk to make it thick, then serve it short. Drink, sip or dip with churros or biscotti.

- No artificial colours, flavours or preservatives
- Registered for vegetarians and vegans by The Vegan Society



### **Zuma White**

**Mellow, milky and comforting**

Zuma White Hot Chocolate might not be chocolate (as we know it), but it's equally satisfying. It's made with a blend of cocoa butter and milk powders - not cocoa solids, which make chocolate brown, so there's no bitterness. Great just as it is, or with a shot of syrup.

- No artificial colours, flavours or preservatives
- Approved by The Vegetarian Society





# Why Chai?

Chai has become a massive hit since it was first introduced to the coffee scene 15 years ago. It offers an alternative to coffee or hot chocolate, whilst still delivering on warmth and flavour.



## **Spiced Chai**

Our Spiced Chai tastes as good as the chai in India. It's an authentic and warming blend of black tea extract, ground ginger and cinnamon. The balance between the spices is just right.



## **Vanilla Chai**

Our Vanilla Chai takes inspiration from the chai of India. It's a mild blend of black tea extract, ginger and cinnamon - with a hint of vanilla.

*Customers expect to see Chai on menus - make sure yours is Zuma!*

But what exactly is chai? Chai, also known as masala chai ('masala' meaning spices, chai meaning tea), comes from India and is typically made by brewing loose black tea with warming spices and milk.

Zuma Chai comes in two varieties, Spiced, or Vanilla, both made with real spices (which you can see running through the finished drinks) and both equally as soothing and smooth. The mixes are versatile too; they can be made into a hot tea with just water, or as a creamy latte with steamed milk.

Whichever way you serve them, Zuma Chai is the profitable, easy and quick way to add India's centuries old recipe to your menu this winter.

- Free from artificial colours, flavours or preservatives
- Approved by the Vegetarian Society



# LOVE FROM BOOHOO

We know our customers love our products, and we love it when they share their love in the form of new and delicious recipes. We caught up with our favourite fashionista Katie from boohoo.com to see what she has up her sleeve for A/W 2016.



## Golden Chai

- ½ scoop Zuma Spiced Chai
- ½ scoop Zuma Double Hot Chocolate
- 1 teaspoon Zuma Gold Dust
- 1 pinch ground Black Pepper
- Steamed milk

Mix the Spiced Chai, Double Chocolate, Gold Dust and pepper into a paste with a splash of hot water. Top with steamed milk and watch the Gold Dust shimmer through.



## Raspberry & Coconut Hot Chocolate

- 1 scoop Zuma Original Hot Chocolate
- 1 pump Sweetbird Raspberry Syrup
- 1 pump Sweetbird Coconut Syrup
- Steamed milk
- Desiccated coconut

Mix hot chocolate and syrups with a splash of hot water to form a paste. Stir together and top up with steamed milk. Finish with sprinkle of coconut and whipped cream.



## Jaffa Spice Chocolate

- 1 scoop Zuma Fairtrade Dark Hot Chocolate
- 1 pump Sweetbird Orange Syrup
- 1 pump Sweetbird Cinnamon Syrup
- Steamed milk
- Whipped cream

Mix hot chocolate and syrups with a splash of hot water to form a paste. Stir together and top up with steamed milk. Finish with whipped cream if you fancy or just as it comes.



## Cloud Nine Caramel Steamer

- 2 pumps Sweetbird Caramel Sauce
- 1 pump Sweetbird Salted Caramel Syrup
- Steamed milk

Combine sauce, syrup and milk in your cup for a taste of cloud nine.

## Ginger Nut Latte

- 1 pump Sweetbird Hazelnut Syrup
- 1 pump Sweetbird Gingerbread Syrup
- Double espresso
- Steamed milk

Combine the espresso and syrups together in your cup and top up with milk. Serve with a dusting of cinnamon for a cosy cup of comfort.

## Peach Partea

- Cosy Breakfast Tea or Cosy Rooibos Tea
- Sweetbird Peach Smoothie

Pour hot water over the tea bag leaving enough room to top with a shot of Sweetbird Peach Smoothie; but only once you have removed the tea bag.



## Custard Cream Chocolate

- 1 scoop Zuma White Hot Chocolate
- 1 pump Sweetbird Eggnog Syrup
- Steamed milk
- Whipped cream
- Zuma Gold Dust
- Zuma Triple Chocolate Crispies

Mix hot chocolate and syrup with a splash of hot water to form a paste. Stir together and top up with steamed milk. Finish with whipped cream, Gold Dust and Triple Chocolate Crispies for a real fancy treat.

## Boston Cream Pie

- 1 scoop Zuma Original Hot Chocolate
- 1 pump Sweetbird Eggnog Syrup
- Steamed milk
- Whipped cream
- Zuma Triple Chocolate Crispies

Mix hot chocolate and syrup with a splash of hot water to form a paste. Stir together and top up with steamed milk. Finish with whipped cream and Triple Chocolate Crispies.



## Turkish Delight

- 1 scoop Zuma Fairtrade Dark Hot Chocolate
- 1 pump Sweetbird Raspberry Syrup

Mix hot chocolate and syrup with a splash of hot water to form a paste. Stir together and top up with steamed milk and you're ready to serve.

## Banoffee Chocolate

- 1 scoop Zuma Double Hot Chocolate
- 1 pump Sweetbird English Toffee Syrup
- 1 pump Sweetbird Banana Syrup
- Steamed milk
- Whipped cream
- Zuma Triple Chocolate Crispies

Mix hot chocolate and syrups with a splash of hot water to form a paste. Stir together and top up with steamed milk. Finish with whipped cream and Triple Chocolate Crispies.



"Here at boohoo we're a big fan of the Sweetbird & Zuma products. I incorporate the ingredients into our smoothies, frappés, milkshakes & hot drinks as they're so versatile. Our head office customers are primarily trend led and health conscious millennials who know exactly what they want. The extensive range allows me to cater for all tastes, with the vegan, dairy free & skinny options available. Food & drink choices are a part of our lifestyle whether it's a self-betterment smoothie, a social skinny café frappé or a decadent celebration of extra thick S'mores hot chocolate with all the trimmings! We're excited to welcome Zuma Organic Hot Chocolate on board for Autumn. Plus, as it's organic its practically guilt free indulgence. Total win!"



# hip hot happé™

Hot milk is sweeter than cold milk which is why we recommend using ½ a scoop of frappé powder to make our Happés™

Forgetting the ice cubes and using steamed milk rather than cold, you can transform a traditional Zuma Frappé to a Hip Hot Happé™

Introduced in 2015, we're expecting our Happés™ to be even bigger news for winter 2016. Which Zuma Frappé flavours work best? The results are in: Sticky Toffee and Creamy Cookies & Cream; delicious served with a cookie on the side. We also recommend using your Zuma Vanilla Bean Frappé powder and coconut milk to create a

dairy-free Snowball Happé™, a fantastic vegan alternative to white hot chocolate. The beauty of Happés™ is you only need half a scoop of Zuma frappé powder, making them a really profitable, and new addition to any menu this winter. Share your creations with us @zumadrinks

Delicious hot  
frappés AKA  
Happés™

#### HOW TO MAKE IT HAPPÉN

1. Put ½ scoop Zuma Frappé powder into a 12oz cup.
2. Add a splash of hot water and mix to a smooth paste.
3. Top up with steamed milk, stirring as you pour.

#### OR...

You can also make a Happé™ by adding half a 40g scoop to the pitcher of milk and then steaming it all together.



**ZUMA**®



# LITTLE EXTRAS MAKE A BIG DIFFERENCE

While the pure unadulterated simplicity of Zuma Dark suits many people, we know from our research into the hot chocolate market^ that many customers see it as an indulgent treat purchase and like to go all out on the experience.

But how does this research translate to your business? It means go big or go home!

All you have to do is look at #freakshake tags on Instagram.. Growing in popularity, these prove that less is definitely not more. Top your hot chocolates, frappès and milkshakes with mountains of cream, lashings of sauce, and a showering of Zuma Mini Rainbow Beans, marshmallows and Triple Chocolate Crispies. Encourage customers to share photos of their indulgent dessert drinks on your social media, and you'll soon have customers coming in to see what all the fuss is about.

**ZUMA®**

To whet your winter appetite....

**Caramel Colossus Hot Chocolate**

Original Hot Chocolate, Caramel Syrup, whipped cream, Caramel Sauce,

**Over the Rainbow Hot Chocolate**

Dark Hot Chocolate, whipped cream, Mini Rainbow Beans, Chocolate Sauce

**Up in the Clouds White Chocolate**

White Hot Chocolate, whipped cream, marshmallows, White Chocolate Sauce

**Triple Trouble Chocolate**

Double Hot Chocolate, whipped cream, Chocolate sauce, Triple Chocolate Crispies

^©Allegra Insights, 2015



# ALL YOUR WINTER ESSENTIALS

Winter is all about the extras - extra vests, gloves, hats, and the extras on your menus too...



## Zuma Shakers

These 300g shakers are ideal for busy coffee shops. Add a sprinkle of Gold Dust to the top of an espresso before pouring in the milk to make your latte art lovely. The Original Chocolate shaker contains the same cocoa as the 2kg tins, so perfect for extra take home sales too.



## Zuma toppings

Choose from Triple Chocolate Crispies or Mini Chocolate Rainbow Beans to add some fun to your hot and cold drinks. Pop an espresso cup full of beans on the side of a babyccino for an added treat.



## Cream whipper

Essential for indulgent hot chocolates, instant whipped cream canisters can soon add up. Keep the cost, and waste down, by investing in an ISI Cream Whipper. We've been stocking them for over ten years and have yet to find a more reliable one.



## Stainless Steel Duster

For a quick dust of your favourite Zuma Chocolate this bit of stainless steel kit is just the ticket. Even keep two on the counter - one for chocolate, and one for cinnamon for chai or any cinnamon flavoured drinks.



## Squeezy sauce bottles

Zuma Sauces come with dosing pumps, great for using to make drinks. However, for drizzling, etching, or making cobwebs for Halloween, these fine tipped reusable bottles give the accuracy you need.



## Mini Marshmallows

Little fluffy clouds of puff, loved by adults on hot chocolates and kids on babyccinos. Keep a jar in view on the counter to encourage sales.





# All that glitters

It's the most wonderful time of the year...to bring out the Zuma Gold!

Zuma Gold Dust may come under the heading of Zuma toppings but this amazing little product really deserves its own page. When we launched last year we had a mild panic we were going to sell out - but we are fully stocked up again, ready to add a little glamour to this year's festive season.

Whether you cover the whole top of your lattes, or use stencils, customers feel they have received the royal treatment. Alternatively it adds a beautiful sheen to the top of black coffee. Dust the top of a hot chocolate before adding cream with a whipper and the cream will pick up the gold as it swirls.

We're sure you will come up with lots of other ways to use Zuma Gold Dust, and we love hearing about it and seeing your successes!

@zumadrinks #zumagold



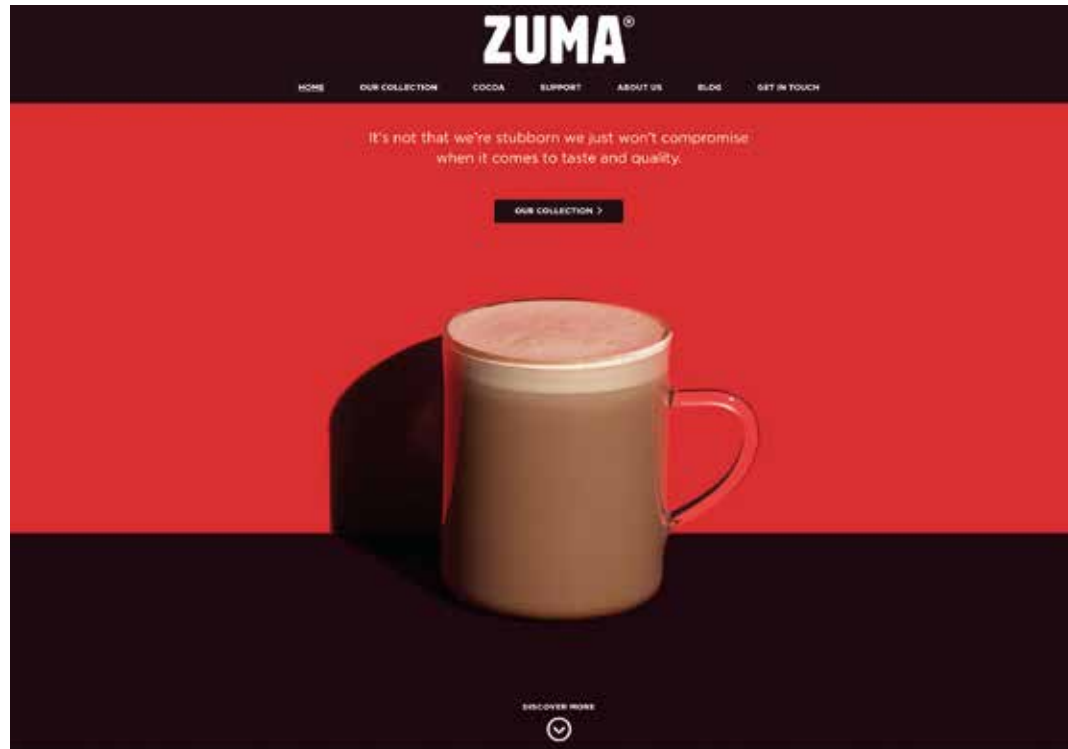
## **An everyday touch of glamour**

A simple blend of sugar, cocoa and edible gold powder, our dust will add a golden sheen to any steamed milk drink.

- No artificial flavours or preservatives
- Registered for vegetarians and vegans by The Vegan Society.

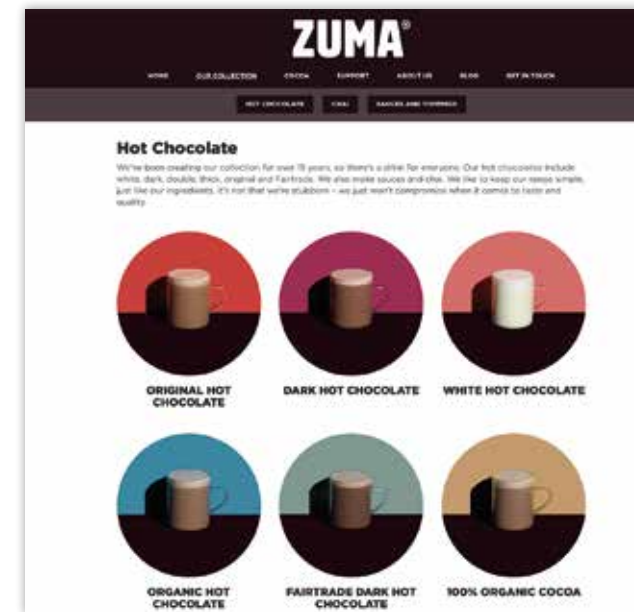






# NEW LOOK

You'll have seen the stunning new Zuma packaging; now the website is ready to support you too.



## Support stuff

As part of the Zuma rebrand we have created a stack of gorgeous point of sale for you to order or download, whichever you prefer.

The material features shots of each of the drinks in the Zuma collection, photographed to show your customers the richness and quality of the chocolate and chai you offer.

There is also a selection of point of sale showcasing signature recipes such as Rocky Road, Mint or Orange hot chocolates. You'll be amazed at how your sales can be improved by swapping a line on your menu to a delicious shot of the drink on offer.

Whether you like to use posters or three sided table talkers, it's all available for free. Just speak to your distributor to see which they have on offer.



## At your fingertips

Like most businesses we like to be environmentally friendly and keep printing to a minimum. So, on the site, you'll not only find all our support material, but information sheets for each product, and also the

nutritional information for each product, should you ever need it in a printable format. There is also the guide to mixing your own chocolate with Zuma 100% Cocoa and sugar. You can also keep up to date with Zuma on Facebook, Twitter and Instagram, just search for @zumadrinks.com

**NEW!**  
**S'MORES**  
**SYRUP**



# love you S'MORES

Think melting chocolate, oozing marshmallows and the crunch of a cracker - all in a bottle for you.

We're already half way through Sweetbird's tenth anniversary year, and what a year he has had so far. As if the new Lemonade syrups and 100% Fruit and Vegetable smoothies we launched in summer weren't celebration enough, we have a new syrup for winter, taking the grand total in the range to 48. My how he's grown!

The new S'mores syrup is for lovers of sweets and treats, working equally well in coffee and hot chocolate. Even though there is a nip in the air, we are looking forward to adding it to frappés and shakes next summer.

But what is S'mores you may ask? S'mores comes from 'some more' and scouting trips in the US; toasting marshmallows over the campfire, then sandwiching them between Graham crackers and pieces of chocolate. Not always practical to do during a busy morning coffee rush, so the new Sweetbird syrup has all the gooey rich taste, without the potential mess and third degree burns!



## RECIPES

### S'mores latte

- Double espresso
- 2 pumps S'mores
- Steamed Milk
- Zuma Gold Dust

Combine espresso and syrup in your cup. Stir together and top up with steamed milk. Finish with a sprinkle of Gold Dust

### S'mores chocolate

- 1 scoop Zuma Fairtrade Dark Hot Chocolate or Zuma White Hot Chocolate
- 2 pumps S'mores
- Steamed Milk
- Whipped cream

Mix hot chocolate and syrup with a splash of hot water to form a paste. Stir together and top up with steamed milk. Finish with whipped cream.

### S'mores steamer

- 2 pumps S'mores
- Steamed Milk

Oh so simple. Pump the syrup into the cup then top up with steamed milk.





Here are some of our favourite recipes using Zuma Hot Chocolates and Sweetbird Syrups. For all of them the method is the same.

Add a splash of hot water to a scoop of your chosen chocolate, add the number of pumps of syrup and stir well. Steam the milk and then pour into the chocolate mixture, stirring as you pour.

#### Mint Mountain

Zuma Double Chocolate  
2 Sweetbird Mint Syrup  
Whipped Cream  
Sprig of mint for the top!

#### Salted White Chocolate Caramel

Zuma White Chocolate  
2 Sweetbird Salted Caramel Syrup  
Whipped Cream  
Zuma Caramel Sauce to drizzle

#### Aztec Chilli Chocolate

Zuma Organic Chocolate  
3 Sweetbird Chilli Syrup

#### Spiced Snowball

Zuma White Chocolate  
2 Sweetbird Winter Spice Syrup  
Cinnamon to dust



# Chocolate & MORE

We love Zuma Hot Chocolate, but we also love flavours – big, rich, fruity, mouth tingling flavour. So what is better than putting the two together?!



#### Blackforest Gateau

Zuma Dark Chocolate  
2 Sweetbird Cherry Syrup  
Whipped cream  
Zuma Chocolate sauce to drizzle  
Glacé cherries to garnish

#### Mince Pie Hot Chocolate

Zuma Original Chocolate  
2 Sweetbird Pumpkin Spice Syrup  
1 Sweetbird Toffee Apple Syrup  
Dust with Zuma Gold Dust

#### Truffle Shuffle

Zuma Organic Chocolate  
2 Sweetbird Hazelnut Syrup  
Whipped cream  
Zuma Caramel Sauce to drizzle  
Flaked almonds to decorate

#### Winter Warmer

Zuma White Chocolate  
2 Sweetbird Gingerbread Syrup  
Cinnamon to dust

#### Oohey Goopy Chocolate

Zuma White Chocolate  
2 Sweetbird Toasted Marshmallow Syrup  
Whipped cream  
Zuma Mini Marshmallows

#### Peanut Butter Me Up

Zuma Original Chocolate  
2 Sweetbird Peanut Butter Syrup  
Crumble Reeses' Pieces on top!





# {3} *sugar free* SYRUPS

For customers keeping an eye on calories but still loving full on flavour our top-selling Sweetbird Sugar free syrups are the answer.

At only 46 calories\* for a 12oz flat white made with skimmed milk, there is no reason your customers can't enjoy the delicious taste of Sweetbird syrups whilst still watching their waists. Our 3 most popular flavours; Hazelnut, Vanilla and Caramel are available as sugar-free.

**TOP TIP:** Trying to cut down sugar intake? Swap sugar in your coffee for 2 pumps of sugar-free syrup and you won't feel like you're giving anything up at all and can enjoy the deliciousness that is Sweetbird Syrups.

*keep  
skinny lattes  
skinny!*

## **Hazelnut**

All the nuttiness of our regular syrup but without the sugar? That really is nuts.



## **Caramel**

The classic taste of caramelised yumminess but without the sugar.



## **Vanilla**

A skinny latte with full syrup makes no sense - try sugar-free instead. Beautiful creamy vanilla is a great place to start.





# SMOOTHIE to soothies™



Sweetbird Smoothies fly off the shelves in summer, keep those sales soaring with Sweetbird Soothies™

As straw hats become bobble hats and flip flops are replaced with chunky woolly socks so our ice-blended fruit smoothies become warming hot Soothies™.

These hot fruit punches are the welcome alternative for tea, coffee or chocolate in winter, perfect for late night shopping trips or a fruity treats for the kids and all vegan approved!

## Feel the glow



Sweetbird Peach Soothie™ - packs a punch, the perfect hot toddy on a cold day.



Hot Raspberry & Blackcurrant Soothie™ - beat away the winter blues.



Lovely Lemon Soothie™ - silky smooth with just the right citrus tang.

## SOOTHIE™ RECIPES

For each of these recipes the method is just the same simple steps:

- Pour 50ml of Sweetbird Smoothie into a 12oz cup
- Add 2 pumps of Sweetbird syrup, top with hot water and give it all a stir.

### Hot Pink Lemonade

Lemon Smoothie with Pink Grapefruit Lemonade Syrup.

### The Veg Patch

Peach, Spinach & Ginger Smoothie & Pumpkin Spice Syrup

### Bakewell Tart

Raspberry & Blackcurrant Smoothie & Amaretto Syrup

### Beet the Chill

Raspberry, Blackcurrant & Beetroot Smoothie with Chilli Syrup

### Chai Passion

Mango & Passionfruit Smoothie with Chai Syrup

### Toffee Appleberry

Raspberry & Blackcurrant Smoothie with Toffee Apple Syrup

### Spiced Lemon Cup

Lemon Smoothie with Cinnamon Syrup, or Chai Syrup, or Winter Spice Syrup!

### Bananaberryrama

Strawberry & Banana Smoothie with Cinnamon Syrup.

### Hot Strawberry Sherbet

Strawberry Smoothie with Lime Syrup.

### Peach Cobbler

Peach Smoothie with White Chocolate Syrup.

### Berry Crumble

Raspberry & Blackcurrant Smoothie with Cinnamon Syrup.

### Gingerbread Growler

Lemon Smoothie with Gingerbread Syrup and a shot of rum.





Keep profits soaring with these two delicious flavours:

- TRADITIONAL LEMONADE
- PINK GRAPEFRUIT LEMONADE

# In the pink

We may be all about Winter, but let's not be in a hurry to forget about Autumn and the possibility of an illusive Indian summer.

Sweetbird's Lemonade Syrups are the latest addition, taking the range of vegan approved to 48; we're looking forward to hitting 50 delicious flavours in the new year!

As for our Lemonade Syrups, they come in two tongue tingling flavours - Traditional Lemonade, and the beautiful hue of Pink Lemonade. Simply make up the drinks by putting four pumps of syrup into a 12oz cup. Fill to  $\frac{3}{4}$  with still or sparkling water, then add ice. Add fruit wedges to make them look even more fancy. Sit back, and enjoy the super profits.

## #syrupsquad

Sweetbird isn't just about great tasting products, there is also a huge range of support material to help promote the many drinks that can be made with the products. There are posters and table talkers, meaning you can promote three signature drinks at once. Just ask your favourite Sweetbird supplier which free POS they have in stock.

hellosweetbird.com also has hundreds of recipes and instructions on how to make drinks, and you can follow Sweetbird on social media for product news and competitions.

You can also share your Sweetbird syrup adventures using #syrupsquad to be in with a chance for winning goodies if we really like what we see. @hellosweetbird



# VEG OUT

Compared with 3-4 years ago, leading chains confirm that iced beverages have doubled sales share during the colder months\* so don't be packing up your Blendtec just yet!

Our 100% Fruit and Veg Smoothies are the only ice-blended smoothies of their kind; no added sugar (just the sugar that is naturally in the fruit and veg), 1 of your 5-a-day per 12oz serving, free from anything you wouldn't want in smoothie, and of course bursting with real fruit and veg.

Sweetbird 100% Fruit and Veg Smoothies also make super juices; half fill cup with ice, add half a cup of the smoothie, top up with water and serve. We also tried them as Soothies™, a shot of Pumpkin Spice Syrup works a treat in Peach, Spinach and Ginger - who knew?!

## 3 VEGTASTIC flavours

Lovingly created to the high standards you expect from Sweetbird, all bursting with delicious mouthwatering 100% fruit and veg flavours...

- Mango, Orange & Carrot
- Peach, Spinach & Ginger
- Raspberry, Blackcurrant & Beetroot

- 100% Fruit & Veg
- No added sugar - just like an apple or peach
- No GMO's
- Approved by The Vegan Society
- No artificial colours, flavours or preservatives
- Just add ice, blend and serve
- Ambient storage
- 1 of your 5-a-day per 12oz smoothie
- And of course super-duper tasty

**NO  
added  
sugar**

just naturally occurring  
fruit sugars like an apple  
or an orange.





This is Matcha in its pure form. For the true matcha lover that wants to drink their matcha straight or drink their matcha lattes free from any additional flavours.

# Cosy MATCHA

Cosy Matcha is matcha in its pure form and is high in fibre and protein\*. It has a fresh grassy flavour and is the purest way to get your matcha boost. A half teaspoon of this, mixed into your morning hot milk or water, and you're in for a gentle long-lasting boost.

Matcha translates to 'powdered tea'. So while for everyday Cosy Breakfast tea the leaves are brewed and then discarded, with Cosy Matcha it is the actual leaves that are ground to a fine powder, and then whisked with water to make either a complete drink, or added to steamed milk for a Cosy Matcha latte. As the powder is included in the drink it's important to whisk it really well to ensure it is well mixed before drinking.

Unlike traditional green tea, matcha preparation involves covering the tea plants with shade cloths before they're harvested. This triggers the growth of leaves with better flavour and texture, which are hand selected, steamed briefly to stop fermentation, then dried and aged in cold storage, which deepens the flavour. The stems and veins are removed before the dried leaves are stone-ground into a fine powder.



100%  
Organic

*just pure Matcha powder,  
nothing added, nothing  
taken away.*

## How to make Cosy Matcha Latte

1. Add 1/2 teaspoon per 30ml of warm water (60-70°C) and whisk vigorously.
2. Top with steamed milk for a Cosy Matcha Latte.

\*Average Values per 100g as sold. Energy kJ 1712 / kcal 409 Fat 6.5g Carbohydrate 45.2g Protein 26.4g Fibre 31.8g Salt 0.01g.







# Brewing TIME

With 9 delicious brews in the range, the choice is all yours.

As with all our products, we took time to develop Cosy Teas. Each combination of tea and herbs has been crafted to give your customers just the right infusion each time. Be sure to have the award winning packs on display in a Cosy Tea stand, to show the choice of flavours available.

For now though, we'd like to share some of the little known facts about Chamomile; by far one of the most popular herbal infusions around. With a list of associated health benefits as long as your arm, it's not hard to see why. Not only that, Chamomile tea has certainly stood the test of time - it was one of the drinks of choice in Ancient Egypt and may have been enjoyed even earlier than that. The name Chamomile comes from an Ancient Greek word for 'ground apple'. If you're wondering why our ancient pals named a dainty little flower after a fruit, it's thought it is probably because the Chamomile flower has a similar scent to apple blossom.

Over the years Chamomile has been associated with a whole host of perks and uses. Egyptians used it to cure fevers, the Romans burnt it as incense, and closer to home English brewers even used the flowers as an ingredient in beer in the Middle Ages. These days many people drink Chamomile tea at bedtime as it is reported to help calm the nervous system and promote healthy sleep. So now you know!

## THE RANGE



**Breakfast** a blend of Assam and Nilgiri teas - a classic tea for all day drinking



**Decaf** all the flavour of our Breakfast Tea with none of the caffeine



**Earl Grey** with fragrant Bergamot. The perfect afternoon tea.



**Rooibos** naturally caffeine-free South African Redbush tea with aromatic Vanilla



**Chamomile** naturally sweetened with Licorice



**Peppermint** 100% Egyptian Peppermint - crisp, fresh and clean



**Blueberry** with Hibiscus & Rosehips - very fruity!



**Lemon Green** Sencha green tea with Lemon



**Jasmine Green** Chunmee green tea with Jasmine





# GLUTEN-FREE cookies

We are delighted to bring you these four fabulously delicious, cookies, biscuits and shortbread. Gluten free goodness at it's best

Kent & Fraser is focused on producing outstanding products that are as good as, if not better than, their conventional wheat-based counterparts.

Avoiding gluten shouldn't mean avoiding great tasting food and Kent & Fraser are wholeheartedly driven by their passion to develop and produce exceptional gluten free and wheat free baked goods that can be enjoyed by all.

These perfectly portioned packs are just the ticket for those living a busy gluten-free life and want to have a little bit of sweet indulgence to hand. They are made with 100% natural ingredients, contain no additives or preservatives and are gluten free, wheat free and egg free.

Each case contains two display trays of 14 x 35g twin packs, so 28 x twin packs of one flavour per case.

## **SPICY GINGER COOKIES**

Spicy cookies with a big flavour, where the mellow sweetness of spice blends with the deliciously subtle heat of crushed stem ginger.

## **VANILLA BUTTER CRUNCH**

Infused with the mellow perfection of pure Madagascan vanilla and made deliciously rich with creamy butter and muscovado sugar.

## **LEMON BUTTER SHORTBREAD**

Delicate shortbread made with creamy butter, sharp lemon juice and the added zing of freshly grated lemon zest.

## **CHOC CHIP COOKIES**

Made with dark chocolate chips, creamy butter and light muscovado sugar. The perfect recipe for an all-time classic that's simply hard to resist.







# FEELING FESTIVE

We sold out last winter, so have ordered double in 2016 to meet demand!

Our beautifully designed double walled cups couldn't have sold quicker last year, we're sorry if you couldn't get them in time, but as we said, they were limited edition! So, this year, we have ordered more, so many more, and also an 8oz version for all you lovers of something shorter.

Brightly coloured and double walled to do away with the need for an extra sleeve, they are available in 12oz Robin Red or 8oz Icicle Blue. Although festive, there is no mention of any particular holiday, so you can use them from November to February. As with last year, once they're gone, they're gone - so be sure to order enough to keep you cheered all season.



## *Festive O-meter*

### **Going up**

The joy that overcomes you the first time your coffee order is delivered to you in a beautifully designed festive cup. (It's the little things...)

It's mid-November and you've just heard your first Christmas song played on the radio. You should be horrified but from somewhere you actually got a little excited and jigged to Slade... Go with it. No-one need know.

### **Going down**

The impending feeling of doom knowing that you are going to make a fool of yourself in one way or another at the works Christmas party.

Not wanting to be a Scrooge but feeling increasingly irritable every-time the carol singers outside your business break into another round of Jingle Bells.



# COFFEE LOVERS, BREWING & CURIOSITY



We do not have to go back many years to see when brewing filter coffee started to change and develop into being adventurous and exciting.

We all know that trends and fashion go in circles, and brewing is no different. Brewing filter coffee is not a new invention, it has been around making coffee lovers happy for many decades and over the last few years filter coffee has become popular again.

No simple answer can explain why it has become popular again. But the thing that has changed generally in the past few years is the knowledge and amount of information that we are aware of before we take the first sip of our morning coffee. We have gained knowledge about growing processes and the influence of those processes on roasting. We know the importance of grinding our beans on demand and the measure of water vs coffee grounds. And we have understood (after many mistakes) that time is vital in all these steps from seed to cup.

*Although brewing filter coffee is not a new invention it has changed massively over the past few years. Coffee beans from all around the world are now roasted lighter and exotic flavours have been discovered. Experiments to cherish those flavour profiles have influenced many interesting innovations in brewing equipment. And in the middle of the flavour bomb sits the coffee lover, on an exciting adventure.*

A few years ago only small groups of coffee professionals were weighing coffee using scales, experimenting with blooming times and how it influenced the flavour profile or measuring the temperature of the water when brewing. From the outside it looked like an exclusive secret club of people doing 'something' with coffee. The coffee professionals had fancy equipment to measure everything. The goal was to make sure that the flavour of the each cup of coffee would be consistent when served to their customers. Today the secret club is wide open for all coffee lovers and the brewing equipment has been made easier to access and to use. They are still fancy and the goal remains the same, to highlight the flavours and being consistent when brewing coffee.

“

**Let's talk about the qualities of a coffee lover. They are endlessly curious, are interested in new exciting flavours and open to exotic culture. If all those qualities are present, the trip of brewing coffee at home will be an adventure and exciting. Blogs, articles and videos that have been published by coffee lovers and coffee professionals alike and are an amazing help to follow trends and a source of inspiration. When the blend of being curious and inspired come together, innovation and new trends start to pop up. The lifestyle of brewing delicious coffee at home has been made easy, adventurous and consistent.”**

One important factor in brewing coffee that has changed over the last few years is that there is more transparency and more open communication. The gap between the farmer and coffee lover is smaller and it is easier to get information. The coffee lovers can get to know the people behind the coffee and the journey of the coffee bean from seed to cup. This information is often given by the roaster and printed on the coffee bag or passed on by the barista. Transparency has brought insight into the farmer's life and has made coffee lovers more respectful towards to them and their delicious product. The communication between roasters, baristas and coffee lovers have opened up a new reason for a visit to the coffee shop. The coffee lover can express their favourite flavour profile and get coffee beans that fit with the occasion and the brewing method.



Another important factor that has changed over the past few years is the brewing equipment. Digital scales connected to smart phones, boilers with digital heat control, cobra shaped spouts to better control the flow of water, apps for this and apps for that. These developments are with the goal of making brewing more easy and consistent. Sometimes it does not look very simple, but with a bit of curiosity and conducting your own experiments, there is no turning back. Similar to cooking, baking or mixing cocktails, brewing coffee is exciting when the risk of inconsistency can be minimised. Social media has been a useful platform for coffee lovers to have interesting discussions and debates from A-Z regarding the passion of brewing coffee.



Enjoying the lifestyle of a coffee lover means all small changes in brewing equipment makes our faces glow. We love to talk about our endless hunt for the perfect cup of coffee, our favourite grinder, the filters, the shape and material of the funnel, the shape of the kettle spout and how to control the flow while brewing. We share our brewing ratios, what kind of scales we travel with and what is our favourite go-to coffee. And don't even get us started on the ppm or TDS of the water. These are basic discussions that you can hear in parties at coffee lover's house.

Brewing filter coffee has changed massively over the past 5 years and it is an inspiring time. Coffee lovers go to coffee shops, roasteries and on-line shops to buy the latest trendy brewing equipment and exciting coffee beans. On the way they get inspired by talking with baristas, roasters and even the farmers. Being a coffee lover hopefully means your friends and family keep on giving you brewing equipment for your birthday's. Maybe it is because they want you to continue brew the best cup of coffee in town?

**WITH COFFEE REGARDS,  
SONJA BJÖRK GRANT**

**Sonja is a renowned member of the international specialty coffee community. Not only the owner of Kaffibrugg húsið in Reykjavík, but also a WCE Head Judge and WCE Representative and in the working group of the Roasters Guild of Europe. Phew!**



# Something cold brewing



The Brewista Cold Pro Kit is going to change the way you think about cold brew.

Adding cold brew to your menu is about to get a whole lot easier and cleaner with no more waste. The most exciting feature on the Brewista Cold Pro is the permanent filter. Gone are the days of having to lift a heavy bag of wet grounds, finding some method to hold it over the bucket while it drains, all the time hoping it doesn't spill. Now making cold brew en masse can be a calm and simple affair. To prepare your batch just lower the filter into the large brew bucket, add a paper filter if you prefer (but not essential), add your coffee grounds and water, then allow to steep overnight. When you arrive in the morning draining the grounds is so simple thanks to their patented 'lift and turn' design which allows you to rest the permanent filter on an adapter ring in the container above the concentrate. You won't need to have your morning coffee to figure that out.

Other benefits include the open top design which allows you to stir the grounds, reducing steeping time and preventing the waste caused by grounds left unsaturated inside a sealed bag and the spigot has a finishing filter for ultimate refinement.

Cold brew should feature on every menu but the sheer amount of faff involved in making it had put many people off. Now batch brewing is a breeze there's no excuse to not be serving it up on a daily basis. With a capacity of up 32 litres, you should be able to keep up with demand.

## The Kit

### BREWISTA SMART KETTLE

Do you like waking up to a boiled kettle? Or having pre-set temperatures for different drinks? The new Smart Brew Kettle from Brewista is the next generation kettle you have been waiting for, it's designed with practicality in mind that reflects the extra smart features. Everything you need from the moment you decided to make a drink right through to pouring has been considered for you.

### BREWISTA SMART SCALES

Suitable for using in the café or at home, the new Brewista Smart Scales are the go-to digital scales for coffee perfectionists. Thin and lightweight; they automatically start timing when espresso hits the cup and auto tare when the cup is removed. Giving you accurate pours every time.

### BREWISTA DIGITAL BENCH SCALE

The Brewista Digital Bench Scales are suitable for both home and work use. They're a slim design that conserves valuable surface space, and are complete with chunky rubber feet that ensure sure they stay put when you're pouring.

### BREWISTA SMART DRIPPER

The double wall glass Brewista Smart Dripper. Made of durable double wall tempered borosilicate glass to maintain temperature, yet remains cool to the touch while making perfect pour over coffee. Its flat bottom design accommodates standard basket style coffee filters for better coffee extraction. The no slip silicone bottom is easily removed for cleaning and fits your favourite mug, or the Brewista 360ml and 600ml Glass Servers.





# MANUAL Brewer

When beauty and functionality collide...

The Manual Coffeemaker No2 is in the lineage of manual coffee brewers of the past, but completely redesigns the experience with a new form. Other manual brewers have more in common with pitchers or kitchen funnels, while MCM is designed to be a beautiful freestanding appliance - an appliance you truly love to see on your kitchen counter day after day.

The handmade sculptural glass form of MCM provides unique visibility of the process, while the double-wall design retains brewing heat. MCM simplifies pour over

coffee by eliminating the need for a brewing scale. Instead, the carafe has ml measurements to accurately gauge volume of brewed coffee, and marked 'zones' to help assist in more intuitive brewing. Use with cone or wave filters, depending on your preference and gear.

- Borosilicate glass brewer & carafe with ml markings
- Black lacquered bamboo base (water-resistant)
- Fits cone or wave filters







### **EZ / Chef 600**

For shops that offer just one type of drink or businesses that want to ease into a drink programme, the EZ 600 can be customised to your needs. Both the EZ and Chef 600 are entry level models.

### **Chef 775**

The all-new Chef 775 combines versatility with innovative technology to consistently produce the perfect blends.

### **Connoisseur**

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.

### **Stealth**

The Stealth 875 combines durability, power, and a wealth of exciting features. Simply put, it's the quietest, most advanced commercial blender on the market.

# BLEND IT NEW LOOK, NEW NAMES



We understand that for many people a blender is a significant investment, which is why we have chosen to work with Blendtec for over 15 years.

We're confident Blendtec blenders are the best, most reliable blenders on the market, designed for the high volume of ice blended drinks our customers need. They're the worldwide industry standard and are powerful, tough and clever too. With models to suit all requirements, and budgets, we can help you find the perfect blender for you and your business.

You may take great care of your blender, but don't forget the jars. Follow these simple tips to help prolong the life of your Blendtec blender jars.

- Make sure the drive shaft of the jar is properly seated on the motor base before starting a blend cycle. Similarly, ensure the motor has come to a complete stop before removing the jar from the

base. This will prevent any unnecessary wear and tear of the drive shaft.

- Rinse the jar between blends. A Blendtec Rapid Rinser is perfect for this purpose and helps save water.
- For a deeper clean add hot water and a couple of drops of dish soap to the jar, place the lid on and run on pulse for a few seconds. Rinse well and shake off all excess water before storing.
- To maintain the best possible seal between your lid and jar, do not store jars with the lids in place.
- If you aren't using your jars on a day to day basis, reach under the bottom of the jar and give the drive shaft a turn before using. This will help keep the seal in good shape and prolong the life of the jar.

# pitcher perfect

Finding your favourite steaming jug is like having a pair of slippers that are moulded to your feet.

Which do you prefer? Non-stick? Stainless steel? Handle-less? Or maybe you like to mix it up with a different colour to suit your mood? Whatever your taste, we have the jug for you – and that's before we start to think about all the different sizes they come in.

## STAINLESS STEEL

A timeless classic; we have a range of sizes and styles to choose from, so there's something for everyone. Rhinowares etched milk jugs show liquid levels inside the pitcher allowing you to see precisely how much milk you are steaming – great for precision and keeping wastage to a minimum. Try adding Rhinowares Silicone milk jug handle covers to your classic stainless steel pitcher handles as well. This will help with heat protection and grip, allow clearly differentiate between milks, and bring a bright, modern twist to the classic stainless steel design.

## HANDLE-FREE

Want more control and flexibility during the latte art process? Try a handle-free milk pitcher! The removable rubber sleeves allow you to grip the jug directly, effectively making it become an extension of the body. This allows you to experiment with pouring more freely as you don't have to manoeuvre the handle. Combine this with the tight pour spout and you'll be upping your latte art game in no time.

## NON-STICK

Non-stick jugs offer the ultimate convenience to barista with their ability to keep themselves cleaner for longer. They are the most hygienic of

our jug selection due to the fact that milk residue doesn't stick to the walls of the jug. This makes them the easiest to clean, often only needing a rinse to remove excess milk during busy periods. Our non-stick jugs come in a range of colours, for a reduced risk of milk contamination between dairy and milk alternatives.

## BARISTA'S LOVE: Rhinowares Stealth milk jug black:

The bee's knees of the non-stick range; the Stealth jug is a firm favourite amongst professional barista. The matt black jug looks slick on any work top, and offers a stylish, modern twist on the more traditional stainless steel milk pitcher. It has been triple-coated to add durability whilst also making it extremely easy to clean. Its 1mm stainless steel construction absorbs more heat than thinner pitchers, allowing you to perfect your milk art to your hearts content.





## Cafetto Evo Espresso Machine Cleaner

Cafetto Evo® was the first espresso machine cleaner to be certified by an organic certification body. It is the safe, high performance cleaner for professional espresso machines using organic coffee.



## Cafetto Espresso Machine Cleaning tablets

The Cafetto cleaning powder in convenient tablet form.



# sparkling CLEAN

COMING  
SOON

Cafetto are specialists in cleaning products for espresso, coffee brewing and dispensing equipment. Innovative and thoughtful cleaning solutions help to ensure you get a clean machine every time.

## Cafetto Grinder Cleaner

Cafetto Grinder Clean effectively removes coffee oils, deposits and flavoured coffee odours from grinder burrs and casings.



## Cafetto Milk Frother Cleaner concentrate

This unique 3-in-1 product cleans, descales and sanitises. Use daily to remove milk residues from milk lines, frothers and parts on automatic espresso machines.



## Rhinowares Barista Cloth Set

The Rhinowares Barista Cloth set offers 4 high quality, hard wearing set of microfibre cloths for professional and home baristas. Made using a unique blend of polyimide and polyester, these special heavy duty cloths do a fantastic job of keeping coffee equipment clean and ready for top quality coffee production.





# PUT A LID ON IT...


Big cups, little cups, ripple cups, double wall cups. Spotty cups, festive cups, brightly coloured cups. We've got the cups you want, you need, and your customers love.

## MAKE YOUR MASQUE...



Our Masquerade clutches can be seen in some of the fanciest coffee shops around. Why go for plain kraft when you can make your customers feel super human, mysterious or mischievous? Have some on the counter for your customers to pick and choose to suit whichever mood they are in.







To place your order, or for more information about any of the products featured, please contact us using the details below. We work with a global network of trusted distributors, when you call, we will put you in touch with your nearest supplier.

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