

# *Le Concentré de* **MONIN®**

*Enjoy a refreshing  
Iced Coffee drink!*



*Profitable,  
easy and  
quick*

## **The perfect solution to revive your business!**

Iced coffee drinks are a must have for this summer! As an example Cold Brew: the fastest growing beverage across Europe in coffeeshop\* is a good example to illustrate this trend. Savoured on site or to take away, those refreshing drinks are perfect on a menu. Very easily made with the MONIN Cold brew concentrate in 2 steps, plain or flavoured, this allows you to offer your customers a unique and great experience!

**MONIN®**  
monin.com

## Why Monin Cold Brew concentrate

**AUTHENTIC RECIPE WITH COFFEE EXTRACT**  
100% ARABICA

**POWERFUL COFFEE TASTE**

**LOW SUGAR CONTENT**

**COST-SAVING DUE TO ITS HIGH CONCENTRATION**  
dilution with water 1+4

**CONSISTENT QUALITY** all year long

**GREAT CONSERVATION**  
18 months before opening and 8 weeks after in a cool place

## Why an Iced Coffee drink?

### ANSWER CONSUMERS EXPECTATIONS

Cold brew is the fastest growing beverage in coffee shops in Europe in 2019<sup>(1)</sup>

**INCREASE YOUR MARGIN** thanks to a low-cost price per drink

**ADD VALUE TO YOUR OFFER** by proposing home-made iced coffee drinks

**GROW YOUR BUSINESS EASILY** with a simple and quick drink offer, meeting consumers expectations

**INCREASE YOUR OFFER OF REFRESHING COFFEE DRINKS**

**BUILD CUSTOMER LOYALTY** with a tailor-made aromatization

(1) Allegra project café europe 2020

### NATURE COLD BREW



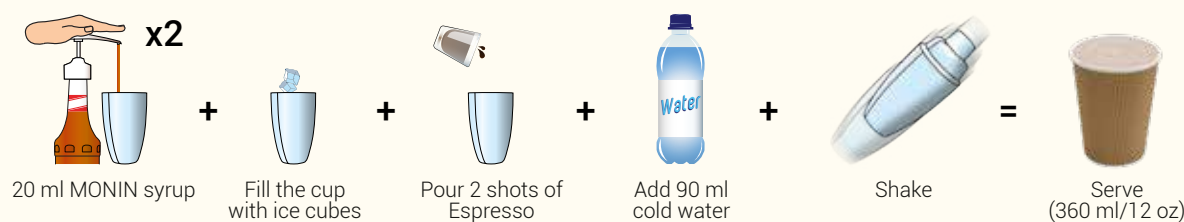
**Tips:** you can flavour your cold brew by adding 20 ml of MONIN syrup like : Mojito Mint, Morello Cherry, Brownie, White Chocolate...

### FLAVOURED COLD BREW LATTE



**MONIN Syrup flavour suggestions:** Salted Caramel; Pistachio, Amaretto, Brownie, Apple Pie, White Chocolate, Falernum, Mojito Mint ...

### SHAKEN ICED COFFEE



**Tips:** you can add a garnish (orange zest...) to offer a unique experience to your customer

### FLAVOURS SUGGESTION



#### Le Sirop de MONIN

Chocolate Cookie • Hazelnut • Pistachio  
Salted Caramel • Triple Sec Curacao  
White Chocolate

## Boost your sales with POS

Table tent



poster



pump



jar



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