

Le Fruit de
MONIN[®]
JABUTICABA





JABUTICABA

the first fruit in Le Fruit de MONIN's range that does not grow on a stem, but on a trunk!

In botany, this type of plant is called cauliflory, from the Latin *caulis*, meaning "trunk" or "stem", with the *flore* suffix, meaning "flower".

To discover such a plant, you need to travel far beyond our latitudes, as it only exists along the tropics. **You can find its most beautiful representative in Brazil.**

Known for being the biggest orange producer in the world, Brazil is also a country that offers the largest variety of products, with often completely unknown flavours. The jabuticaba is a great example: **this small fruit offers an incredible aromatic complexity that we are thrilled to be sharing with you today.**

ORIGIN

This fruit is originally from the south-east of Brazil, from the state of Minas Gerais. It can also be found in Argentina, Bolivia, Paraguay and more recently in the USA, but it is still unknown to European consumers.



TASTE

This berry is 3 to 4 cm in diameter with a purplish-blue colour. Its flesh is white and gelatinous, with woody notes and gourmet flavour that is similar to a grape. This resemblance has earned it its nickname "Brazilian Vine". It's particularly sweet thanks to its sucrose but contains very little calories and carbohydrates.



ETYMOLOGY

The word **jabuticaba** comes from the terms **Tupie Jabuti** (turtle) and Caba (location, place), which means: "The place where you can find turtles". The Jabuti turtle, endemic to Brazil, would always be found around this tree.



JABUTICABA FARMING

In order to grow, it needs a humid subtropical climate, with fertile and low-acidity soil. **The Jabuticaba harvest happens in September, the only annual harvest**, marking the start of brighter days. It is harvested **by hand**, where the berries are picked directly from the tree. Once picked, the jabuticaba can only be preserved for 4 days before starting to ferment.



VARIOUS PROPERTIES

Used by indigenous Brazilians for its medicinal virtues (anti-inflammatory, rich in antioxidants and minerals as well as vitamins C and E), it has high nutritional values. Rich in fibres, it can quickly leave you feeling full.



USE

This fruit is traditionally eaten raw, skin on to benefit from all its virtues. It is also a key ingredient in a lot of South American recipes (tarts, juices, jams and fruit salads).



WHY THIS NEW FLAVOUR OF FRUIT MIX?

DISCOVERY

An incredible history of a fruit that grows on its trunk

NOVELTY

A fruit that is unknown to the public

EXOTIC

A fruit from the forests of Brazil

ORIGINAL

A never-before-seen yet well-liked flavour

TRENDY

Match with the will of a better consumption

CONSUMERS ARE SEEKING NOVELTY

40%

of everyday consumers are innovation-seekers, who try to keep up with what's new and are often on the lookout for new products. ⁽¹⁾

Source : (1) Technomic



JABUTICABA, AN INGREDIENT WITH MULTIPLE PROPERTIES

The **Jabuticaba** has a lot in common with açai, acerola and blueberries, characterized by their **high nutritional value** (rich in calcium, iron, vitamins, etc.).

60% of consumers worldwide proactively look for products that will improve their health.⁽¹⁾



A GROWING INTEREST IN THE EXOTIC

EXOTIC FRUITS are the **N°2 choice for classic cocktails** and n°3 for classic cold drinks in 2022.⁽²⁾

Following this trend, **passion fruit** is the **second most popular drink flavour launched in 2021**.⁽³⁾



BRAZILIAN FLAVOURS are the fastest-growing global flavours, with the fastest growing rate: **+5.6%** year-on-year growth in the US.⁽⁴⁾

Sources : (1) GlobalData, 2021 - (2) Concept survey MONIN 2022 - (3) Mintel GNPD, Janv. À Oct. 2021 - (4) NielsenIQ's global study, the 2022 Brand Balancing Act



**LE FRUIT DE MONIN JABUTICABA :
THE ONLY JABUTICABA
FRUIT MIX ON THE MARKET**



**THE TRUE TASTE
OF JABUTICABA**

AVAILABILITY OF THIS FLAVOUR

Today, fresh jabuticaba fruit
is hardly available in Europe.



ORIGINAL AND VERSATILE

Create all the classics with an original & exotic
twist. It will also be a new source of inspiration
for signature applications.



**LET THIS FLAVOUR INSPIRE YOU
TO CREATE AMAZING
SIGNATURE APPLICATIONS!**





Jabuticaba White Iced Tea

- 15 ml Le Fruit de MONIN Jabuticaba
- 30 ml MONIN White Tea concentrate
- 180 ml water

Pour all ingredients into a tumbler filled with ice cubes. Stir well with a barspoon. Garnish with red berries. Serve.





Jabuticaba Yoghurt Smoothie

- 30 ml Le Fruit de MONIN Jabuticaba
- 1 scoop Le Frappé de MONIN Yoghurt
- 120 ml milk

Pour all ingredients into a blender jug with the ice content of a 360 ml glass. Blend until smooth (30 sec.). Pour into a smoothie glass. Garnish with red berries. Serve.





Jabuticaba Cold Brew Iced Latte

- 30 ml Le Fruit de MONIN Jabuticaba
- 50 ml MONIN Cold Brew concentrate
- 200 ml milk or plant-based milk

Pour Le Fruit de MONIN Jabuticaba and milk into a large glass filled with ice cubes. Stir well. Pour MONIN Cold Brew concentrate on top of the drink. Serve without stirring.





Caïpirinha Jabuticaba

- 30 ml Le Fruit de MONIN Jabuticaba
- 60 ml cachaça
- ½ lime in dices

Muddle lime and Le Fruit de MONIN Jabuticaba into a rocks glass. Fill up with crushed ice and add the cachaça. Stir well. Add more crushed ice. Garnish with a lime wedge. Serve.

DRINK RESPONSIBLY.





Mojito Jabuticaba

- 30 ml Le Fruit de MONIN Jabuticaba
- 40 ml Cuban rum
- ½ lime diced
- 8-10 fresh mint leaves
- 100 ml soda water

Muddle the lime, mint and Le Fruit de MONIN Jabuticaba into a tumbler. Fill up with crushed ice and pour rum. Top up with soda water. Stir gently. Add more crushed ice and garnish with a fresh mint sprig. Serve.

DRINK RESPONSIBLY.



Bramble Jabuticaba

- 20 ml Le Fruit de MONIN Jabuticaba
- 40 ml gin
- 20 ml lemon juice

Pour all ingredients into a shaker filled with ice cubes. Shake well and strain into an ice filled old fashioned glass. Garnish with a lemon wheel and red berries. Serve.

DRINK RESPONSIBLY.





INGREDIENTS: Sugar, jabuticaba puree, acid: citric acid, natural flavour, colouring foods: black carrot and hibiscus extracts, thickener: pectin, acidity regulator: sodium citrate, preservative: potassium sorbate. Contains the equivalent of 50,1 % of jabuticaba puree.

NATURAL FLAVOURINGS

PRESERVATIVE FREE

COLOURING FOODSTUFF

GMO FREE

VEGAN

ALLERGEN FREE

LACTOSE FREE

FORMAT	1L
Box size	193 x 193 x 338 mm
1 case	4 bottles
1 layer	24 cases (4 layers)
1 pallet	96 cases

BBD: 18 months

MONIN[®]
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Le Sirop de
MONIN®

*Spiced
Red Berries*



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Serving suggestion



MONIN Spiced Red Berries syrup is infused with rich, warming ginger and clove. Product has a homogeneous texture, unusual taste bouquet.

Together the berries flavours represent 13% of juice from raspberries, blueberries, elderberry and cranberries, blended with carefully chosen spices. MONIN Spiced Red Berries syrup makes the most amazing hot drinks and mocktails : **Spice up mulled wines, glöggs, lattes and cocktails...**

NATURAL
FLAVOURINGS

NATURAL
COLOURINGS

NO ADDED
PRESERVATIVES

- BBD: 24 months
- Secondary BBD: 3 months

INGREDIENTS: Sugar, water, acid: citric acid, natural blueberry flavouring with other natural flavourings, colour: anthocyanins, natural cranberry flavouring with other natural flavourings, natural cinnamon flavouring with other natural flavourings, natural flavouring, natural clove flavouring. Total fruit juice: 13%, including 5% blueberry juice, 3% cranberry juice, 1% elderberry juice and 1% raspberry juice.



DRINK RESPONSIBLY



WHY WILL THIS INNOVATION APPEAL YOUR CLIENTS ?

TRENDY
FRUITS & SPICES

"SIMPLEXITY" :
ALL-IN-ONE SOLUTION

ADDED-VALUE PRODUCT

VERSATILE

AVAILABLE FORMAT: **70CL**

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all the promotional tools on :

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DRINK RESPONSIBLY

COLD DRINKS



Spiced Red Berries Lemonade

- 20 ml MONIN Spiced Red Berries syrup
- 20 ml MONIN Cloudy Lemonade syrup
- 320 ml soda water



Spiced Red Berries White Iced Tea

- 20 ml MONIN Spiced Red Berries syrup
- 20 ml MONIN White Tea concentrate
- 180 ml water



Spiced Red Berries Garibaldi

- 20 ml MONIN Spiced Red Berries syrup
- 40 ml Campari®
- 100 ml freshly squeezed orange juice
- 40 ml soda water

DRINK RESPONSIBLY

HOT DRINKS



Red Berries Glogg

- 20 ml MONIN Spiced Red Berries syrup
- 40 ml Dark rum
- 10 ml Fresh Lemon juice
- Black tea



Spiced Red Berries Mulled Juice

- 40 ml MONIN Spiced Red Berries syrup
- 100 ml pomegranate juice
- 150 ml hot water



Mulled Wine Spiced Red Berries

- 20 ml MONIN Spiced Red berries syrup
- 150 ml red wine

DRINK RESPONSIBLY