



POURCAST Flavor of 2022

Torani Puremade Salted Egg Yolk Syrup

Torani's Pourcast Flavor of 2022 is the culmination of years of global market and flavor trend research, resulting in an undeniably delicious, trend-forward "it" flavor, ready for widespread discovery in the U.S.



Salted egg yolk originated in China centuries ago. In recent years, its popularity spread through Southeast Asia. Salted egg yolk's growth momentum, as both an ingredient and flavor, enhances sweet and savory cuisines, beverages, ice creams, pastries, boba teas, potato chips, and even McDonald's® french fries in Singapore. The flavor is often promoted leading up to Lunar New Year, with its signature golden hue signifying prosperity, a central theme of the holiday.

In recent years, consumer interest in salted egg yolk has grown.¹ Not only is the taste delicious and versatile, the flavor reflects the current **culinary tourism trend**, in which consumers seek new food and beverage experiences from around the globe from the comfort of home.



The Flavor in the Wild:

- Domestically, the flavor has mostly been found on dim sum restaurants or Asian bakery café chain's menus (such as 85°C Bakery Café).
- Salted egg yolk cookies appeared on the shelf at Costco in the U.S. in 2020.
- In 2020, Bon Appetit released a video featuring cured egg yolks garnering over 6 million views on YouTube.²



Flavor Description:

With a rich custard-like top note, Torani's Puremade Salted Egg Yolk Syrup is a perfect combination of sweet and savory with delightful umami mouthfeel.

Sources:

1. Google Trends, July 2021
2. <https://www.youtube.com/watch?v=kp6F7jW5cml>

Salted Egg Yolk Syrup is perfectly designed for:



Culinary Tourism:

Quench your customers' thirst for adventure and travel with this internationally inspired flavor.



Comfort:

This flavor imparts rich custard-like notes making it perfect for recreating your customers' favorite desserts in beverage form.



Young Flavor Seekers:

This flavor is designed with Gen Z in mind who longs to try unique, trend-forward flavors and applications.



Cold Applications:

This flavor is specifically designed for cold applications, such as cold brew, nitro, milk tea, milkshakes and iced lattes.



Salted Egg Yolk Milkshake

- 1 ½ oz. Torani Puremade Salted Egg Yolk Syrup
- 2 oz. milk
- 2 scoops of vanilla ice cream
- Whipped cream and Torani Puremade Caramel Sauce drizzle, for garnish

Salted Egg Custard Latte

- ¾ oz. Torani Puremade Salted Egg Yolk Syrup
- ½ oz. Torani Puremade French Vanilla Syrup
- 2 shots espresso
- 8 oz. milk

Brownie Batter Mocha

- ½ oz. Torani Puremade Salted Egg Yolk Syrup
- 1 oz. Torani Puremade Dark Chocolate Sauce
- 2 shots espresso
- 8 oz. milk
- Whipped cream and chocolate shavings, for garnish

Salted Egg Carmel Cold Brew

- 1 oz. Torani Puremade Salted Egg Yolk Syrup
- 8 oz. cold brew
- Cold foam:
- ¼ oz. Torani Puremade Caramel Syrup
- 4 oz. nonfat milk
- Caramel drizzle, for garnish

Black Sugar Salted Egg Cold Brew

- 1 oz. Torani Puremade Black Sugar Syrup
- 8 oz. cold brew
- Cold foam:
- ¼ oz. Torani Puremade Salted Egg Yolk Syrup
- 4 oz. half & half

Custard Hot Cocoa

- 1 oz. Torani Puremade Salted Egg Yolk Syrup
- 1 oz. hot cocoa mix
- 8 oz. milk

Salted Egg Yolk Chai

- 1 oz. Torani Puremade Salted Egg Yolk Syrup
- 8 oz. milk
- 4 oz. chai concentrate

Salted Egg Bubble Milk Tea

- 1 oz. Torani Puremade Salted Egg Yolk Syrup
- 8 oz. black tea
- 2 oz. milk or half & half
- Tapioca pearls, cooked

Torani Puremade Salted Egg Yolk Syrup Goes “EGG”cellent in:



Lattes



Hot Chocolates



Cold Brew



Cold Brew Topper



Mocha



Milkshakes

Flavor of the Year Development Timeline

January 2021: Flavor Ideation

Torani's team of Market Insights and Flavor Experts spends hours reviewing global insights, trends and potential concepts for Torani's Pourcast Flavor of 2022.



February 2021: Gold Standard Tasting

As the Torani team narrows down the list of contenders for Flavor of the Year, its panel of flavor scientists hosts a series of Gold Standard tastings in which they source and taste test a variety of products for each potential flavor.



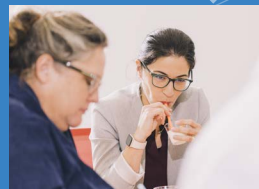
March - May 2021: Flavor Formulation

The team narrows down the list of Flavor of Year contenders to just six options. Torani's flavor scientists begin the development process and start formulating amazing flavors, creating a perfect match for each of their Gold Standard flavor targets.



May - June 2021: Prototype Tasting

Torani's flavor scientists develop prototypes and conduct several rounds of tastings with the broader team. After the prototypes are perfected, the team votes on the final candidate.



August 2021: Marketing & Design

After narrowing it down to the Flavor of the Year, the marketing team's work begins behind the scenes, creating label designs, planning photoshoots and ideating launch plans.



August - December 2021: Production & Shipping

The chosen Flavor of the Year moves into trial production in manufacturing.



| | Bottle UPC | | GTIN | | |
|---------------------------------------|-----------------------------|-------------------|-----------------|-----------------|------------------|
| Torani Puremade Salted Egg Yolk Syrup | 089036692854 | | 40089036692852 | | |
| 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 |

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Torani.

