



Our Purpose

Flavor for All. Opportunity for All.™

This means that not only are the products we make inclusive and approachable, but so is our success. We believe everything starts with people, and the only way to truly succeed is to succeed together.

Proud to



Torani is a Certified B Corporation, a new kind of business that balances purpose and profit.

We believe businesses can and should be an everyday force for good, and when like-minded companies join together, we can make a greater change. We are proud to stand with for-profit conscious companies to advocate for opportunity for all.

We believe in

- Amazing tasting products that meet varied customer needs and are easy to use
- Focusing on growth to create opportunities for our partners, community, and team members

We are



PROUDLY INDEPENDENT



3RD GENERATION FAMILY-OWNED



FEMALE OWNED



LOCATED IN SAN FRANCISCO BAY AREA



A PEOPLE FIRST COMPANY

Our Story

In the beginning, Rinaldo and Ezilda Torre visited family in Lucca, Italy. When they returned home to San Francisco they brought back with them a little piece of their heritage—handwritten recipes to make Italian syrups. They introduced Italian sodas to their neighborhood in San Francisco and decided to start a little company they called Torani.

1925



How it started

Rinaldo & Ezilda Torre founded Torani together in San Francisco's North Beach. Since day 1, it's about caring for others.

1938



Growing pains

When Rinaldo passed away, Ezilda stepped up. With grit, determination, and great relationships, she navigated our growth into the liqueur business.

1958



Strengthening a brand

Torani moved away from the Art Deco design label to our now iconic colorful design that is still gracing happy cafés and kitchens around the world today.

1982



Pioneering a new category

Torani helped create something totally new—the flavored latte. With this game changer, Torani pivoted from liqueurs to flavored syrups.

1990's



A partner to cafés

With a sharper focus on cafés, Torani introduced two new product offerings—sauces and smoothie mixes.

2020



Forever growing

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.