

Est. 1997 // Edition 43

DRINKS AND MORE DRINKS



**NEW SWEETBIRD
FUSION+ SYRUPS**

WITH ADDED VITAMINS & CAFFEINE

Brought to you by:

BEYOND
THE BEAN[®]

FORWARD THINKING IN DRINKING



Drinks: Iced Mango
Turmeric Latte, Single
Origin Hot Chocolate,
Spiced Chai, Macadamia
Matcha Latte

WHAT'S INSIDE



We create high quality ingredients which results in profit-driven menus, find out more...

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The ultimate bartender blender

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Founders Jem and Nikki, with Managing Director Terry and Supply Chain Manager Jo.



We are the people who create these brands, and this book.
We share drink innovation and expertise with the world of hospitality. We are...

BEYOND THE BEAN



Perfect blending in the Training Academy



Our BRCGS AA accredited HQ in Bristol, UK

From our base in Bristol, UK, we're a family owned business globally recognised for developing and making award-winning products for bars, hotels, coffee shops and restaurants. Our collection of brands, Sweetbird, Zuma and Bristol Syrup Company, offer syrups, frappés, purées, smoothies, hot chocolates, chai, sauces and plant-based powders. We are also the UK importer for Blendtec Blenders.

Our customers range from coffee roasters to food service distributors, online retailers, contract caterers and retail coffee chains. We also work with leading drinks distributors and bar groups.

Founded in 1997 we have built long-term partnerships with customers in over 50 countries. We remain passionately independent and stay true to our beliefs; never compromising on the integrity and quality of our products and always looking beyond today.

Our team have years of experience working in the industry we love, from running coffee shops, hotels, and restaurants, to coffee trainers and bartenders. We understand the challenges and pour this passion and knowledge into everything we do.

Our desire to challenge the status quo sees us develop

products ahead of trends and market demands as we look to a future where we find new and innovative ways to make our products even better.

We go beyond the average transactional relationship by offering support and drink development, making it simpler for customers to turn products into profit. With our own on-site BRCGS AA accredited manufacturing facility, we're truly able to support customers from brief to bottle.

We aren't just another drinks company; we are Beyond the Bean, forward thinking in drinking.

beyondthebean.com

JOURNEY TO NET ZERO

A rise in conscious consumerism has led to increased demand for ethical products with traceability. Most consumers (61.6%)* believe ethical and sustainable practices should feature prominently in the coffee industry; a sentiment shared across all demographics.

At Beyond the Bean, we take our responsibility to operate sustainably and ethically seriously. In 2023, we started a new cross-functional project to map out how our business can create positive social and environmental impact for the long-term. This includes commencing our journey to B Corp accreditation. Our focus spans our operations, our people, our local community, and the communities within our supply chain, such as cocoa and sugar growers.

By taking these steps, we aim to set new standards for sustainability and responsibility, ensuring a better future for our planet and communities.



The Sweetbird reusable cold drinks cup

*Source: World Coffee Portal 2024

Here are just some of the key initiatives we're undertaking in 2025:

Employee Well-Being: Our people are at the heart of everything. We have a HR support system to prioritise the health and well-being of our employees, offering a safe, inclusive workplace with opportunities for growth and development. We have three trained on-site Mental Health First Aiders available to support the team in and out of work.

Sustainable Operations: We're dedicated to reducing our carbon footprint by adopting energy-efficient practices and sourcing renewable energy for our manufacturing processes. During 2025, we are moving production of our purée pouches to the UK to be closer to our customers and reduce emissions.



Working with Planet Mark we are mapping out a clear pathway to Net Zero.

Ethical Sourcing: We are committed to enhancing supply chain transparency, ensuring fair wages and working conditions for sugar growers, and promoting sustainable agricultural practices. We have been increasing our Fairtrade contributions year on year, and extended organic and transparent and ethical partnerships are part of our chocolate innovation roadmap for 2025.

Waste Reduction: Our waste management program focuses on reducing, reusing, and recycling waste across all operations. We are introducing end-user recycling guidance on our Sweetbird bottles in 2023, are

campaigning for the use of lemonade and iced tea syrups to reduce single-use plastic bottles in on-trade and introduced a reusable Sweetbird takeaway cold up.

Eco-Friendly Packaging: We are committed to sustainability and are continuously extending our eco-friendly packaging solutions. We have introduced recyclable materials for our directly sourced Dominican Republic hot chocolate pouch and will be moving all others to this as we move through existing stock. In 2025, all our hot chocolate tins will be made from fully recyclable materials. Throughout 2025 all our Sweetbird bottles will be moving to 100% bottles made from recycled materials.

Community Engagement: We support local community projects and promote awareness of healthier choices through our Mindful Drinking campaign, by reducing sugar via higher percentage cocoa hot chocolates, and innovation plans for new no or low sugar options.

Product Innovation: We are developing new products with a focus on sustainability, using responsibly sourced ingredients and minimising environmental impact. We launched Bristol Syrup Company Nogave® syrup, an environmentally friendly alternative to Agave syrups. Agave plants are a key species in their local ecosystem but are currently not protected by suitable environmental guidelines.

Adding a much coveted 3-star Great Taste Award to our collection, for Sweetbird Rose Syrup, is something we are incredibly proud of. It joins over 40 other awards we have collected over the years.



40 AWARDS & COUNTING

Industry recognition to be proud of

THE STORY SO FAR...

GREAT TASTE AWARDS:

Sweetbird Syrups

- Creative Rose – 3 stars
- Botanical Rose – 2 stars
- Hibiscus – 2 stars

Bristol Syrup Company Syrups

- 2 stars: Lime Sherbet, Grapefruit Sherbet, Yuzu Sherbet
- 1 star: Raspberry Shrub, Passionfruit

TASTE OF THE WEST AWARDS:

Sweetbird Syrups

- Gold: Creative Rose, Chilli, Toffee Nut, Brown Sugar, Caramelised Almond, Cinnamon Bun, Mince Pie, Praline, Cherry Blossom Iced Tea, Botanical Rose, Lavender, Mojito Mint, Hibiscus
- Silver: Pink Guava & Lime Lemonade, Dragon Fruit & Papaya, Popcorn
- Commended: Sugar-Free Salted Caramel, Pistachio

Bristol Syrup Company Syrups

- Champion: Falernum
- Gold: Simple 1:1, Simple 2:1, Demerara, Raspberry, Grenadine, Coconut, Pineapple & Coconut, Raspberry Shrub, Cherry & Vanilla, Vanilla, Strawberry Shrub, Lime Sherbet, Disco Grenadine, Ginger, Mulled Spice, Yuzu Sherbet, Disco Blue, Disco Bubblegum, Caramel, Nogave, Blackberry Shrub
- Silver: Passionfruit, Orgeat, Elderflower, Watermelon, Grapefruit Sherbet

SCA AWARDS:

- Best New Product Awards 'Specialty Beverage Stand Alone': Zuma Turmeric Chai, Sweetbird Non-Dairy Vanilla Bean Frappé.
- Best New Product Award 'Specialty Coffee Beverage Additive': Sweetbird Popcorn syrup

Allegra Best Non-Coffee Supplier

2015, 2016, 2022





TRENDS FOR 2025

Stay ahead of the competition

EMERGING BEVERAGE TRENDS:

Health-conscious consumers are increasingly looking for drinks that offer more than just refreshment. Beverages infused with functional ingredients like adaptogens, probiotics, and vitamins are gaining traction, appealing to those seeking wellness benefits. At the same time, visually appealing, vibrant drinks—often featuring natural colours from

superfoods—are becoming social media sensations. Iced and blended beverages continue to redefine seasonal preferences, making traditionally warm drinks enjoyable all year round. Consumers are drawn to convenience, indulgence, and innovation, influencing how cafés and brands develop their menus to cater to evolving tastes and lifestyles.

TOP 5 FOCUS AREAS FOR COFFEE SHOPS IN 2025

Tap into cold beverage growth

Experiment with seasonal syrups and flavour trends like nutty and nostalgic profiles.

Embrace Health & Functionality

Add low-sugar, plant-based, and functional drinks to your menu to meet the demand for wellness options.

Create Instagram-Worthy Experiences

Focus on visually striking drinks and décor to attract Gen Z and Millennial customers.

Personalise & Innovate Your Menu

Stay ahead by introducing limited-time offers (LTOs) or seasonal drinks tied to emerging trends.

Foster Sustainability & Community

Run initiatives that resonate with your audience, such as supporting local causes or minimising waste.

CATEGORY GROWTH:

Shakes, frappés, and iced drinks are no longer reserved for summer months, as demand for indulgent, chilled beverages remains strong throughout the year. Younger consumers, particularly those under 35, are driving this shift, seeking out bold, layered flavours and exciting textures. Coffee-based frappés, loaded shakes with toppings, and refreshing iced teas are becoming staple menu items.

FLAVOUR INNOVATION:

Flavours play a crucial role in consumer engagement, and the latest trends reflect a blend of nostalgia and exoticism. Floral notes like lavender, hibiscus, and rose bring a delicate

yet sophisticated twist to beverages, while tropical fruits such as mango, passionfruit, and guava add a refreshing, vibrant touch. Meanwhile, seasonal favourites, including spiced apple, chai, and caramel-infused drinks, continue to drive interest, especially in cooler months.

SUSTAINABILITY MATTERS:

With growing environmental concerns, consumers are actively seeking brands that align with their values. Ethical sourcing of ingredients, waste reduction initiatives, and plant-based alternatives are becoming major factors in purchasing decisions. Whether it's using biodegradable packaging, eliminating single-use plastics, or offering dairy-

FOLLOW OUR LEAD...

Throughout the year we launch new products, publish industry insight reports and create promotional material.

This helps our customers stay ahead of trends and easily update menus. Sign up for the latest newsletter at beyondthebean.com or follow us on Facebook and Instagram.

@beyondthebean
@hellosweetbird
@bristolsyrupco
@zumadrinks



free milk options, businesses that prioritise sustainability build stronger connections with conscious consumers.

CONSUMER INSIGHTS:

Personalisation and aesthetics are increasingly influencing beverage choices, especially among younger demographics. Customisation options—such as choosing different milk alternatives, adjusting sweetness levels, or adding unique toppings—allow consumers to tailor their drinks to their exact preferences.

Shakes, smoothies, and iced teas are growing categories.¹
Cold drinks drive higher profit margins than traditional coffee offerings.

COLD DRINKS

Why these matter on your menu



of coffee shop menus consist of **non-coffee** beverages.¹



of UK coffee shop customers want to see more innovation in coffee shop iced drinks.²



demand more iced drinks flavours.³



of UK customers buy iced drinks even in winter.



of under 35s add syrup often or sometimes.³



Download the full Cold Drinks report here

HOW BEYOND THE BEAN SUPPORTS AND SOLVES

VERSATILITY

One Product, Multiple Drinks

- Transform one Sweetbird syrup or Zuma powder into multiple drink variations.
- No need for multiple new products.
- Create bespoke signature drinks and seasonal offerings that stand out from competitors.

EASE

Simple, Fast, Consistent, and Scalable

- Minimal training required – easy recipes and fast preparation.
- Blendtec blenders for cold foams, smoothies, and shakes with ease.
- Customisable solutions to fit your menu, staff, and equipment offerings that stand out from competitors.

PROFITABILITY:

More Sales, Higher Margins

- Blended speciality drinks justify a higher price point.
- Create a buzz with increased social media engagement and visibility.
- Cost-effective ingredients with long shelf life, reducing waste.
- Customisable options = upselling opportunities.

SUSTAINABILITY

Zero Food/Ingredient Waste, Maximum Impact

- 100% recycled bottled, and widely recyclable packaging.
- Efficient storage – ambient temperature storage saves energy.
- One bottle of Sweetbird Lemonade syrup replaces 32 single use plastic bottles.

Sources: (1) Beyond the Bean; Menu research of the UK's Top 20 Coffee Shops by Number of Outlets, December 2024. (2) Straits Research 2024-2033. (3) World Coffee Portal: Cakes Shakes and Tea Breaks, 2024.



SPRING



As buds burst and holidays beckon, it's time to refresh your menu with vibrant concoctions that sing of spring.

Hoppy Lattes with a Twist

Welcome spring with Sweetbird Cinnamon Bun Hot Chocolates and Lattes, topped with whipped cream and bunny-shaped marshmallows for an extra touch of Easter magic.

Merry Berry Lemonade

With all berry flavours trending, this twist on the traditional deserves a spot on your menu. Adding the Zuma Beetroot powder boosts the colour and adds depth to the flavour profile.

Picture-Perfect Presentation

Make every sip social media-worthy with colourful garnishes like Zuma Toppings, creative names, and eye-catching glassware. Dress Sweetbird Chocolate frappés and shakes with whipped cream, sauce and a sprinkle of toppings.

ESSENTIAL SPRING RECIPE

RASPBERRY, BEETROOT & POMEGRANATE LEMONADE

1. Add 3 pumps Raspberry & Pomegranate Lemonade syrup and ½ mini scoop Zuma Beetroot Powder to glass
2. Fill to ¾ with still or sparkling water
3. Stir and add ice cubes to fill
4. Garnish with berries then serve with a paper straw

DATES FOR YOUR DIARY

MARCH

- 07 World Book Day
- 07 Employee Appreciation Day
- 08 International Women's Day
- 17 St Patrick's Day
- 20 International Day of Happiness
- 21 World Poetry Day
- 23 National Puppy Day
- 30 Mother's Day

APRIL

- 01 April Fool's Day
- 05 National Caramel Day
- 11 National Pet Day
- 18 Good Friday
- 20 Easter Sunday
- 21 Easter Monday
- 21 National Tea Day
- 22 World Earth Day
- 23 St. George's Day
- 28 National Superhero Day

Drinks: Matcha Coconut Iced Latte, Cherry Chocolate Shake, Cinnamon Bun Crunch Hot Chocolate, Raspberry, Beetroot & Pomegranate Lemonade



INNOVATIVE & VERSATILE

Welcome to the world of flavour

Sweetbird's innovative range of syrups, smoothies, purées and frappés have won hearts and taste buds around the world.

- Specially-selected ingredients, blended by experts
- Deliciously versatile products, created to complement each other
- Quick and easy to prepare
- Scoops and pumps offer ease and consistency, helping to boost profitability
- Free from GMOs
- Free from artificial colours
- Syrups made in the UK
- All products approved by either The Vegan Society or The Vegetarian Society

Visit sweetbird.com for recipe inspiration and downloadable promotional material.

THE COLLECTION

SYRUPS

With 79 delicious syrups in eight categories there's a Sweetbird syrup for every customer and season. We create the syrups ourselves, so we know they're full of taste and made with love and care.

PURÉES

Bursting with real fruit and packed with versatility, our purées are perfect for creating super-speedy shakes, sodas, cocktails, mocktails, and granitas too.

SMOOTHIES

Flavour-rich and refreshing, every Sweetbird smoothie has been specially developed using real fruit and juice. Easy to store and even easier to make, no fruit to wash, peel or waste, just 100% convenience in a carton.

FRAPPÉS

Our experts have hand-selected a range of premium ingredients to bring you a frappé range that blends confection with convenience. We've made our blends easy-to-prepare so you can create luxuriously thick and smooth frappés in minutes.

Visit sweetbird.com

Drinks: Pink Guava & Lime Granita, Berry & Cream Frappé, Tropical Peach Smoothie, Caramelised Almond Latte, Cucumber & Mint Iced Green Tea, Raspberry Iced Matcha Latte

NEW FOR
2025!

FUSIONS SYRUPS

+



Where flavour meets function

CREATE

Functional Coolers

Shaken:

1. ¼ fill glass with ice, fill to top with water
2. Pour into shaker
3. Add 3 pumps (24ml) syrup then add fruit toppings
4. Shake! Then serve...

...or Stirred:

1. Add 3 pumps of syrup to glass
2. Fill to ¾ with still or sparkling water
3. Add ice and fruit toppings, stir then serve

SWEETBIRD FUSIONS+ SYRUPS

THE RANGE

- Apple & Rhubarb + Caffeine
- Mango & Passionfruit + Vitamin B12
- Lime & Pink Guava + Vitamin C

Zuma Freeze Dried Fruit Toppings:

- Strawberry Pieces
- Pineapple Chunks **NEW!**

THE FACTS

- With added vitamins or caffeine
- Just three pumps makes a 12oz/355ml drink
- One bottle makes 41 12oz/355ml drinks
- Free from artificial colours and preservatives
- Made in the UK with natural flavourings
- Approved by The Vegan Society
- 100% recycled bottle



Shake up or serve with Zuma Fruit Toppings for added theatre!

Irresistibly tasty syrups with added benefits. Bring differentiation and excitement to your out-of-home cold drinks menu.

THE PROFIT

Today's customers expect more from their out-of-home beverages – something beyond great taste. They're looking for drinks that are refreshing, functional, and packed with exciting ingredients that make every sip an experience worth savouring.

Crafted with real fruit juice, these delicious syrups are served with ice and freeze-dried fruit for a made-to-order treat. Not only do

they deliver bold, authentic flavours, but they also offer added wellness benefits.

Each Fusions+ syrup is enriched with functional ingredients like vitamins and caffeine. The addition of real fruit pieces creates vibrant flavours and a visually stunning drink. Best of all, Fusions+ Functional Coolers are freshly shaken or stirred, adding an exciting, theatrical touch to every pour.

Visit sweetbird.com



Revenue potential

Revenue potential of at least £184 based on 3 pumps per 12oz/355ml drink and price point of £4.50



FLORAL FRESH FLAVOURS

Bringing delicate herbs and flowers to drinks



Turkish Delight (Rose) Chocolate Frappé, Lavender Lemonade,

CREATE

Botanical Lemonade

1. Add 2 pumps Lemonade syrup and 2 pumps Botanical syrup to glass
2. Fill to ¾ with still or sparkling water
3. Stir and add ice cubes to fill

SWEETBIRD BOTANICAL SYRUPS

THE RANGE

- Hibiscus
- Lavender
- Mojito Mint
- Rose



THE FACTS

- Made with real botanical ingredients
- Made in UK
- Free from artificial flavourings, preservatives and colours
- Registered with The Vegan Society
- Moving to 100% recycled bottles throughout 2025
- One bottle flavours 41 12oz/355ml drinks



This collection of natural botanical syrups is created from our passion for quality, flavour and innovation.

Sweetbird Botanical syrups have been a big hit with the increase in popularity of flavours with a premium twist, as floral flavours are viewed.

Delicate and bright, these syrups can be used in refreshing lemonades, sodas, and iced teas, or for adding botanical twists to a hot chocolate, chai or mochas.

Made with real botanical ingredients, approved by The Vegan Society and free from artificial flavourings, preservatives and colours.

Great on their own, just three pumps for a craft soda, or combine two pumps of Botanical syrup with two pumps Sweetbird Lemonade syrup then top with sparkling water and ice to serve. They also make perfect partners for Sweetbird Iced Tea syrups - try two pumps of Peach Iced Tea syrup with two pumps of Hibiscus for a scrumptious summer serve.

Visit sweetbird.com

THE PROFIT



Revenue potential

Revenue potential of at least £153 based on 3 pumps per drink and price point of £3.75

RIPE & JUICY

Totally tropical tastes

NEW FOR 2025!



CREATE

Fruit Soda

1. Add 3 pumps syrup to glass
2. Fill to ¾ with still or sparkling water
3. Stir and add ice cubes to fill
4. Garnish and serve

SWEETBIRD FRUIT SYRUPS

THE RANGE

- Banana
- Cherry
- Dragon Fruit & Papaya
- Grenadine
- Lime
- Lychee **NEW!**
- Mango **NEW!**
- Orange
- Peach
- Pineapple **NEW!**
- Raspberry
- Strawberry
- Watermelon

THE FACTS

- Made in UK
- Made with real juices - 20% mango, 6% lychee, 22% pineapple
- One bottle flavours 62 12oz/355ml drinks
- Free from artificial colours, flavours and preservatives
- Free from GMOs
- Registered with The Vegan Society
- Ideal for a wide range of hot and cold beverages



Handmade craft sodas never tasted better than when made with Sweetbird fruit syrups for extra juicy margins.

On a hot summer's day, customers love nothing more than an ice-cold drink – just 3 pumps for a craft soda that's super thirst-quenching, and super-profitable. Mix and match with other Sweetbird products for creative house specials such as Peaches & Cream frappé or Strawberry Sherbet smoothie with just two pumps of lime syrup. In winter, add cherry to hot chocolates for Black Forest Hot Chocolates or strawberry into white hot chocolate.

Let's Get Tropical!

New for 2025 we're introducing a trio of mouthwatering tropical fruit syrups; lychee, mango and pineapple. These new flavours can be used in hot and cold drinks, from Pina Colada frappés (pineapple syrup, coconut milk and vanilla bean frappé), or a Lychee Iced Tea, perfect to add a twist to your summer menu.

Visit sweetbird.com

THE PROFIT



Revenue potential

Revenue potential of at least £153 based on 3 pumps per drink and price point of £3.75

REAL
TEA
REAL
FRUIT

Easy as 1, 2, Tea!

Cucumber & Mint Iced Green Tea,
Cherry Blossom Iced Tea

CREATE

Iced Tea

1. Add 3 pumps syrup to glass
2. Fill to ¾ with still or sparkling water
3. Stir and add ice cubes to fill
4. Garnish and serve

SWEETBIRD
ICED TEA SYRUPS

THE RANGE

- Original
- Cherry Blossom
- Passionfruit & Lemon
- Jasmine Lime
- Watermelon Iced Green Tea
- Cucumber & Mint Iced Green Tea
- Peach
- Raspberry

Sugar-free

- Peach
- Lemon
- Raspberry



THE FACTS

- Made in the UK
- Made with real tea extract and real fruit juice
- One bottle makes 41 12oz/355ml iced teas
- Free from artificial colours
- Free from GMOs
- Approved by The Vegan Society
- Moving to 100% recycled bottles in 2025



At the heart of the Sweetbird Iced Tea syrup collection is simplicity and profitability.

We've created our iced tea range to help you create speciality iced teas in an instant. With 11 refreshing flavours, from traditional teas to syrups with added exotic fruits, green tea and fragrant botanicals, the range delivers sophistication in a syrup. It delivers simplicity too. No more brewing hot tea and waiting for it to cool (hoping it's the right strength).

Make any of these teas in an instant with sparkling water for extra refreshment. Available in six black iced teas, two iced green teas and three sugar-free flavours there has never been a better time to add them to your menu.

Visit sweetbird.com

THE PROFIT



Revenue potential

Revenue potential of at least £153 based on 3 pumps per drink and price point of £3.75

SIMPLY COOL LEMON SPARKLE

When life gives you lemonade syrups...

CREATE

Lemonade

1. Add 4 pumps of syrup to glass
2. Fill to ¾ with still or sparkling water
3. Stir and add ice cubes to fill
4. Garnish and serve

SWEETBIRD LEMONADE SYRUPS

THE RANGE

- Lemonade
- Pink Guava & Lime
- Raspberry & Pomegranate

THE FACTS

- Just 4 pumps for 12oz/355ml drink
- Made in the UK
- Made with real fruit juice
- Free from artificial colours, flavours and preservatives
- Free from GMOs
- Approved by The Vegan Society
- Moving to 100% recycled bottles throughout 2025



We've squeezed the refreshing taste of fresh, ripe lemons into our specially blended lemonade syrups.

Easy to make, simply add a few dashes to chilled still or sparkling water, and the perfect, cool refreshment is ready to serve.

Offering traditional and modern twists on much-loved classics, our lemonade syrup range is available in three fresh flavours that your customers will love.

Sweetbird purées, fruit, and botanical syrups make great partners for these lemonades - add two pumps of either fruit syrup or purée to two pumps of lemonade for your own unique recipes.

Visit sweetbird.com

THE PROFIT



Incremental revenue potential

Revenue potential of at least £116 based on 4 pumps per 12oz/355ml drink and price point of £3.75.



TIMELESS TRADITIONAL

The go-to Classic Syrups collection

English Toffee Caffé Frappé, Caffé Freddo with Amaretto cold foam, Caramel Iced Latte

CREATE

Flavoured Latte

1. Combine a double espresso with 2 pumps of syrup in the cup
2. Top up with steamed milk

SWEETBIRD CLASSIC SYRUPS

THE RANGE

- Almond
- Amaretto
- Brown Sugar **NEW!**
- Cane Sugar
- Caramel (sf)
- Chai
- Chocolate
- Cinnamon
- English Toffee
- French Vanilla
- Gingerbread
- Hazelnut (sf)
- Irish Cream
- Macadamia Nut **NEW!**
- Mint
- Speculoos
- Vanilla (sf)
- White Chocolate

THE FACTS

- Made in the UK
- Two 8ml pumps flavours 62 12oz/355ml drinks
- Free from artificial colours and preservatives*
- Free from GMOs
- Approved by The Vegan Society
- Moving to 100% recycled bottles throughout 2025



Our three top selling flavours, available in a presentation gift box of three 250ml glass bottles.

The place to start with syrups - just two pumps to flavour hot and cold drinks...

If you're introducing syrups to your business, Sweetbird Classic syrups are where to start. Always the top three syrups, vanilla, caramel and hazelnut can be found here.

Choose from flavours like the velvety caramel, or warming gingerbread, perfect for the holidays. Look out for the dark brown label to know it's a Sweetbird Classic syrup.

SELL DRINKS NOT SYRUP!

We have one top tip above all others as we often see, 'add syrup for XXp' sitting hidden at the bottom of menus. Help customers by offering the finished drinks - Hazelnut Mochas, Caramel Lattes and Vanilla Flat Whites which sell so much better.

Visit sweetbird.com

THE PROFIT



Incremental revenue potential

Based on 62 double pumps @ £0.60 for a 12oz/355ml drink

*Excluding hazelnut and sugar-free syrups

NEW FOR
2025!

FROM MAURITIUS WITH LOVE

With caramel and molasses notes



CREATE

Brown Sugar & Oat Iced Boba Latte

1. Combine the double espresso with ice
2. Add tapioca balls
3. Add 2 pumps Sweetbird Brown Sugar syrup to a glass and top up with oat milk

SWEETBIRD SWEETENING SYRUPS

THE RANGE

- Cane Sugar
- Brown Sugar
- Unflavoured Sugar-free

THE FACTS

- Brown Sugar syrup made with Mauritian Demerara sugar
- Free from artificial flavourings, preservatives and colours
- Registered with The Vegan Society
- Made in the UK
- Just two 8ml pumps per 12oz/355ml drinks
- Use in hot or cold drinks
- Moving to 100% recycled bottles throughout 2025



NEW!
Brown Sugar Syrup



Made with demerara sugar from Mauritius new Sweetbird Brown Sugar syrup is an instant classic for hot and cold drinks all year round.

With a rich base, with caramel and molasses notes, this versatile ingredient can elevate a wide range of drinks. In espresso based drinks, it complements roasted flavours, adding depth, warmth, sweetness and a slight fruity note. It blends well with vanilla, coffee and chocolate so perfect for frappés and milkshakes too. Try it in a hot chocolate for a luxurious touch or add a pump to cold foam, made with a Blendtec Cold Foam jar, for the perfect topping for iced brown sugar lattes.

New Sweetbird Brown Sugar syrup also feeds into the trend of boba coffee or bubble tea made with tapioca balls.

Whether used in hot or cold drinks like coffee and lattes, Sweetbird Brown Sugar syrup adds a unique and sophisticated sweetness that enhances the overall flavour profile of the drink.

Visit sweetbird.com for Sweetbird Brown Sugar syrup recipes and promotional material.

THE SWEETENER

Sweetbird unflavoured syrup

A versatile syrup that adds sweetness without adding flavour. This works perfectly as a liquid sweetener for any drink, without altering the flavouring profile as a flavoured syrup would.

Keep a bottle by the cutlery and sugar sachets for customers to help themselves.



Brown Sugar & Oat Iced Boba Latte, Dreamy Demerara Frappés



SWEET ENOUGH

Deliciously sweet yet sugar free

CREATE

Iced Latte

- 2 pumps Sweetbird syrup
- Milk / Ice

1. Add syrup to the glass
2. Fill glass $\frac{2}{3}$ with milk
3. Top with ice

SWEETBIRD SUGAR-FREE SYRUPS

THE RANGE

- Peach Iced Tea
- Raspberry Iced Tea
- Lemon Iced Tea
- Salted Caramel
- Caramel
- Hazelnut
- Unflavoured
- Vanilla



THE FACTS

- Deliciously sweet yet sugar free, eight Sweetbird syrups are available as sugar-free
- Easy to identify blue labels
- 2 pumps to flavour a 12oz/355ml drink
- Peach, Lemon and Raspberry Iced Tea syrups made with real fruit juice and black tea extract
- Made in the UK
- Free from artificial colours
- Free from GMOs
- Approved by The Vegan Society 
- Moving to 100% recycled bottles in 2025

As consumers become increasingly health aware, they're looking for products with low or no added sugar.

From rich caramel to refreshing iced teas, we've broadened the range so you can broaden your menus for customers who are conscious about sugar consumption giving them all the taste and sweetness they crave – without the sugar. We use sucralose and the natural sweetener stevia to provide sweetness without using sugar. Stevia is considered a natural sweetener and is approximately 200 times sweeter than sugar. Sucralose is approximately 600 times

sweeter than sugar which is why it's so commonly used, as you can achieve the same sweetness using less. Sucralose is also valued for having no or little bitter after-taste which is sometimes associated with sugar-free products. We've paired it with stevia to add another layer of lasting sweetness, which is why the sweetness in our syrups lasts longer.

Visit sweetbird.com

THE PROFIT



Based on 62 double pumps @ £0.60 for a 12oz/355ml drink

Drinks: Salted Caramel Oat Iced Latte, Hazelnut Iced Latte



SUN SNOW HOT COLD

Creative Syrups for every season

Popcorn Hot Chocolate,
Popcorn Frappé, Cinnamon
Bun Iced Latte

CREATE

Flavoured Mocha

1. Combine 1 scoop hot chocolate powder with double espresso
2. Add 2 pumps of syrup
3. Mix to a smooth paste
4. Add steamed milk, stirring as you pour
5. Decorate with whipped cream and toppings

Our Creative syrup collection allows you to be inventive and create specialist flavours.

From crowd pleasers like Pumpkin Spice to award winning Popcorn and fiery Chilli these syrups offer the easy way to create signature specials. With just two pumps of syrup create seasonal drinks such as Cinnamon Bun hot chocolates for Easter, Honeycomb shakes for Mother's Day or a Toasted Marshmallow latte for Bonfire Night. One flavour can be used across many drinks; hot and iced coffee, hot chocolate, mochas, shakes and frappés so go all out on a flavour for a week or two to match the season or event!

Visit sweetbird.com

(sf) = also available as sugar-free
^Excluding S'mores, Popcorn and Peanut Butter.
>With the exception of Toffee Nut and Sugar-free syrups.

SWEETBIRD CREATIVE SYRUPS

THE RANGE

- Butterscotch
- Caramelised Almond **NEW!**
- Chilli
- Cinnamon Bun **NEW!**
- Coconut
- Cookie Dough **NEW!**
- Eggnog
- Honeycomb
- Mince Pie **NEW!**
- Peanut butter
- Pistachio
- Popcorn
- Praline **NEW!**
- Pumpkin Spice
- Rose
- Salted Caramel (sf)
- S'mores
- Toasted Marshmallow
- Toffee Nut

THE FACTS

- Made in the UK
- Free from artificial colours, flavours[^] and preservatives[>]
- Free from GMOs
- Approved by The Vegan Society
- Moving to 100% recycled bottles throughout 2025
- Two 8ml pumps flavours 62 12oz/355ml drinks



THE PROFIT

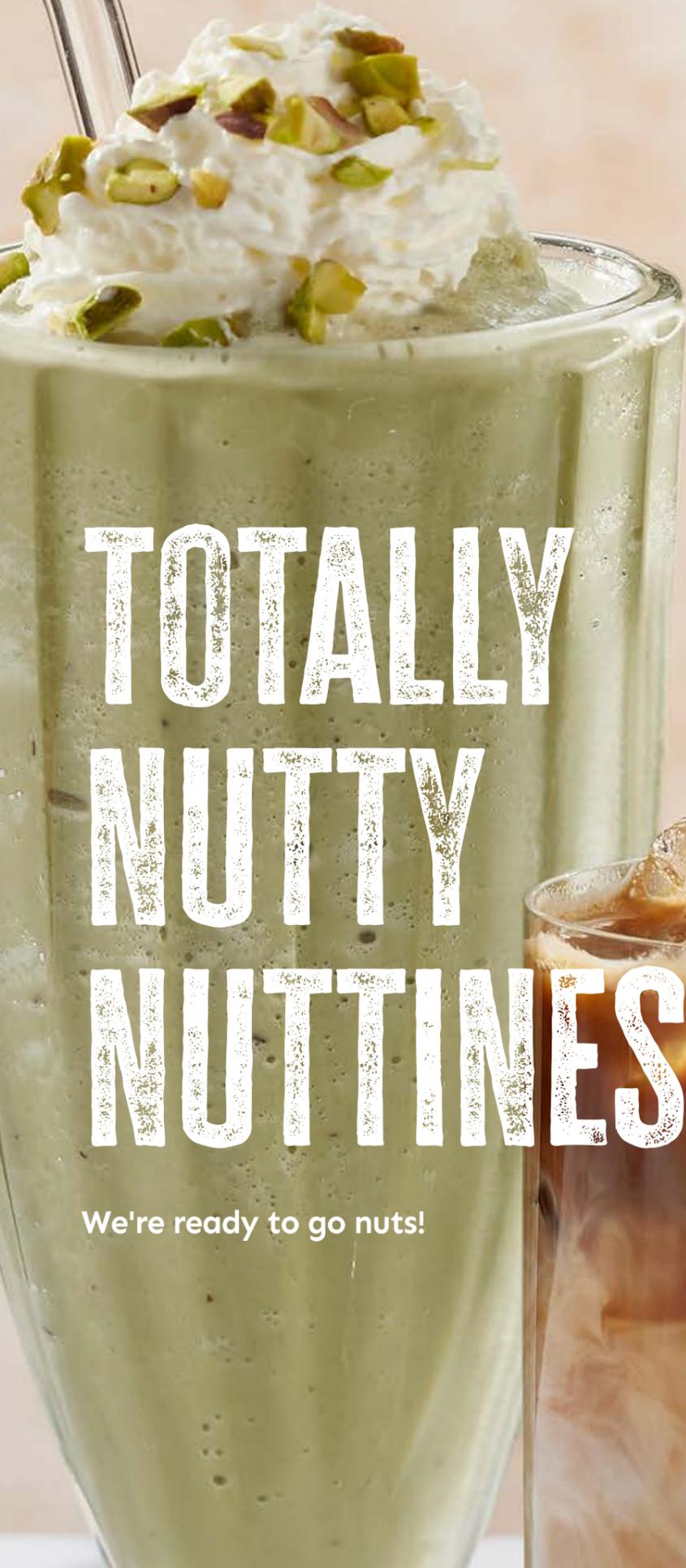
NEW!
Cookie
Dough
syrup



£37

Incremental revenue potential

Based on 62 double pumps @ £0.60 for a 12oz/355ml drink



TOTALLY NUTTY NUTTINESS

We're ready to go nuts!

Pistachio Matcha Frappé,
Macadamia Nut Iced Latte

CREATE

Flavoured Frappé

1. Fill glass with ice, level to the top of the glass
2. Pour milk over ice (to 1cm below the top)
3. Pour contents of glass into blender jar
4. Add 1 scoop of frappé and 2 pumps of syrup
5. Put the lid on tightly then blend until smooth

SWEETBIRD NUT SYRUPS

THE RANGE

- Almond
- Caramelised Almond **NEW!**
- Coconut*
- Hazelnut (sf)
- Macadamia Nut **NEW!**
- Peanut Butter
- Pistachio
- Praline
- Toffee Nut



THE FACTS

- Made in the UK
- Free from artificial colours, flavours[^] and preservatives[^]
- Free from GMOs
- Approved by The Vegan Society
- Moving to 100% recycled bottles throughout 2025
- Just two pumps flavours a 12oz/355ml drink
- One bottle makes 62 12oz/355ml drinks

Indulge in the buttery, creamy allure of new Sweetbird Macadamia Nut Syrup—a decadent addition to your syrup collection that captures the unique flavour of macadamia nuts, prized for their rich, delicate sweetness and subtle hints of vanilla.

Whether looking to elevate a morning coffee or mocha, add a gourmet twist to hot chocolate, or liven up shakes and frappés, this syrup is the ideal companion. Sweetbird Macadamia Nut syrup is the perfect partner for the growing trend for iced coffees and chocolates too. Approved by The Vegan Society it pairs well with all milks.

Perfectly crafted without artificial colours or preservatives, Sweetbird Macadamia Nut Syrup offers

a delightful flavour experience that's both versatile and indulgent.

GO NUTS FOR NUTS

The Sweetbird Nut Collection is packed with flavoursome syrups with hundreds of uses. Add two pumps of peanut butter to as strawberry smoothie for a PB&J signature serve, or add coconut* to mango and pineapple for a tropical taste sensation.

Visit sweetbird.com

THE PROFIT



Incremental revenue potential

Based on 62 double pumps @ £0.60 for a 12oz/355ml drink

(sf) = also available as sugar-free [^]Excluding Peanut Butter.
>With the exception of Toffee Nut and Sugar-free syrups. *not strictly a nut, but nutty...

THICK SMOOTH EASY

For the ultimate frappé and shakes...

Peanut Butter Shake, Sticky Toffee Biscuit Frappé

CREATE

Frappé

1. Fill glass with ice, level with the top of the glass
2. Pour milk over ice (to 1cm below the top)
3. Pour contents of glass into blender jar
4. Add 1 scoop of frappé powder
5. Put the lid on tightly, then blend, with a Blendtec Blender, until smooth

SWEETBIRD FRAPPÉS

THE RANGE

- Vanilla Bean (ve)
- Caffé (ve)
- Frappé & Granita Liquid Base (ve)
- Chocolate
- Mocha
- Sticky Toffee



THE FACTS

- Free from artificial colours and flavourings
- Free from preservatives*
- Free from hydrogenated fat
- Free from GMOs
- Approved by The Vegetarian Society
- Liquid Frappé Base, Vanilla Bean and Caffé frappés approved by The Vegan Society
- Approx. 25 12oz/355ml drinks per 1kg bag / 95 servings per 1.9Ltr bottle



Frappés will always be in fashion and are the must-have for successful menus.

We've made our blends easy-to-prepare so you can create luxuriously thick and smooth shakes and frappés in minutes. They're versatile too. Mix the vegan-approved Vanilla Bean or Liquid Frappé & Granita Base with your own blend of espresso, or take our Vanilla Bean frappé, add ice, milk and any Sweetbird fruit smoothie for a deliciously thick and fruity breakfast blend. Our Vanilla Bean Frappé won SCA Best New Product Award 'Specialty Beverage Stand Alone' when it first launched too.

SHAKE AWAY

Sweetbird Frappé powders can be used to make perfect shakes too, just use half a glass of ice instead. Pump up the flavour with Sweetbird purées and Zuma sauces.

IN THE BAG

We're pleased to we have moved from tins to 1kg bags, which offer a 60% reduction in packaging versus the tins.

Visit sweetbird.com

*Liquid Frappé Base contains preservative

THE PROFIT



Based on average UK price of a 12oz/355ml frappé made with 1 scoop Sweetbird frappé and semi-skimmed milk



FRUITY BLEND

Quick, easy, waste free smoothies



Strawberry & Cream smoothie,
Mango & Passionfruit smoothie

CREATE

Smoothie

1. Fill glass with ice, level with the top of the glass
2. Pour water over ice to $\frac{1}{3}$ full
3. Pour smoothie over water and ice to the top
4. Pour contents of glass into blender jar
5. Put the lid on tightly, the blend, with a Blendtec Blender, until smooth

SWEETBIRD SMOOTHIES

THE RANGE

- Mango & Passionfruit
- Mixed Berry
- Peach
- Strawberry



THE FACTS

- Now with less sugar
- Made with real fruit
- Free from artificial colours, flavours and preservatives
- Approx 8 12oz/355ml drinks per 1 litre carton

Simply pour, blend and profit could we add more to this intro to be consistent across all brands.

Since 2006 Sweetbird Smoothies have been the solution for quick and easy ice-blended drink sales. We have now redeveloped the range to four core flavours, continuing to use all natural ingredients and not compromising on the quality of the product.

LESS SUGAR

The new smoothies have been developed to contain less sugar, on average an 8g reduction in sugar per 12oz/355ml serve across the range.

MORE BERRY

Sweetbird Mixed Berry smoothie is made of raspberry, blackcurrant, sour cherry and blueberry so offers a fantastic berry burst and colour.

WHY SWEETBIRD?

Easy to store and even easier to make – with no fruit to wash, peel or waste – our smoothies deliver convenience in a carton. Simply pour over ice and blend for delicious summer smoothies every time. Each 1ltr carton makes eight 12oz/355ml drinks.

Visit sweetbird.com

THE PROFIT



Incremental revenue potential

Based on average UK price of a 12oz/355ml smoothie made with 125ml Sweetbird smoothie

JAM PACKED FRUITINESS

Sweetbird Purées - bursting with real fruit

Strawberry White Hot Chocolate

CREATE

Shakes

1. Fill 12oz/355ml glass with ice
2. Fill glass with milk (to 1cm below the top)
3. Pour contents of glass into blender jar
4. Add 2 pumps purée and ½ scoop of Vanilla Bean frappé
5. Put the lid on tightly, the blend, with a Blendtec Blender, until smooth

SWEETBIRD FRUIT PURÉES

THE RANGE

- Banana
- Mango
- Passionfruit
- Raspberry
- Strawberry



THE FACTS

- Made with real fruit
- Free from artificial colours and flavourings
- GMO free
- Free from high fructose corn syrup
- Approved by The Vegan Society



Bursting with real fruit and packed with versatility, we've created our purées so you can make drinks in an instant.

Available in five, vegan-approved flavours we've created the range for ambient storage too, so you can stock up your shelves without filling up your fridge – making Sweetbird Purées the perfect ingredient for mobile units.

Deliciously thick and rich they can be used to make smoothies, shakes, granita or craft sodas. Sweetbird Purées can add a fruit burst to hot drinks too. A pump of raspberry or strawberry

purée in any hot chocolate is another great way to use these fruit-packed ingredients. Finish off hot and cold drinks with whipped cream and a drizzle of Sweetbird purée too.

Visit sweetbird.com

WHY PURÉES?

- High fruit content - meaning they really add a fruit punch to shakes and granitas
- 4 weeks ambient shelf life once opened
- Thicker jam-like consistency
- Offering additional flavours to Sweetbird smoothies - Passionfruit and Raspberry



SUMMER



As summer 2025 heats up, turn your business into the ultimate oasis with a refreshing drink menu featuring Sweetbird and Zuma. From icy frappés to fruit smoothies keep your customers coming back for more.

- **Sizzling Summer Sales:** Make Your Business the Ultimate Refreshment Destination!
- **Thirst-Quenching Demand:** Customers crave cool, refreshing drinks in the summer heat. Stand out with signature recipes customers can only get from you.
- **Profit Boost:** Sweetbird and Zuma's premium ingredients let you craft irresistible creations with high margins.
- **Promote, Promote, Promote:** Showcase your summer specials across social media, in-store displays, and online. Run limited-time offers to create excitement.
- **Upsell & Pair:** Boost sales by suggesting perfect food pairings to complement your refreshing drinks.
- **Feedback Loop:** Keep an eye on trends and customer favourites—adjust your menu for maximum impact. With Sweetbird and Zuma, your business will be the go-to spot for summer 2025's coolest drinks.

ESSENTIAL SUMMER RECIPE

PEACH MELBA SMOOTHIE

1. Fill glass with ice, level with the top of the glass
2. Pour water over ice to 1/3 full
3. Pour Peach smoothie over water and ice to the top
4. Pour contents of glass into Blendtec blender jar
5. Add 2 pumps Raspberry syrup
6. Put the lid on tightly, then blend until smooth

DATES FOR YOUR DIARY

JUNE

- 1 Pride Month
- 3 Global Running Day
- 5 World Environment Day
- 6 Eid al-Adha (expected date)
- 8 Great Big Green Week
- 9 Men's Health Week
- 15 Father's Day
- 19 Isle of Wight Festival
- 20 Take Your Dog to Work Day
- 21 Summer Solstice
- 24 Midsummer's Day
- 25 Glastonbury Festival

JULY

- 2 UEFA Women's Euros
- 3 International Plastic Bag Free Day
- 5 Tour de France begins
- 7 World Chocolate Day
- 13 Wimbledon Final
- 24 International Self-care Day
- 28 World Conservation Day
- 30 International Day of Friendship

AUGUST

- 8 International Cat Day
- 9 International Coworking Day
- 12 International Youth Day
- 13 Left Handers Day
- 17 Black Cat Appreciation Day
- 22 Women's Rugby World Cup
- 26 Women's Equality Day
- 28 National Burger Day

Drinks: Sticky Toffee & Macadamia Frappé, Strawberry Matcha, Mixed Berry Shake, Peach Melba Smoothie

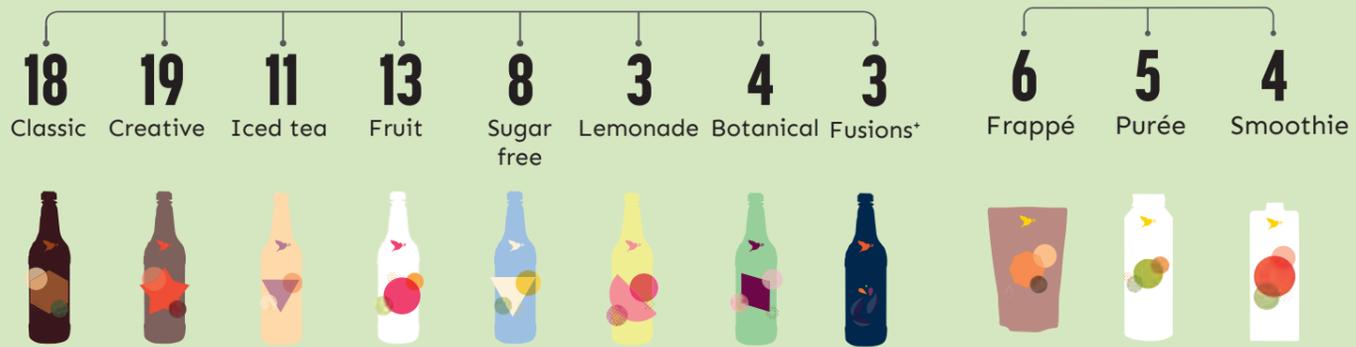
PRODUCT RANGE



79
SYRUPS

8
CATEGORIES

3
BLENDED CATEGORIES



5
CATEGORIES



4
CATEGORIES



ZUMA

5
CATEGORIES





POWERFUL BLENDING

The ultimate commercial blenders

CREATE

Granita

1. Overfill glass with ice, then fill with water to $\frac{1}{2}$ full
2. Pour into blender jar
3. Add 2 pumps Sweetbird Frappé & Granita base and choice of flavouring (syrup, purée, sauce, powder)
4. Blend on 14 seconds 'granita/medium milkshake' cycle

BLENDTEC COMMERCIAL BLENDERS

THE RANGE

- Connoisseur 825
- Connoisseur 825 SpaceSaver
- Stealth 885
- Stealth 895 NBS
- **NEW!** Bar Blender – see next page
- **COMING SOON!** - New Chef Blender for back of house operations

THE FACTS

- Extreme Power – Effortlessly blends tough ingredients.
- Durability – Built to last for years.
- Innovative Blades – Crush instead of cut.
- Easy Controls – Simple, pre-programmed blending

Whether it's smoothies, cold coffee drinks, Blendtec commercial blenders have no limits on their creativity. Speak to us to choose the model best suited to your business.

POWERFUL MOTORS

Blendtec Blenders feature industry-leading motors, effortlessly handling ice, frozen fruits, and dense ingredients to deliver consistently smooth beverages.

PREPROGRAMMED CYCLES

With up to 42 customisable blend cycles, achieve perfect consistency for smoothies, frappés, and more with a single touch.

SOUND REDUCTION

Models like the Stealth 885 incorporate advanced sound enclosures, allowing blending at the noise level of normal conversation—ideal for maintaining a pleasant café atmosphere.

ROBUST CONSTRUCTION

Built to withstand high daily demands, ensuring longevity and reliability in busy coffee shop environments.

USER-FRIENDLY INTERFACE

Modern touch controls and easy-to-clean designs streamline operations, allowing staff to focus on customer service.

INDUSTRY-LEADING AFTER-SALES SUPPORT

Including troubleshooting assistance, expert phone consultations, and on site dedicated service centre, ensuring swift and comprehensive service.



THE BARTENDER'S BLENDER

Effortless efficiency, impeccable performance

CREATE

Frozen Margarita

20ml Bristol Syrup Company
Lime Juice

20ml triple sec

50ml tequila

1. Blend with ice and pour into a coupe.
2. Garnish with a lime wheel and salt rim.

BLENDTEC BAR BLENDER

THE FACTS

- Extreme Power – Effortlessly blends tough ingredients.
- Durability – Built to last for years.
- Innovative Blades – Crush instead of cut.
- Easy Controls – Simple, pre-programmed blending



Gone are the days of struggling with clunky, inefficient blenders in your bar. This innovative new bar blender takes bartending to a whole new level, designed with your needs in mind.

EFFORTLESS CLEANING:

Say goodbye to stubborn residue. This blender boasts an intentional design, prioritising easy cleaning for smooth workflow and hygiene.

INTUITIVE CONTROLS:

Simple operation keeps the pace going. The controls are angled to prevent spills and protected from damage, while the larger knobs and switches ensure comfortable use.

ULTIMATE DURABILITY:

Built to last, this blender tackles any blend with ease. The industry-leading 1800-watt motor and robust construction guarantee peak performance.

FROZEN DRINKS MADE EASY:

Blendtec's patented Wildside+ jar and blunt blade technology boost frozen ingredient efficiency by up to 25%, ensuring perfectly smooth margaritas, daiquiris, and more.

SMART DESIGN, SMARTER STORAGE:

Every inch counts. The compact design utilises counter space wisely, while the side air vents double as carrying handles for efficient transportation and storage.

PRECISE CONTROL, EXCEPTIONAL RESULTS:

Achieve the perfect texture every time with the variable speed control, ranging from a gentle stir to a powerful blend.

QUIET OPERATION, HAPPY CUSTOMERS:

No more ear-splitting noise. The sound dampening technology keeps the blending process whisper-quiet, creating a more pleasant environment for both you and your customers.



SILKY SMOOTH FLUFF

High capacity cold foam is finally here

Mocha with hazelnut cold foam,
Caffe Freddo

CREATE

How to make Cold Foam

1. Pour 150ml of cold skimmed milk into to a Blendtec cold foam jar
2. Blend on 'small milkshake' setting for 18 seconds
3. Pour foam into glass or to top your latest creation

THE PRODUCT THE FACTS

The patented round blade creates foam in 18 seconds



- Smooth and light - Creates velvety cold foam with perfect texture.
- Easy to use – Just blend on small milkshake setting
- Versatile – Ideal for hot and cold specialty drinks

Blendtec powers the cold foam revolution - be a part of it!

To ensure you don't miss out on the cold foam trend, Blendtec has developed a blender jar which turns 150ml of cold, skimmed milk into silky smooth, mousse-like thick foam in just 18 seconds.

You can use it on its own to top iced coffees, or flavour the foam with any number of Sweetbird or Zuma ingredients for the perfect summer beverage.

Cold foam isn't just for cold drinks, you can use it to top hot chocolate too. Use chocolate cold foam on frappés, or mochas, or strawberry cold foam on a berry smoothie. Adding plant powders adds a burst of colour to the foam too. Top Red Velvet Hot Chocolates with beetroot foam.



THE NEW WILD...

Introducing the Wildside Ultra



NEW! WILDSIDE ULTRA JAR

Ever at the forefront of blending innovation Blendtec have developed the new Wildside Ultra jar.

- Chamfered corners reduce the base footprint and push ingredients up into vortex.
- Larger side ribs disrupt vortex flow pushing ingredients back down toward the blade.

- Spout for a controlled pour
- Sharpened blunt blade pulverises ice and other ingredients for a premium blend consistency
- Compatible with all Blendtec bases

Hard plastic lid

- Easy to apply, remove and clean
- Designed with corner extensions to cover the spout and for easy grip



CREATE

Hummus

1. Add ingredients, to FourSide or Twister jar in order listed on the right.
2. Secure lid and select "Sauce" or blend on Medium Low (speed 3 or 4) for 30 seconds.

INGREDIENTS

- 400g can chickpeas and ½ cup liquid
- 80ml extra virgin olive oil
- 1-2 fat garlic cloves, peeled and crushed
- 1 lemon, juiced, ½ zested
- 3 tbsp tahini

THE FACTS

Different-coloured Blendtec jars in coffee shops prevent cross-contamination and ensure safety, especially for allergies. They help baristas identify jars for allergens like dairy or nuts, improving hygiene, efficiency, and customer trust in allergen management. Use with Sweetbird syrups which are all allergen free.

With menus and customer preferences becoming increasingly varied Blendtec offers a range of jars and accessories so you can meet the needs of all your customers and your business.

WILDSIDE+ JAR

Offering 50% larger capacity than the FourSide Jar, and an exclusive, patented square design, the WildSide+ Jar produces thicker, faster blending and shorter wait times. Its extra-wide base, along with a more aggressive blade, has helped raise the bar in commercial blending and is able to deliver even higher volumes than the standard FourSide jar.

FOURSIDE JAR

For high volumes, the FourSide Jar is ideal. Its square shape and patented wingtip blade, creates a better blending vortex to micronise ingredients, delivering results in seconds.

Both Wildside and Fourside jars available in clear, pink, blue, yellow.

COLD FOAM JAR

Creating cold foam has never been easier. Select the Small Milkshake cycle on your blender and in 18 seconds this circular bladed jar delivers creamy smooth cold milk for hundreds of uses.

TWISTER JAR

Capable of blending the thickest recipes, the Twister Jar lets you expand your menu to anything from nut butters and hummus to super-thick shakes.

RAPID RINSE STATION

Perfect for keeping jars clean, the compact Rapid Rinse Station reclaims valuable counter space and is perfect for stacking multiple Blendtec jars. Best of all, you can rinse anything from a little shot glass all the way up to an eight inch bowl and it reduces exposure to harmful sanitisers that irritate skin.



AUTUMN



With Sweetbird and Zuma, you can create autumn delights that not only satisfy cravings but also boost profits as the days get shorter.

Warm & Toasty Hot Chocolates: Infuse Zuma's smooth hot chocolate with Sweetbird Rose syrup for a floral Turkish Delight. For an extra extravagant treat use Zuma Thick Hot Chocolate and serve it short.

Lavendar Lattes: Add a touch of elegance to your drinks with the soothing, floral notes of lavender, creating a calming and refined experience.

Make it a Mocha+: Using glassware instead of ceramics for hot drinks lets customers see the layers of this drink. The thick base of Zuma Dark Chocolate Sauce makes for an indulgently rich mocha experience.

Visit sweetbird.com zumadrinks.com

ESSENTIAL AUTUMN RECIPE

TURKISH DELIGHT HOT CHOCOLATE

1. Add 1 scoop Original hot chocolate to a cup
2. Add a splash of hot water, 2 pumps Rose syrup and mix to a smooth paste
3. Add steamed milk (of your choice), stirring as you pour
4. Top with Freeze Dried Strawberry Pieces

DATES FOR YOUR DIARY

SEPTEMBER

- 1 Zero Waste Week
- 3 International Bacon Day
- 5 International Day of Charity
- 13 100 Days until Christmas
- 17 National Fitness Day
- 21 International Day of Peace
- 22 Start of Autumn
- 23 International Day of Sign Languages
- 29 World Heart Day

OCTOBER

- 01 World Vegetarian Day
- 03 World Smile Day
- 04 World Animal Day
- 05 Grandparents' Day
- 10 World Mental Health Day
- 20 Diwali
- 26 Daylight Savings Time Ends
- 29 National Cat Day
- 31 Halloween

NOVEMBER

- 01 World Vegan Day
- 02 The Day of the Dead
- 03 World Sandwich Day
- 05 Bonfire Night
- 13 World Kindness Day
- 27 Thanksgiving (US)
- 29 Small Business Saturday
- 30 St. Andrews Day

Drinks: Turkish Delight (Rose) Chocolate, Lavender Latte, Layered Double Chocolate Mocha, Beetroot Oat Latte

ZUMA

THIS IS ZUMA

Quality and taste without compromise



A collection curated over 28 years to bring colour, depth and warmth to menus all year round.

LAUNCHED IN 1997

We first launched Zuma 28 years ago, and it's a joy to see the collection grow from only hot chocolate to now include chai, sauces, toppings and plant powders. Zuma is a trusted name in the industry, proudly known for quality and taste.

CREATED TO COMBINE

As with Sweetbird, Zuma products can be used alone, or mixed to make even more recipes. Hot chocolate is great, so add a mini scoop of beetroot to elevate it to a Red Velvet Hot Chocolate. Two pumps of white chocolate sauce into a matcha latte add a touch of luxury too.

THE COLLECTION

HOT CHOCOLATE

Less is more when it comes to what we put in ours. From original, dark, single origin, thick to white and Fairtrade, there's a chocolate for all tastes.

SAUCES

Make quick and easy hot chocolates and mochas in powder free sites. Drizzle on top of drinks, add to bakes and cakes, or use to make instant milkshakes.

PLANT POWDERS

Bright, delicious and Instagram ready. Add to menus to easily jump on the trend for everything bright and bold.

VERY VEGAN

In the Zuma collection of 19 products all are vegan approved bar three; White Hot Chocolate, White Chocolate and Caramel Sauces. These are approved by The Vegetarian Society.

OUT OF HOME ONLY

Zuma is only available in coffee shops and hospitality venues. You won't find it in stores—it's made exclusively for baristas and businesses.

Visit zumadrinks.com

CHAI

The warming, vegan approved alternative to tea, coffee or chocolate. Use in frappés for a new twist on ice-blended beverages.

TOPPINGS

Dress up drinks with new Zuma toppings to add texture and flavour, and extra theatre for customers.



ZUMA



NATURAL
COCOA
FRUITY
SMOKEY



Single Origin Chocolate from the Dominican Republic

CREATE

Hot Chocolate

1. Combine 1 scoop of chocolate with a splash of hot water and mix to a smooth paste
2. Add steamed milk, stirring as you pour
3. Add any cream and a dust of chocolate to finish

ZUMA HOT CHOCOLATE

THE RANGE

Original – 25%

Our classic hot chocolate – smooth and sweet like top-quality milk chocolate. 2kg tin and 1kg bag.

Dark – 33%

Darker, richer than Original, for a European-style chocolate experience. Available in 1kg bags.

Fairtrade Dark – 33%

The same cocoa content as Zuma Dark, with the assurance offered by the Fairtrade mark. 2kg tin.

Thick and White

Turn the pages for all the details...

Single Origin Dominican Republic - 35%

Made with natural non-alkalised cocoa. Earthy notes are combined with mild fruity undertones and a touch of smokiness. A bitterness, nearing on a sour flavour, pairs with the high cocoa content to ensure a rich, chocolatey flavour lingers.

Why choose this hot chocolate

- 35% natural non-alkalised cocoa powder
- Just cocoa and sugar – nothing else
- No artificial colours, flavours or preservatives
- Approved by The Vegan Society
- Available in 1kg bags
- Packaging recyclable with soft plastics in UK supermarkets. Please follow local recycling

Zuma Dominican Republic Hot Chocolate, crafted from cocoa by Fundación Dominicana de Productores Orgánicos.

FUNDOPO is the smallholder organisation which sources cocoa, working with YACAO which buys the cocoa, ferments and exports it from the heart of the Dominican Republic.

How FUNDOPO supports local smallholder families:

- Higher incomes – on average 35% above the global market price
- Better yields by offering

advice, training, seedlings and show farms

- Better health by paying for doctors/medication
- Better quality of life by building houses, renovating old ones, improving the water supply
- The whole region benefits from valuable community projects



ZUMA



SIP BACK & RELAX

Specialist hot chocolate for special menus

Thick and White Hot Chocolate



CREATE

Thick Hot Chocolate

1. Pour 100ml milk into steaming pitcher
2. Add one 40g scoop of Zuma Thick Hot Chocolate powder
3. Stir well
4. Heat using a steam wand.
5. Pour and serve

ZUMA THICK & WHITE

THE RANGE

Introduce these as guest chocolates or a fancy alternatives to original or dark hot chocolate.

THICK - 25%

Just incredible, thickens as it steams. Works a treat on its own or with cherry and berry syrups or as a dipping chocolate. Vegan approved. 2kg tin.

WHITE

Mellow, milky and comforting, the hot chocolate brings curiosity and the unexpected to your menus. Like comfort in a cup. Vegetarian approved. 1kg bags.

THE FACTS

- No artificial colours, flavours or preservatives
- Enjoy on their own or flavoured with syrups, purées, plant powders and sauces.
- Add to menus as signature seasonal specials
- Remember to add a shot of espresso for the perfect mocha!

Take your hot chocolate offer to the next level with our Thick and White Hot Chocolate

Nothing shouts indulgence quite like an all-out hot chocolate laden with cream, sauce and toppings. Indulgence, at an affordable price, will be much-sought out in 2025, offer it with over the top chocolates, like Zuma White or Thick. Customers can enjoy a taste of luxury without stretching their budgets.

These chocolates work particularly well paired with other flavours - add berry notes or salted caramel to the

White and orange or caramel to Zuma Thick.

Continuing our drive to use more sustainable packaging materials Zuma White Hot Chocolate is now in 1kg bags to be in-line with the Original, Dark and Single Origin chocolates, so keep an eye for it arriving on your order!

Visit zumadrinks.com



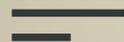
ZUMA



A TOUCH OF SPICE

Blended with love and real spices

Spiced and Vanilla Chai



CREATE

Chai

1. Put 1 scoop into a 12oz/355ml cup
2. Fill 1/3 with hot water and mix to a smooth paste
3. Top up with steamed milk and a dust of cinnamon

ZUMA CHAI

THE RANGE

Spiced Chai

Blending black tea extract with natural ginger and cinnamon, our Spiced Chai has been developed over many years to ensure the balance is just right.

Vanilla Chai

A mild blend of black tea extract, ginger and cinnamon – with a hint of vanilla.

THE FACTS

Why Zuma Chai?

- Made with real spices
- Free from artificial colours and flavourings
- Free from preservatives
- Free from GMOs
- Approved by The Vegan Society



The soothing alternative to tea or coffee this is a blend of sugar and spice and all things nice.

Known for its delicious, aromatic taste and health benefits, chai tea has won hearts all over the world. Zuma offers two blends – Spiced or Vanilla. Both approved by The Vegan Society they are delicious made with non-dairy milk. Zuma Chais are best served as a latte with steamed plant milk and a dusting of cinnamon.

During the summer months, they're ideal for adding a hint of spice to vanilla or caffè frappés. Just two pumps of 3-star Great Taste Award winning Sweetbird Rose syrup creates on trend Rose Chai.

Visit zumadrinks.com



NATURAL BRIGHT MINIMAL FUSS

Easy yet sensational Plant Powders

Turmeric, Matcha,
Beetroot lattes

CREATE

Plant based Lattes

1. Add 1 or 2 mini scoops to a splash of hot water and whisk vigorously
2. Top up with steamed milk, stirring as you pour

ZUMA PLANT POWDERS

THE RANGE

Beetroot

Zuma Beetroot 100% beetroot. it's the quick and easy way to add the stunning pink drink to your menu.

Matcha

With nothing added and nothing taken away just 100% matcha, Zuma Matcha is the purest way to give customers their green tea fix.

Turmeric Chai

Award-winning Zuma Turmeric Chai is a versatile menu option, working in a variety of drinks – from turmeric latte to frappés and smoothies.

THE FACTS

- 24g fresh beetroot in every 3g powder portion
- Zuma Turmeric won SCA Best New Product Stand Alone Beverage
- Use in hot and cold drinks including frappés, shakes and hot chocolates



The Zuma collection of plant powders* offers bright and easy plant based drinks with natural ingredients, and minimal effort.

With the ever-increasing focus on health and well-being, demand for superfoods continues to rise. Add this trend to your menu with our collection of plant-based powders. With vibrant hues and rich flavours, they're versatile and work in a range of recipes. All of our powders are approved by The Vegan Society too. Both Beetroot and Turmeric Chai make 33 12oz/355ml drinks per 100g, and Matcha makes 66 12oz/355ml drinks.

These powders have so many uses, add them to makes, bakes, hot and cold drinks.

Visit zumadrinks.com



SPECIALTY
BEVERAGE
STAND-ALONE



*also includes natural flavourings that are not plant based

ZUMA

DRIZZLE DRIP DRESS

Go all out with Zuma Sauces



CREATE

Mocha

1. Combine 2 pumps of Dark Chocolate sauce with double espresso
2. Mix to a smooth paste
3. Add steamed milk, stirring as you pour
4. Decorate with whipped cream and even more sauce

Three sauces, many uses

Our sauce collection has been developed for versatility and taste. You can quickly and easily create hot or cold drinks from hot chocolate to mochas and shakes. They are the ideal option for powder free operations, and only need ambient storage once opened. Drizzle over whipped cream for added luxury for customers.

Visit zumadrinks.com

Drinks: Caramel Caffe Frappé, Dark Hot Chocolate, White Hot Chocolate

ZUMA SAUCES

THE RANGE

Dark Chocolate

Vegan approved, thick, rich and delicious, this sauce adds depth to all kinds of drinks – perfect for frappés and milkshakes or drizzled over hot chocolates and mochas.

Caramel

When it comes to iced coffee flavours, caramel is still the most popular ingredient among coffee consumers. Especially good in iced coffee and frappés – or drizzled over whipped cream.

White Chocolate

Our improved sauce is made with real white chocolate, and is sweet, smooth and versatile. For summer, it's perfect in and drizzled over ice-cold fruit shakes and frappés.

THE FACTS

- No artificial colours
- Free from high fructose corn syrup
- 100% GMO free
- Dark Chocolate approved by The Vegan Society
- Caramel and White Chocolate approved by The Vegetarian Society



SPRINKLE & SPOON



Toppings to finish with flair

Turkish Delight (Rose) Chocolate Frappé, Lavender Lemonade, Hibiscus Latte

CREATE

Strawberry Hot Chocolate

1. Combine 1 scoop of Zuma Hot chocolate with 2 pumps strawberry syrup and hot water to form a paste
2. Add steamed milk, stirring as you pour
3. Top with cream and a sprinkle of Strawberry pieces

ZUMA TOPPINGS

THE RANGE

NEW! Freeze Dried Pineapple Chunks

Just real pineapple, crunchy, fruity, and sweet. Sprinkle to give drinks a fun twist –extra texture and extra flavour.

Freeze Dried Strawberry Pieces

The intense berry burst of fresh strawberries is immediate with these freeze dried pieces.

Biscuit Crumb

Crunchy biscuit giving a biscuity waffle like taste to hot and cold drinks. Ideal on top of caramel shortcake frappés or crumble inspired recipes. Just like the fruit toppings, it's vegan approved!

THE FACTS

- Free from artificial colours, flavours and preservatives.
- Approved by The Vegan Society.
- Pineapple Chunks and Strawberry Pieces 100% fruit and nothing else.
- Available in resealable pouches.



Add a sprinkle of profit to drinks

There are many ways to finish drinks with a little pizzazz; fluffy marshmallows on hot chocolate or a dusting of cinnamon on top of chai.

Zuma Toppings to give drinks a fun twist – extra texture, extra flavour, and a little extra treat for your customers. Perfect for hot or cold drinks, whether it's floating on top or sitting pretty on a cloud of whipped cream!

Zuma Toppings can equally be used on hot or cold drinks, sitting on top of the drink or whipped cream. Zuma Biscuit Crumb can also be used as a base layer for cheesecake frappés – we love a Key Lime Pie Frappé made with Sweetbird Vanilla Bean frappé and two pumps of lime syrup.

Visit zumadrinks.com

Also available

1kg bags, mini marshmallows - fluffy deliciousness to pop on top of hot and cold drinks! Not suitable for vegetarian or vegan diets.



WINTER



As the busy holiday season approaches, with the new year hot on its heels, take a few simple steps to get prepared for the rush...

Don't overload your promotional calendar with too many complex drinks. Choose a few key holidays and focus on creating unique and delicious options for those.

Once you have your list of holidays, brainstorm drink ideas that tie into the theme or spirit of each day. Think about playful names, relevant flavours, and eye-catching presentations.

For example, for Valentine's Day, you could create a Love Potion mocktail with Bristol Syrup Company Raspberry Shrub syrup and edible flowers, or a Chocolate Cherry Kiss hot chocolate made with Sweetbird Cherry syrup and Zuma Fairtrade Dark hot chocolate.

Consider utilising trending flavours and ingredients during the month, like Lavender lattes for International Women's Day or a Dragonfruit & Papaya soda for Lunar New Year.

Visit sweetbird.com zumadrinks.com

ESSENTIAL WINTER RECIPE

PEACH & HIBISCUS SOOTHIE

1. Add hot water to 50ml Sweetbird Peach smoothie
2. Add two pumps Sweetbird Hibiscus syrup and stir.

Try swapping out the hibiscus syrup for white chocolate syrup or sauce for a peach cobbler soothie!

DATES FOR YOUR DIARY

DECEMBER

- 05 International Volunteer Day
- 12 Christmas Jumper Day
- 21 Winter Solstice
- 24 Christmas Eve
- 25 Christmas Day
- 26 Boxing Day
- 31 New Year's Eve

JANUARY

- 01 New Year's Day
- 01 Dry January/Veganuary
- 01 National Bloody Mary Day
- 02 World Introvert Day
- 04 World Braille Day
- 05 National Whipped Cream Day
- 19 Popcorn Day
- 21 Squirrel Appreciation Day
- 23 Fun at Work Day
- 23 National Pie Day
- 24 Peanut Butter Day
- 25 Irish Coffee Day
- 31 Hot Chocolate Day

FEBRUARY

- 02 Groundhog Day
- 09 Pizza Day
- 09 Chocolate Day
- 12 Hug Day
- 13 Galentine's Day
- 14 Valentine's Day
- 17 Lunar New Year
- 17 Random Acts of Kindness Day
- 17 First Day of Ramadan
- 20 National Love Your Pet Day
- 26 Chilli Day

Drinks: Red Velvet Hot Chocolate, Turmeric Coconut Latte, Sticky Toffee Happe™, Peach & Hibiscus Soothie

SYRUPS WITH SASS

By bartenders, for bartenders

Put the bar in BARista by teaching staff a few easy cocktails, then effortlessly make the switch from day to night.

Not all syrups are created the same. Our Sweetbird and Bristol Syrup company syrups are developed for their individual sectors, with their own, unique taste profiles.

Bristol Syrup Company's focus is on authentic flavour – meaning every syrup tastes as delicious as homemade bar syrup bartenders would make themselves. This focus on authenticity has earned awards for the current syrup collection, including multiple Great Taste Awards.

Bristol Syrup Company syrups range from bartending staples, used to make the best loved cocktails, to shrubs; a vinegar based syrup perfect for adding depth to mixed drinks. There are Sherbet syrups; brilliantly tart, designed to give a citrus hit and the Disco syrups, a slightly more tongue in cheek range ideal for fun and fruity drinks. And then, finally, those in between such as the fantastically fruity Cherry & Vanilla and the incredibly aromatic Mulled Spice syrup.

THE FACTS

- Free from artificial flavours
- Free from artificial colours²
- Single fruit syrups contain real fruit juice
- Suitable for vegan and vegetarian diets
- Packed in 100% recyclable 750ml glass bottles
- Every syrup has won an award!

Visit bristolsyrupcompany.com

BRISTOL SYRUP COMPANY SYRUPS

- | | | |
|---------------------|-----------------------------|--------------------------|
| • No.1 Simple 1:1 | • No.11 Pineapple & Coconut | • No.22 Mulled Spice |
| • No.2 Simple 2:1 | • No.13 Raspberry Shrub | • No.23 Yuzu Sherbet |
| • No.3 Demerara | • No.14 Cherry & Vanilla | • No.24 Disco Blue |
| • No.4 Raspberry | • No.15 Vanilla | • No.25 Disco Bubblegum |
| • No.5 Passionfruit | • No.16 Strawberry Shrub | • No.26 Caramel |
| • No.6 Grenadine | • No.17 Watermelon | • No.27 Nogave® |
| • No.7 Orgeat | • No.18 Lime Sherbet | • No.28 Blackberry Shrub |
| • No.8 Elderflower | • No.19 Disco Grenadine | • No.29 Green Chilli |
| • No.9 Falernum | • No.20 Grapefruit Sherbet | |
| • No.10 Coconut | • No.21 Ginger | |

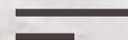
²Excluding Disco Blue

Drinks: Mango Margarita, Margarita Picante, Blue Margarita, Azalea Margarita

TWISTING A CLASSIC

All the flavour, none of the air miles

Tommy's
Margarita



CREATE

Tommy's Margarita

- 20ml Nogave[®] Syrup
 - 20ml Lime Juice
 - 50ml tequila
1. Shake and strain into a rocks glass.
 2. Garnish with a lime wheel and a salt rim.

BRISTOL SYRUP COMPANY NOGAVE[®] SYRUP

SWEET STUFF

Also available

- Simple 1:1
- Simple 2:1
- Demerara



THE FACTS

- Goes well in hot and cold drinks
- Suits agave spirits and citrus serves
- Free from artificial colours, flavours and preservatives
- Suitable for vegan and vegetarian diets

Nogave[®] is the perfect partner to tequila cocktails but will also pair happily with everything.

Agave is delicious, you know it, we know it, the long-nosed bat really knows it. So how about a syrup with all the flavour but none of the air miles. The same rich, golden syrup stickiness we all love, whilst saving the Agave plants for our all important tequila (and our winged friends). Flavour without compromise.

Our Nogave[®] Syrup is layered with flavour. Sweet and slightly floral, with hints of honey and citrus.

It's smooth and irresistible, the ideal ingredient for those looking at agave alternatives.

Try Bristol Syrup Company Nogave[®] Syrup in a classic Tommy's Margarita or use it as a honey replacement to make a stand-up twist on a Bee's Knees.

bristolsyrupcompany.com

RIPE & READY

POUCHES PACKED WITH THE FINEST FRUIT

Indian Summer

MANGO PURÉE

BRISTOLSYRUPCOMPANY
600ml e NO.03 REAL FRU

CREATE

Indian Summer

- 50ml Mango Purée
 - 25ml Lime Juice
 - 20ml Sweetbird Chilli Syrup
 - 40ml vodka
 - Ginger beer top
1. Shake and strain into a hi-ball of ice.
 2. Top with ginger beer.
 3. Garnish with a chilli and mango slice.

Why spend all that time in the kitchen, spend less time prepping fruit and more time doing making extraordinary drinks, leave the hard work to us!

Making fruit juice and purée in bar is expensive and time consuming. Sometimes the fruit isn't available, sometimes the standard isn't up to scratch and it's always messy. But it doesn't need to be that difficult. There's no need to schedule on that extra pair of hands to tackle the mountain of fruit. No one needs to spend hours chopping, juicing and blending.

Our 600ml pouches are filled with the finest fruit we can source and all natural ingredients. Pour out delicious, consistent fruit every time and save yourself time and money.

bristolsyrupcompany.com

  [bristolsyrupco](https://www.facebook.com/bristolsyrupco)

BRISTOL SYRUP COMPANY FRUIT PURÉES

THE RANGE

- Lime Juice
- Lemon Juice
- Peach
- Passionfruit
- Mango
- Strawberry
- Raspberry

THE FACTS

- Fruit picked from specific regions for quality and flavour
- Made with a minimum of 90% fruit
- Free from artificial preservatives
- Approved by The Vegan Society
- 600ml pouch to reduce wastage



CLEAN SAFE RELIABLE



Choose industry leading Cafetto to keep your machine and kit clean and safe.

Cafetto is the industry leader in effective eco-friendly and organic solutions, offering cleaning products to improve equipment performance and simplify cleaning processes.

You haven't changed your coffee beans or your grind settings and your water filter has recently been changed, so why doesn't your espresso taste quite as good as it used to?

It could be as simple as regular cleaning and maintenance of your machine. A clean machine can drastically affect the taste of your coffee.



MFC® Blue Alkaline Milk Frother Cleaner

Kills all common bacteria associated with milk

High Performance

- Provides excellent milk fat removal along with descaling of automatic milk frothers. MFC® Blue also leaves no trace of odour after rinsing



MFC® Green Milk Frother Cleaner

- An acidic, organic milk frother cleaner.
- MFC Green contains biodegradable detergents and is derived from natural acids
- Provides excellent milk fat removal along with descaling of automatic milk frothers.



Chill - colour indicating cold beverage cleaner

- Clean and remove water scale from cold beverage machines
- Chlorine-based formula easily cleans and removes stains for a hygienic machine



Evo Espresso Machine Cleaner 1kg

- With its rapidly soluble and free-rinsing formulation, EVO® removes coffee oils, grounds and stains, improving the taste and aroma of espresso



TEVO Maxi Tablets (150 tablets)

- Removes coffee oils, grounds and stain, improving the taste and aroma of espresso after the machine is cleaned
- Convenient portion controlled dose, Tevo® Maxi tablets can be used to replace traditional espresso machine cleaning powders



Coffee Grinder Cleaner

- No grinder disassembly required.
- Cleans grinder burrs and casings to improve grinder performance and extend life of grinder burrs
- Gluten free, 100% natural grain based proprietary formula – no binders or chemicals used in processing.



F20 TABLETS ESPRESSO MACHINE CLEANING TABLETS

- Safely and completely remove coffee oils and residues of selected fully automatic espresso machines
- Formulated to dissolve in automatic cleaning cycles to provide optimal cleaning performance



ESPRESSO MACHINE CLEANER - EC2 1KG

- A rapidly soluble and free-rinsing formulation that removes coffee oils, grounds, and stains
- Improves flavour and aroma of espresso
- Leaves no trace of odour

LET'S WORK TOGETHER

GET IN TOUCH

We hope we've inspired you for 2025. If you'd like to know more about any of the products here, or the rest of our range, please get in touch with us, speak to your distributor or use to QR code below to see the latest news on Linktree.

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beyondthebean.com



GET AHEAD OF TRENDS

Throughout the year we publish industry reports and guides offering insight to the latest trends, tastes and innovation. Sign up to our newsletter and follow us on social to hear about them first.

GET SOCIAL

Beyond the Bean, Sweetbird and Bristol Syrup Company have Facebook and Instagram profiles. Follow us for the latest news, insight and must-have product launches.

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@zumadrinks

GET INSPIRED

All our websites are full of product information, recipes and the all-important downloadable display material to let your customers know what's new on your menu.

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