

Domino Foods, Inc.

THE SCOOP

SERVING UP FOODSERVICE INSPIRATION

**GIVING
YOUR BAR
AN EXTRA SHOT
OF SALES
POWER**



Domino Foods, Inc.
Foodservice



THE BAR HAS BEEN RAISED

STOCK ACCORDINGLY FOR EVOLVING FLAVOR DEMANDS

Today's cocktails and mocktails are artfully crafted for sipping instead of imbibing. If you're not keeping up, you're missing out on your cut of the action. And the profits. More unique ingredients and recipes are the way to people's hearts when it comes to today's beverage offerings. Even traditional cocktails have been given a new twist with clever, flavorful adaptations. Make sure your bar is stocked with an array of on-trend sweeteners, syrups, fruits, herbs, proteins – when it comes to today's consumers, nothing's off limits.

CONSUMERS LOOK TO YOU FOR INNOVATION

27%

OF CONSUMERS
TRY NEW COCKTAILS
AWAY-FROM-HOME
BEFORE MAKING AT HOME*



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*Mintel On-Premise Alcohol Trends Report, 2018



SWEET-INTEL



MEET THE DEMAND FOR
CRAFT COCKTAILS

Nobody just tends bar anymore. Slinging booze is a thing of the past. Now it's all about craft cocktails, where every element of the drink is handcrafted and poured over crystal clear ice into custom glassware, often using uniquely crafted housemade syrups.

19%
GROWTH PER YEAR
IN CRAFT SPIRITS MARKET
SINCE 2015*



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*Distilled Spirits Council



SIMPLE SYRUPS REDEFINED

Simple syrup is a bar staple and an easy way to add sweetness to any drink. Simple doesn't have to mean plain. They can be infused with all kinds of flavors to add new dimension to beverages.

NEW IDEAS IN SIMPLE SYRUPS:

Here are just some of the trending flavors in simple syrups that add subtle savoriness and unique herbal aromas.

- Basil Simple Syrup
- Thai Chile Simple Syrup
- Fennel Simple Syrup
- Cardamom Simple Syrup
- Rose Simple Syrup
- Turmeric Simple Syrup

CARDAMOM
UP 100%
OVER PAST YEAR.*

23%
OF BARTENDERS WOULD
USE ROSE
IN COCKTAILS.*

38.5%
OF BARTENDERS
WOULD USE
TURMERIC
IN COCKTAILS.*

The key to making better simple syrup:

Granulated white sugar adds sweetness but does not influence the flavor, making it the perfect complement to robust, flavorful ingredients. DO NOT use powdered sugar — this product contains cornstarch and will alter the syrup's texture and flavor.

TO MAKE SIMPLE SYRUP:

- In a large pot over medium-high heat, add 6 cups of water and 3 lbs. of Domino® or C&H® Granulated Sugar. Stir to dissolve sugar. Cook about 6 minutes or until mixture appears clear and starts to boil.
- Reduce heat and simmer for 2 more minutes. Remove pot from heat; allow to cool to room temperature. Pour into a large uncovered airtight container. Refrigerate uncovered; cool to below 41°F before covering. Yields 8 1/2 cups of simple syrup.



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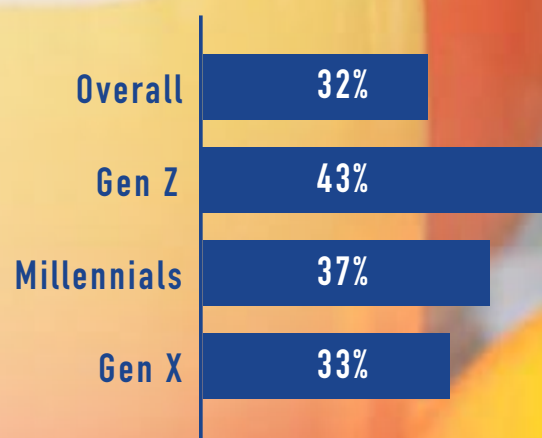
*2019 Technomic, Inc.



MEET CHANGING TASTES THROUGHOUT THE YEAR

Seasonal flavors and LTOs are a great way to satisfy your regular guests as well as generate excitement and build traffic with new customers. When it comes to cocktails, lime and lemon remain the preferred specialty drink flavors, even in winter.

**“MY BEVERAGE PREFERENCES
CHANGE DEPENDING
ON THE SEASON.”***



**POPULAR ADULT BEVERAGE LTO FLAVORS
DURING CERTAIN SEASONS* INCLUDE:**

WINTER

- Cranberry
- Sour
- Amaretto
- Grapefruit

SPRING

- Raspberry
- Blueberry
- Citrus
- Ginger

SUMMER

- Watermelon
- Rose
- Honey
- Coconut

FALL

- Spiced
- Pumpkin
- Apple
- Cinnamon



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*2019 Technomic, Inc.

MOCKTAILS ARE ON THE RISE

Millennials are driving the demand for mocktails. In fact, 66% of millennials say they are trying to reduce their alcohol consumption[†] and 45% of millennials would give up alcoholic beverages to improve health.[‡] Using unique ingredients that build a healthy halo and help bring sweetness, zest, smokiness, spiciness or tartness play a major role in mocktail mixology.

DID YOU KNOW:



80% OF BARTENDERS SAY
THEY WILL INCORPORATE
MORE NON-ALCOHOLIC
OPTIONS ON THEIR MENUS.[‡]

21% OF DRINKERS
HAVE REDUCED
ALCOHOL INTAKE
IN THE PAST YEAR.[†]

FOR THOSE 21 AND OLDER,
THE TOP REASONS ARE
HEALTH (50%)
AND WEIGHT LOSS (28%)*



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*National Restaurant Association, NRN.com

† Mintel ‡ Forbes



HOW FLAVORFUL MOCKTAILS ARE STIRRING UP SALES

Growth in non-alcoholic offerings provides consumers with alternatives. But one thing they won't give up on is flavor. Technomic's Flavor Lifecycle shows that seasonal accents are moving more fully into the mainstream for non-alcoholic drinks. Mango, peach, raspberry, coconut and tropical fruit blends are solidly mature, while there is growth in other fruits, including watermelon, pomegranate, passion fruit, blood orange, black cherry, grape and pear.

OTHER MOCKTAIL TRENDS:

We'll see a more creative use of house-made syrups and tonics, fermented ingredients and non-alcoholic spirits. Mocktails will continue to become more complex and intriguing than ever.

Premium waters, organic fruits and sweeteners and creative garnishes play a major role in on-trend mocktails.

As new peppers and other spicy ingredients move into the mainstream, consumers will expect these flavors to be applied to drinks.

Drink menus inject creativity and humor with memorable mocktail names like **ABSTINENCE ON THE BEACH** and **NOJITO**.



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CHEF'S CORNER

For each edition of The Scoop, we bring you exclusive insights from Eleonora Lahud, research chef from Domino Foods, Inc.



ELEONORA LAHUD | Research Chef, Domino Foods, Inc.

Eleonora has a degree in Food Science and is a Certified Baker from the American Institute of Baking, with management studies in Barcelona, Spain. She has experience working with leading global food companies in research & development, technical sales, consumer engagement and catering.

WHAT NEW FLAVORS ARE YOU SEEING BEING USED WITHIN COCKTAILS?

Bartenders are using house made syrups made from cane sugar. Fermented ingredients and flavors like rose, turmeric, tarragon and celery root are on the rise. Nowadays there are new twists on traditional drinks like Old Fashioneds made with rum instead of bourbon. Smoke is also a big player – think a smoked Piña Colada made with smoked grilled pineapple and a garnish of dark brown sugar.

WHAT SUSTAINABILITY TRENDS ARE YOU SEEING IN THE COCKTAIL ARENA?

Reducing use of plastic straws and stirrers is an obvious trend. Also, we are seeing a lot more edible garnishes and the use of the entire fruit, vegetable or even eggs to reduce waste. Communicating with the kitchen is the key to reducing food waste. As an example, pineapple rinds from the kitchen can be used to produce fermented juices that blend well with some spirits. Finally, sourcing products and spirits locally helps your operation deliver on sustainability and connects your brand to the local community and culture.

HOW IMPORTANT IS PRESENTATION WHEN IT COMES TO CREATING A COCKTAIL?

Presentation is key. Consumers are willing to pay a good amount of money for the complete experience. Consider not only the spirit or mixer you are going to use. The glassware that you serve drinks in is of utmost importance as is the amount and type of ice and the styles of garnishes you use.

WHY DO YOU THINK MOCKTAILS ARE A RISING TREND?

Mocktails are a great alternative for non-drinkers who still want to be part of the social scene. These drinks provide the experience of being out with friends and having a good time without the next-day hangover and with less calories per drink. Cost also plays a role since they tend to be significantly less expensive than alcoholic beverages.

IS THERE A VALUE TO ADDING MOCKTAILS TO YOUR MENU?

Mocktails are a great way to increase check averages. When presented with a flavorful and inventive mocktail, a consumer who ordinarily orders a standard non-alcoholic beverage like a club soda with lemon may order the higher-priced mocktail instead.

For more behind-the-scenes insights from Eleonora, [click here](#).



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SWEETLY DISTINCT



SALES-BUILDING IDEAS FROM DOMINO FOODS, INC.

Yes, your guests demand stellar service and a menu of undeniably delicious offerings, but with today's consumer awareness of what's trending and who's influencing, it's more important than ever to show them your operation is sweetly distinct. Here are some simple ideas to help set you apart.

EXPRESS SUSTAINABILITY

Follow a zero-waste mentality to create a sustainable cocktail or mocktail. Reuse, recycle or upcycle ingredients that otherwise would be discarded. This includes leftover citrus juices and rinds along with the seeds and skins of fruits. Instead of plastic straws, use a reusable glass straw or straws made from natural ingredients such as a papaya leaf stem or bamboo. Leverage the appeal of "organic" by serving organic raw cane sugar as an additive or to make simple syrup.

A HEALTHIER HAPPY HOUR

We've already shown how consumers' interest in embracing healthier lifestyles has driven the growth in mocktail popularity. Fact is, many consumers look for cues which convey a sense of healthfulness in their bar drinks – such as lower alcohol content or the use of fresh ingredients. Craft cocktails that are made with herbs and herbal or floral scratch-made simple syrups (see page 4 for ideas) heighten appeal and can enhance your bar menu's health halo. To stretch the shelf life of produce, create botanical ice cubes with chopped cucumbers or herbs frozen inside. Using on-trend, plant-based ingredients like raw cane sugar, turmeric and cardamom also conveys a sense of health-mindedness.

43% OF CONSUMERS SAY
VISUALLY APPEALING
OFFERINGS ARE IMPORTANT.*

MAKE IT INSTA-WORTHY

Cocktails and mocktails are often enjoyed during occasions your guests like to share on social media. Make your beverages a showpiece for their posts by adding vibrant floral toppings and by creating drinks that have a layered look. Rim glasses with sugar to add not just sweetness and flavor, but sparkle as well. Flaming and smoky beverages add dramatic flair and make for a fun photo op.



FEATURED RECIPE



APPLE ALMOND TEA MOCKTAIL

Created by **Melissa Villanueva**
Owner and Founder of Brewpoint Coffee

Festive flavors combined with the toasty delightfulness of tea make this Apple Almond Tea Mocktail the ideal seasonal libation. Make it part of your holiday beverage menu for those who want a change from eggnog or wassail.

HOW TO MAKE:

Apple Almond Tea Concentrate

Yields: 2 gallons

- 280 g roasted almond tea
- 4 liters hot water
- 4 liters apple cider
- 3 lb. Domino® Batch Ready Bag

1. Steep roasted almond tea in hot water for 20 minutes. Strain.
2. Add apple cider and sugar.

Apple Almond Tea Mocktail

Yields: 1 beverage

- 2 pumps of Tate+Lyle® Caramel Beverage Syrup
- 9 oz apple almond tea concentrate
- 2 oz oat milk

1. Add caramel syrup to cup.
2. Steam 9 oz of apple almond tea concentrate to 150°F. Pour in cup.
3. Steam oat milk to 150°F and pour in cup.
4. Top with sprinkle of cinnamon.

To transform from mocktail to cocktail, simply add a shot of apple brandy.

CHEERS!



FEATURED PRODUCT



This month's featured product is our must-have bar ingredient: **Granulated Cane Sugar**. A highly versatile sweetener, our Domino® and C&H® brands of granulated sugar deliver premium quality and product consistency that is trusted by consumers and foodservice professionals alike. With a clean flavor profile, our granulated cane sugar adds sweetness without flavor which allows your cocktails to shine. Trust Domino® and C&H® Sugar to provide the ideal foundation for your operation's custom housemade syrups, and use it as a finishing product to rim glassware or add a bit of sparkle and sweetness to garnishes. Available in a variety of packages and sizes to meet the needs of any operation.



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This exclusive newsletter has been provided by Domino Foods, Inc. Domino Foods is a leader and innovator in sweetening solutions with more than 150 years of experience taking sugarcane from the farm to the table. We are proud to offer the brands of sugar, sweeteners, and syrups that foodservice professionals know and trust including Domino®, C&H®, Florida Crystals® and Tate+Lyle®.

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NEXT EDITION: **DESSERTS**