

Background

Coffee As An Ingredient: As fast-growing trend in recipes, behind the bar and beyond

1.	Menu Penetration	4-Year Growth
Espresso Martini	22.2%	+219%
Tiramisu	17.6%	+27%
Ice Cream	8.2%	-18%
Milkshake	6.4%	-1%
Affogato	5.9%	+19%
Gelato	4.8%	+3%
Cake	3.8%	-26%
Mexican Coffee	3.1%	-35%
Smoothie	2.5%	-12%
Pie	2.3%	-35%
Brownie	1.9%	-10%
Old Fashioned	1.2%	+85%
Keoke Coffee	1.2%	-46%
Carajillo	1.2%	+362%
Sundae	1.1%	-21%
Spanish Coffee	1.1%	-59%

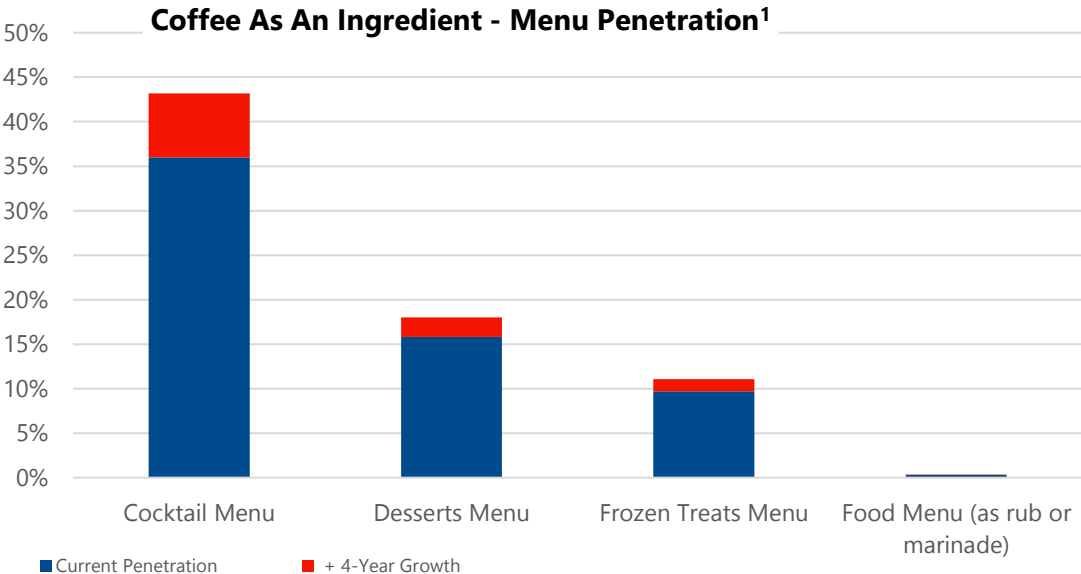
Quick Facts

OVER
1/3RD
of coffee ingredient
inclusions are within the
cocktail and martini space.²



Top Paired Flavors:³

1. Irish
2. Vanilla
3. Chocolate
4. Sugar
5. Caramel
6. Amaretto
7. Hazelnut



1. MenuTrends and MenuCast for MenuTrends YE DEC'23: of restaurants that serve cocktails, % that offer coffee – including cappuccino, cold brew, espresso, mocha
2. MenuTrends YE DEC'23, INCIDENCE DISTRIBUTION: % of items that include coffee – including cappuccino, cold brew, espresso, mocha (outside of hot and iced coffee menu parts)....
3. Technomic Ignite Menu, Q4 2022-Q4 2023

Introducing the new Café Bustelo® Espresso-Style Coffee Concentrate!

Deliver a premium, uniquely Café Bustelo experience with increased operational efficiency.



Unsweetened
No artificial flavors
Premium quality



PREMIUM QUALITY

Rich espresso-style coffee concentrate made with cutting-edge technology that delivers a delicious and uniquely Café Bustelo experience



MAXIMIZED EFFICIENCY

Minimal mixing and measuring. Dilute or use straight in any coffee-based beverage to streamline processes and increase efficiency



BELOVED BRAND

A versatile formulation that will excite consumers and drive consumption. Brought to you by Café Bustelo®, America's favorite espresso coffee brand¹

1. Circana POS Latest 52 Weeks Ending 6/16/2024

Versatile Usage

One ingredient, endless possibilities



Cocktails

*Espresso martinis
Cold & creamy cocktails
Cold Irish coffee*



Mocktails

*Sparkling mixed drinks
Brunch/lunch mocktails
NA espresso martinis*



Cold Coffee

*Bulk cold coffee
Iced lattes
Frappes*



Food

*Tiramisu/desserts
Espresso-marinades
Sauces & drizzles*

Core Application

Ingredient in Mixed Beverages

Kicked-up cocktails.

Excite customers with best-in-class espresso-based alcoholic & non-alcoholic mixed beverages.

- Use in place of current espresso/espresso-flavoring in trendy coffee-based beverages
- Ready-to-use espresso concentrate stands up to alcohol & provides consistent quality every use
- Streamline processes and simplify complex cocktail recipes
- Faster than pulling traditional hot espresso shots – saving critical time in a fast-paced environment
- Warrants a premium price¹



Inspiration



CLASSIC ESPRESSO MARTINI

1oz. Café Bustelo Coffee Concentrate

2oz. Vodka

1oz. Coffee Liqueur

1/2oz. Simple Syrup

- 1. Combine ingredients with ice in a cocktail shaker*
- 2. Shake & pour into chilled martini glass*
- 3. Garnish with espresso beans*



SPARKLING ESPRESSO WITH LIME & MINT

1.5oz. Café Bustelo Coffee Concentrate

.25oz. Vanilla Syrup

4oz. Lime & Mint TopoChico® Sparking Water

- 1. Combine ingredients with ice in a glass*
- 2. Stir to combine*
- 3. Garnish with lime wedge and a sprig of mint*

Core Application

Bulk Cold Coffee

Simply delicious cold coffee.

Easily offer top-quality Café Bustelo® cold coffee in a simple bulk format.

- Mix 1 bottle of Café Bustelo Espresso-Style Coffee Concentrate and 1 gallon of water to make >150 oz. of bulk cold coffee (~12 – 12oz. servings)
- Arabica coffee delivers a bold, desirable flavor that stands up to milk & sugar
- Minimal measuring or mixing to simplify preparation process
- Easily customizable with the use of milks, syrups, drizzles and sweeteners

