

LIVE VIVAZ-LY WITH BIG TRAIN®




Bring bold, authentic
flavor to every cup

Celebrate the vibrant spirit of Hispanic-inspired flavors with Big Train Vivaz. This exciting line of crave-worthy drink mixes is designed to tap into one of the fastest-growing flavor trends in the market.



Hispanic-inspired flavors are in demand.

From horchata cold brews to churro frappes, consumers are craving new and exciting flavor profiles rooted in cultural authenticity. Vivaz delivers on that demand with on-trend options that are easy to prepare and irresistibly good.

-  **Menu-friendly:** Ideal for hot, iced and blended drinks — or even as a dessert base.
-  **High margin:** Premium flavors that customers will want to sip again and again.
-  **Easy to use:** Just blend, stir or shake — no barista skills required.

The Hispanic foods market is expected to reach

\$65.4B

by 2034, fueled by rising demand for bold, authentic flavors

Source: Market Research Future, 2025

Horchata has predicted 4-year growth of

+18.1%

Source: Datassential SNAP! 2025

CHURRO

Warm cinnamon and sugar come together in this nostalgic favorite.

HORCHATA

A smooth, cinnamon-kissed rice milk blend that's refreshingly authentic and incredibly versatile.

FLAN

Rich, creamy caramel flavor that transforms any drink into a decadent dessert experience.



83%

of consumers know churro



More than

1/2

of Gen Z and Millennials know horchata

73%

of consumers know flan



Source: Datassential Consumer Affinity 2025

RECIPE INNOVATION

Unlock creative ways to serve Vivaz with our curated recipe guide. From dirty horchata lattes to spicy pumpkin cold brews, every recipe is crafted for visual impact and unforgettable flavor.



SPICY HOT CHURRO

MAKES 12OZ



Ingredients

- 1/3 cup Big Train® Vivaz Churro Blended Crème
- 5oz. Hot water
- 5oz. Hot milk or milk substitute
- ½oz. DaVinci Gourmet® Habanero Syrup
- 1 pinch Cayenne pepper, optional

Directions

1. Add Big Train® Vivaz Churro Blended Crème, hot water, milk and DaVinci Gourmet® Habanero Syrup to a large glass measuring cup.
2. Whisk until well blended and free of lumps.
3. Pour into a 12 oz. coffee cup or mug.
4. Sprinkle with a pinch of cayenne powder if desired.

Ingredients

- 6 oz. Whole milk or milk alternative
- 1 oz. DaVinci Gourmet® Strawberry Syrup
- 1/2 cup Big Train® Vivaz Horchata Blended Crème
- Fresh strawberries, garnish

Directions

1. Add whole milk, DaVinci Gourmet® Strawberry Syrup and Big Train® Vivaz Horchata Blended Crème to a shaker cup. Shake to combine.
2. Pour over fresh strawberries and ice.



STRAWBERRY HORCHATA REFRESHER

MAKES 16OZ



WILDBERRY FLAN FRAPPE

MAKES 16OZ



Ingredients

- 12oz. Ice
- 1/2 cup Big Train® Vivaz Flan Blended Crème
- 5oz. Water
- 2oz. DaVinci Gourmet® Wildberry Blast Smoothie Mix, divided
- 3-5ea. Fresh or frozen berries for garnish, optional

Directions

1. Combine ice, Big Train® Vivaz Flan Blended Crème and water in a blender. Blend until smooth. Pour half of the blended frappe mixture into a 16 oz. glass or cup.
2. Add 1 oz. of the DaVinci Gourmet® Wildberry Blast Smoothie Mix to the glass. Pour remaining frappe mixture into the glass and top with remaining DaVinci Gourmet® Wildberry Blast Smoothie Mix. Stir mixture slightly to swirl the berry mix into the frappe.
3. Garnish with fresh or frozen berries. Serve.



CARAMEL COCONUT CHURRO FRAPPE

MAKES 16OZ

Ingredients

- 12oz. Ice
- ½ cup Big Train® Vivaz Churro Blended Crème
- 5oz. Water
- 1oz. DaVinci Gourmet® Caramel Sauce
- ¼ oz. DaVinci Gourmet® Coconut Syrup

Directions

1. Combine ice, Big Train® Vivaz Churro Blended Crème, water, half of DaVinci Gourmet® Caramel Sauce and Coconut Syrup in a blender. Blend on low until combined, then turn up to high. Blend until smooth.
2. Drizzle the remaining DaVinci Gourmet® Caramel Sauce into a 16 oz. glass or cup. Pour blended frappe into glass. Garnish with toasted coconut if desired.

TIP
Use a granita machine for Vivaz vibes on tap - just chill, swirl and serve!



DIRTY HORCHATA CHAI LATTE

MAKES
12OZ

Ingredients

- 4 oz. Oregon Chai® Spiced Chai Tea Latte
- 4 oz. Whole Milk
- 3 oz. Hot Espresso
- 1/3 cup Big Train® Vivaz Horchata Blended Crème
Ground Cinnamon, garnish

Directions

1. Heat Oregon Chai® Spiced Chai Tea Latte, milk and espresso in a mug.
2. Add Big Train® Horchata Blended Crème to mixture and stir thoroughly.
3. Garnish with cinnamon and enjoy!



CHAI FLAN LATTE

MAKES 16OZ

Ingredients

- 1/3 cup Big Train® Vivaz Flan Blended Crème
- 7oz. Whole milk
- 3oz. Oregon Chai® Original Chai Tea Latte
- 1oz. DaVinci Gourmet® Almond Syrup
- 7oz. Ice

Directions

1. Combine Big Train® Vivaz Flan Blended Crème, milk, Oregon Chai® Original Chai Tea Latte mix and syrup in a large cup. Whisk or blend until smooth.
2. Add ice to a 16 oz. glass or cup. Add blended Big Train® Flan mixture. Serve.



HOT CHERRY FLAN

MAKES 12OZ



Ingredients

- 1/3 cup Big Train® Vivaz Flan Blended Crème
- 10oz. Hot water or milk
- ½oz. DaVinci Gourmet® Cherry Syrup
- ¼cup Steamed or frothed milk
- 1 pinch Dried cherry powder, optional

Directions

1. Combine Big Train® Vivaz Flan Blended Crème and hot water or milk in a heat proof pouring cup. Whisk until well blended. Pour mixture into a large coffee mug or cup.
2. Drizzle DaVinci Gourmet® Cherry Syrup into cup and let sink to the bottom.
3. Steam or whip milk in a steaming pitcher until light and fluffy. Spoon on top of liquid.
4. Sprinkle with dried cherry powder and serve.

Ingredients

- 1/3 cup Big Train® Vivaz Churro Blended Crème
- 10oz. Cold brew coffee
- 8oz. Ice
- ½oz. DaVinci Gourmet® Chocolate Sauce

Directions

1. Spread DaVinci Gourmet® Chocolate Sauce on the inside of a 16 oz. glass. Set aside.
2. Combine Big Train® Vivaz Churro Blended Crème, coffee and ice in a shaker cup. Cover and shake for 10-15 seconds.
3. Remove cover and pour into the reserved glass. Serve.



SHAKEN CHURRO LATTE

MAKES 16OZ



SPICED PUMPKIN HORCHATA COLD BREW

MAKES 16OZ



Ingredients

- 8 oz. Cold brew
- ¾ cups Big Train® Vivaz Horchata Blended Crème
- ½ oz. DaVinci Gourmet® Pumpkin Pie Sauce

Cold Foam

- 1/2 oz. DaVinci Gourmet® Cinnamon Syrup
- 1/4 oz. DaVinci Gourmet® Habanero Syrup
- 2 oz. Heavy Whipping Cream

Directions

1. Add cold brew, Big Train® Vivaz Horchata Blended Crème and DaVinci Gourmet® Pumpkin Pie Sauce in a shaker and thoroughly shake.
2. In a separate container, make the foam by mixing heavy whipping cream with the DaVinci Gourmet® Cinnamon and Habanero Syrups.
3. Pour foam over the cold brew.





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PRODUCT	ITEM #	DOT	GTIN	UPC	PACK SIZE
Big Train® Horchata Blended Crème	20501780	623730	10642628017960	642628017963	5/3.5 lb
Big Train® Flan Blended Crème	20797750	807734	10642628990041	642628990044	5/3.5 lb
Big Train® Churro Blended Crème	20797748	807735	10642628990027	642628990020	5/3.5 lb



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and see how others are serving Vivaz with flair!

KERRY

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