



NEW PRODUCTS

2024

MONIN®



Introducing *Hydration Boost*

Research & Insights

68%

OF CONSUMERS WANT TO EXERCISE MORE AND DRINK MORE WATER IN 2024: A TIE FOR THE TOP HEALTH GOAL OVERALL

ESSENTIAL DATA

'We're All Water-Bottle Freaks'

Americans are drinking more water. How best to contain it: That's the burning question.

ENTERTAINMENT

Target Stanley cup madness continues as mugs resell for over \$300



Interest is high across functional beverage types.

Consumers are most looking for low-sugar, vitamin-packed drinks and hydration-focused drinks. However, nearly three-quarters are interested in energy and weight management drinks with especially high interest among Millennials.

how interested would you be the following types of functional beverages? (top-2, 3 pt. scale)

Health and wellness drinks: formulated with vitamins but with less sugar and calories

86%

Hydration drinks: formulated with a little protein, fat, or sugar to keep you hydrated longer than plain water

84%

Greater among Millennials (90%) and Gen X (89%)

Energy and stimulation drinks: contain high levels of caffeine or other stimulants like B vitamins, ginseng, or creatine


74%

Greater among Millennials (86%) and Gen X (80%)

Weight management drinks: formulated with ingredients that are claimed to promote weight loss

74%

Greater among Millennials (81%)



Why Monin Hydration Boost?

Pure Hydration

Contains no added sugar or sweeteners—just the essential elements your body needs for optimal performance.

Boost Any Beverage

Just two ¼-oz. pumps is all you need for instant, increased hydration. Hydration Boost blends seamlessly in hot or cold beverages.

High Interest in Functional Beverages

89% of Gen Z and 90% of Millennials are interested in purchasing hydration drinks.*

*Datassential



Pack Sizes

1L Plastic Bottles: 4/case* **M-FX356FP**

*Includes 1 pump

Shelf Life - Unopened

1L Plastic Bottle: 18 months

NO ARTIFICIAL INGREDIENTS

DAIRY FREE

GLUTEN FREE

KOSHER

NON GMO

AMOUNT PER SERVING

SODIUM 240MG

POTASSIUM 140MG

MAGNESIUM 5MG

Retail Examples



Recipe Inspiration



Hydrating Hibiscus Tea

- 1 oz. Monin Hibiscus Syrup
- ½ oz. Monin Hydration Boost
- 5 oz. fresh-brewed tea



Sparkling Boosted Spa Water

- ½ oz. Monin Hydration Boost
- ½ oz. Monin Cucumber Syrup
- 2 lemon wedges
- 6 oz. club soda



Hydrating Energized Boost

- ¾ oz. Monin Hydration Boost
- ½ oz. Monin Energy Boost
- 2 oz. pineapple juice
- 2 oz. orange juice
- 2 oz. club soda



Boosted Caramel Latte

- ¾ oz. Monin Caramel Syrup
- ½ oz. Monin Hydration Boost
- 2 shots espresso
- fill with steamed milk



Introducing *Sugar Free Lavender*

Lavender Predicted Growth & Menu Presence



INCEPTION

P4Y: +48%
thru 2027: +42%

4-YEAR PROGNOSIS

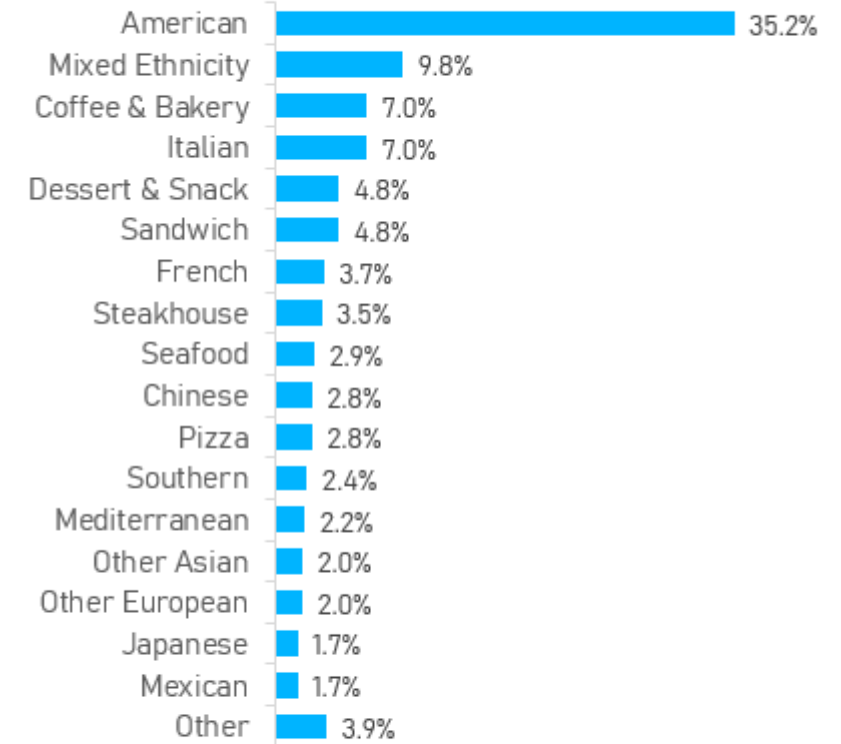
**VERY
STRONG**

Lavender ranks in the **99^h percentile** for future growth potential.

Its growth is predicted to outperform 99% of all other foods, beverage, and ingredients over the next four years.

FOUND ON MENU TYPES

share of
total incidence



ETHNIC MENUS

35.7%

NON ETHNIC MENUS

64.3%

a high MENU VERSATILITY SCORE indicates an item that works well in many different cuisines

Monin Lavender Syrup

CUSTOMER REVIEWS

4.9 ★ ★ ★ ★ ★ (242)



Why Monin Sugar Free Lavender Syrup?

Fresh-Picked Flavor

Offers a superior, authentic lavender flavor without any artificial aftertaste. It's aromatic with semi-sweet herbal notes.

Sugar-Free Indulgence

Lush floral notes elevate beverage and culinary experiences, without any added sugar or calories.

Floral Favorite

Lavender is predicted to outperform 99% of all other foods, beverages, and ingredients over the next four years.*



Pack Sizes

1L Plastic Bottles: 4/case **M-FS061F**
750mL Glass Bottles: 12/case **M-AS061A**

Shelf Life - Unopened

1L Plastic Bottle: 18 months
750mL Glass Bottle: 18 months

ZERO CALORIES
DAIRY FREE
GLUTEN FREE
KOSHER
NON GMO

Recipe Inspiration



Lavender Lemon Spritz

- 1 oz. dry vermouth
- 1 oz. Monin Sugar Free Lavender Syrup
- 1 oz. club soda
- Fill with Prosecco



Lavender Peach Tea

- ½ oz. Monin Sugar Free Lavender Syrup
- ½ oz. Monin Sugar Free Peach Syrup
- 7 oz. iced tea



Lavender London Fog

- ½ oz. Monin Sugar Free Lavender Syrup
- ½ Monin Sugar Free Vanilla Syrup
- 8 oz. steeped Earl Grey black tea
- Fill with steamed milk



Skinny Lavender Cold Brew

- 1 oz. Monin Sugar Free Lavender Syrup
- 1 oz Monin Cold Brew Coffee Concentrate.
- 5 oz. low-fat milk

2024 New Product
Launch Timelines

Date	Hydration Boost & Sugar Free Lavender
2/21	Monin will ship samples
3/11	Webstaurant new product order window opens
4/12	New product live on Webstaurant



Thank you!

MONIN®