



MONIN®
2024 FLAVOR OF
THE YEAR

Purple is Popping Up Everywhere





Introducing, Ube!

Sweet, earthy tones paired with balanced notes of fig, vanilla and cinnamon.

Made with no artificial ingredients.

Versatile across lattes, lemonades, cocktails, milkshakes, and culinary - especially desserts





Let's Get Rooted In This Flavor

- Pronounced: ooh-beh
- It's a root vegetable, originating from the Philippines and is popular throughout Southeast Asia
- Recognized for its vivid violet/lavender color
- Also known as a purple yam

Predicted Growth & Menu Presence



ADOPTION

P4Y: +146%
thru 2027: +48%

4-YEAR PROGNOSIS

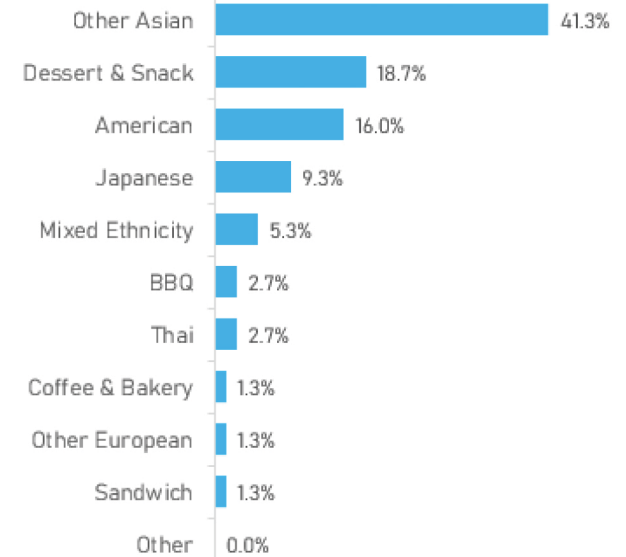
STRONG

UBE ranks in the **88th percentile** for future growth potential.

Its growth is predicted to outperform 88% of all other foods, beverage, and ingredients over the next four years.

FOUND ON MENU TYPES

share of total incidence



ETHNIC MENUS

60%

NON ETHNIC MENUS

40%

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



Top Applications

	share of total incidence
Ethnic Dessert	16%
Sundae	13.3%
Frozen Treat	10.7%
Cocktail/Mixed Drink	8%
Frozen Non-Alcoholic Drink	6.7%
Iced Tea	5.3%
Breakfast Starch	4%
Cheesecake	4%
Other Non-Fizzy Drink	4%
Other Entree	2.7%
Breakfast Bakery	2.7%
Pastry	2.7%
Pie/Tart	2.7%
Specialty Iced Coffee	2.7%
Appetizer Salad	1.3%
Shellfish Main Entree	1.3%
Combos/Multi Protein	1.3%
Other	10.7%



Top Flavor Pairings

- Coconut
- Lemon
- Fig
- Almond
- Cinnamon
- Chocolate/White Chocolate



Industry & Retail Examples



Ube Cocktail @ KAIYŌ
San Francisco, CA



Ube latte from Portland's Cà Phê.



Café Bora



The Little Mermaid
@ Upbeet Atlanta

Why Monin Ube Syrup?

Vibrant Color

Add distinctive and eye-catching hues of purple to beverage and culinary creations.

Novel & Versatile

Earthy purple yam balanced with notes of fig, vanilla, and cinnamon makes for a unique flavor blend that mixes beautifully in hot or cold beverages.

Interest is high!

67% of consumers are likely to purchase an ube-flavored beverage or dessert.*



Pack Sizes

1L Plastic Bottles: 4/case **M-FR361F**

750mL Glass Bottles: 12/case **M-AR361A**

NO ARTIFICIAL INGREDIENTS

DAIRY FREE

GLUTEN FREE

KOSHER

NON GMO



THANK YOU!