

Introducing Spicy Agave

MONIN®



Introducing..... Spicy Agave Sweetener



- Exciting “twist” to cocktails, mocktails & NABs
- Spice/spicy variations are “hot”
- Complementary heat
- Made with Organic Agave
- Unique Spice Blend



Hatch & Guajillo Chiles



AGAVE

- a syrup made from the tequila plant that is 1.5 times sweeter than regular sugar
- most often found in cocktails
- used as a healthier alternative to sugar

found on **15.8%** of menus

(+14% since 2018)

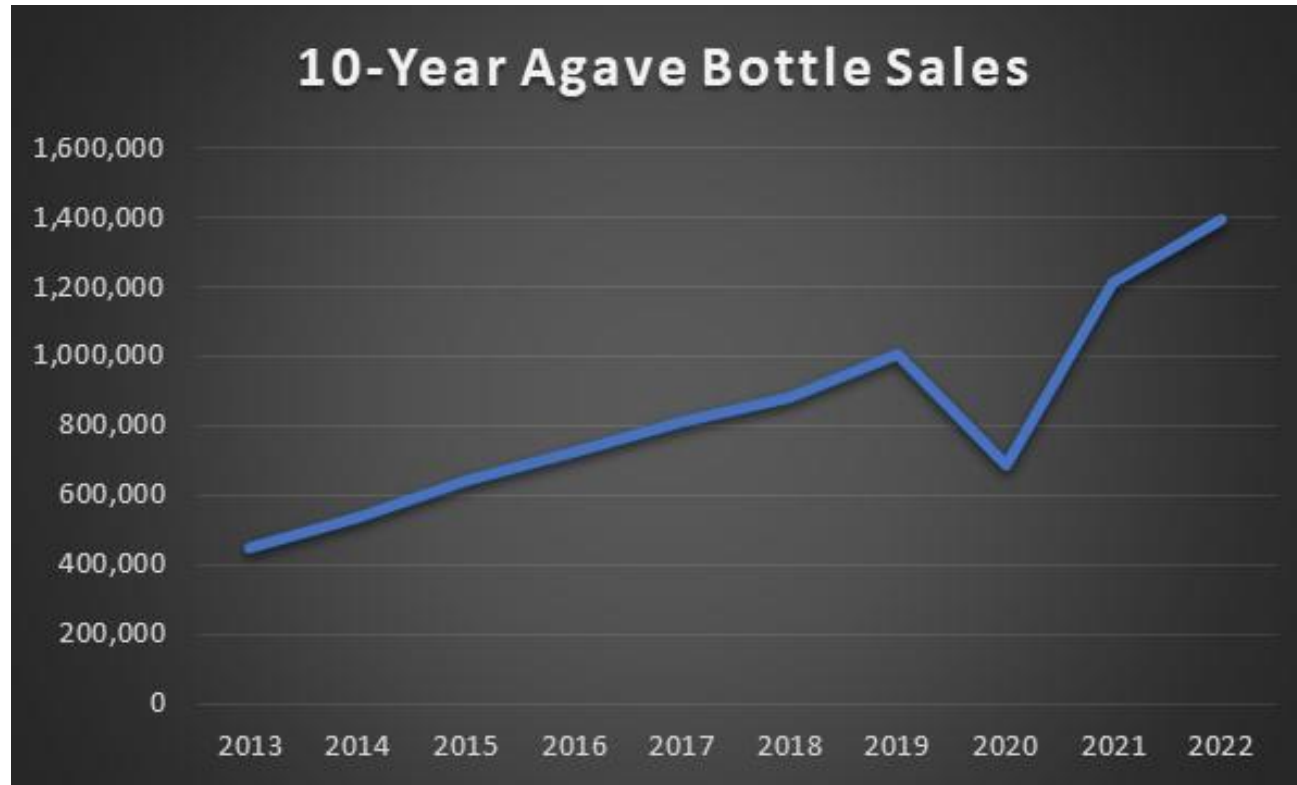
66%
know it

36%
tried it

24%
love or like it

Monin Agave Sweetener Growth

- Bottle sales have grown more than 200% over the last 10 years
- Grew 15% in 2022 vs. 2021 (growth over 180K bottles)



Le Sirop de
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Step Up Your Sweeteners

Monin Agave Sweeteners are the simple way to add a unique, subtle sweetness to your favorite beverages. Try our delightfully sweet Organic Agave Nectar or create that sweet and spicy kick customers crave with our new Spicy Agave, crafted with a proprietary blend of Hatch and Guajillo Chile peppers. Both sweeteners are made with organic agave and contain nothing artificial.



NEW

Ordering Information

Agave Organic Nectar
1L PET, 4/case M-FL157F

Agave Organic Nectar
750mL Glass, 6/case M-A0157B

Spicy Agave
1L PET, 4/case M-FR341F

Shelf Life - Unopened

1L PET: 18 months

750mL Glass: 36 months



Scan for
additional
Monin sweetener
information

☒ NO ARTIFICIAL
INGREDIENTS

☒ KOSHER

☒ DAIRY FREE

☒ NON GMO

☒ GLUTEN FREE

☒ ORGANIC AGAVE

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- Made with Organic Agave + a blend of Hatch & Guajillo Chiles
- 1L only – MFR341F
- Line Priced with Agave Organic Nectar SKU
- Available to order April 10 (does that give us enough time to promote for Cinco?)



Spicy Agave Top 5

1. Monin's Spicy Agave is the first widely-available spicy agave sweetener.
2. Nearly two out of three spicy beverage consumers are likely to try Spicy Agave in a cocktail/mocktails at their favorite bar or restaurant.*
3. As consumers continue trending toward wellness and spice, Spicy Agave offers the perfect sweetener solution for 2023 and beyond.
4. Monin Spicy Agave is made with organic agave AND a unique, compelling blend of Hatch (certified with the New Mexico Department of Agriculture) and Guajillo Chiles that creates intrigue and a great way to differentiate a menu offering/LTO.
5. With significant consumer interest in tequila, margaritas and ranch waters, Spicy Agave is the ideal sweetener to help operators quickly create on-trend cocktails, as well as low/no ABV beverages.

*Monin proprietary research

The background is a warm orange-brown color. It is decorated with several elements: dark brown coffee beans are scattered across the top, bottom, and left sides. Three autumn leaves are visible: a yellow one at the top center, a red one at the top right, and a green and yellow one on the left. A whole orange pumpkin is positioned at the bottom center. In the bottom right corner, there is a glass of iced coffee with milk, ice cubes, and a cinnamon stick.

Pick of the Patch


MONIN®

New!
Maple Pumpkin
Cold Brew



Surge in Cold Brew

- Our iced coffee concentrate products have seen a surge in sales over the last couple years
 - Bottle sales have increased ~150K annually since 2020
 - 2022 sales were up +23% (+52K bottles) vs. 2021
- Sales on monin.com have more than doubled since 2019
- Cold brew on-menu items have doubled in the last 5 years, with 4-year growth potential in the 100th percentile!*
- Projected to be on ~20% of all US menus by 2026*



Le Concentré de
MONIN®



Craft Cold Brew in a "Brr"eeze



Effortlessly craft smooth, rich cold brew coffees using **Monin Cold Brew Coffee Concentrates**. Simply add ice and milk, or water to create a consistently delicious beverage. Add a Monin flavor for an even more unique and one-of-a-kind experience.

- Made with the highest quality ingredients
- Available cold brew coffee concentrates: **Monin Maple Pumpkin Cold Brew Coffee** (lightly sweetened), **Monin Cold Brew Coffee** (unsweetened)

Information for orders:

Maple Pumpkin
1L Plastic Bottle: 4/case
(M-FT342F)

Cold Brew
1L Plastic Bottle: 4/case
(M-FR135F)

Shelf Life - Unopened

(Individual product information may vary)

1L PET: 9 months

☒ NO ARTIFICIAL
INGREDIENTS

☒ DAIRY FREE

☒ GLUTEN FREE

☒ KOSHER

☒ NON GMO

- The first flavor extension of our concentrates line
- Cold Brew & Iced Coffee Concentrates are a fan favorite already
- Made with Grade A dark maple syrup and arabica coffee
- 1L only – MFT342F
- Line Priced with Cold Brew Coffee
- Shelf Life is 9 months
- Available to order April 10, with a go-live date of July/August to capture early seasonal interest



Maple Pumpkin Cold Brew

Top 5

1. Easy to use – Combine 1 oz. of Monin Maple Pumpkin Cold Brew with 7 oz. of milk or water. Simple, premium and delicious.
2. Steeped in seconds – Serve authentic cold brew coffee instantly without expensive equipment, additional training or labor costs.
3. Great taste with a lightly sweetened flavor combination – Maple is gaining traction with consumers and pumpkin is a consistent seasonal favorite.
4. Cold is HOT – Perfectly aligned with the flavored cold brew popularity in US, Latin America and Canada. Plus, this aligns with the Monin 2023 Flavor Trends, specifically *Brew-tiful Blends* and *Simple Joy*.
5. Beyond Cold Brew – Can also be incorporated in milkshakes, cocktails and even creative & unique mocktails.