

SIMPLY

THE ESSENTIAL BACK BAR

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WHAT'S INSIDE

SUGAR FREE
TRENDS

/

MILKSHAKES
AND MORE

/

FRAPPE
RECIPES



CREATING AND SUPPLYING QUALITY PRODUCTS FOR OVER 25 YEARS.

IBC Simply have been creating and supplying quality products for over 25 years. We are experts and innovators in flavour.

We take great pride in the products we produce and distribute. From perfecting our recipes that result in great tasting products, ensuring they meet the needs and expectations of our customers; to keeping our teams happy and motivated, ensuring you receive the best service possible, every time.

When you buy Simply you become part of the IBC Simply family. We want to help you grow your business as we continue to grow ours.

WHAT'S IMPORTANT TO US?



OUR CUSTOMERS

We wouldn't be where we are today without our customers. It's important to us to ensure you receive excellent customer service across every aspect of our business, from choosing Simply and placing your order, to how your goods are packed and delivered, and of course the end products.



OUR TEAM

We know to be successful in business you need a great team. That's why we invest in our employees, from staff training, to perks and benefits, as well as team socials, and keeping the team informed with our goals and vision as a company.



OUR PRODUCTS & INGREDIENTS

Creating quality products is the result of our team working hard to source the right ingredients, develop the right recipe, and rigorously taste test our products before we bring them to market. Making sure they perform on appearance, taste and texture.

We also regularly review our product range so that we supply all the essentials for any food service operator alongside on-trend products and flavours. Our ingredients are carefully sourced and we aim to use sustainable ingredients wherever possible, in addition to natural flavours and colourings if the product allows.



THE ENVIRONMENT AND OUR PACKAGING

As a company we care about our environment and are always making steps to improve our sustainability both through the products we make, but also our environmental footprint.

- We are a paperless office
- When we pack our boxes we use recycled cardboard from our warehouse
- We are constantly looking to make our packaging more sustainable. Our bottles are all PET recyclable and we are moving some products to recyclable pouches.



WORK WITH US

We work with everyone from independent coffee shops, dessert bars and restaurants to major high street chains, and both UK and International Distributors.

If you'd like to work with us get in touch with one of the team:

www.ibcsimply.com | sales@ibcsimply.com | 0800 689 5128

THE ESSENTIAL BACK BAR

Whatever the size of your business, it's crucial to have a well stocked back bar. We don't mean quantity, we mean essential products that will help you create a varied, quick and easy menu that your customers will love.

Keep it simple

1 SALTED CARAMEL

Simply Syrups are all vegan and nut free, plus we offer Sugar Free variations of the most popular flavours.

2 VANILLA FRAPPE POWDER

Create a range of iced frappes using our frappe powder combined with Simply Syrups and Sauces.

3 MANGO SMOOTHIE

All our smoothies contain real fruit, and are vegan. This is our most loved flavour, just blend with ice for 30 seconds for a perfect, popular smoothie.

4 LUXURY WHITE CHOCOLATE SAUCE

No one will beat us on flavour with this sauce. Decorate hot and cold drinks with a drizzle of this, plus its perfect for topping ice cream and waffles. We also offer a White Chocolate and Hazelnut Sauce.

5 SUGAR FREE PEACH ICED TEA

Iced drinks account for over 40% of summer drink sales but this classic is great all year round, it's also a great profit booster. There are over 30 servings per bottle, costing you just 20p per serving, just add water.



SWITCH IT UP WITH THE *Seasons*

In addition to having a varied menu all year round, we recommend creating seasonal menus to appeal to consumer demand. It's also a great sales tool, from creating beautiful beverages for your social media to creating eye catching POS to attract customers.

Speak to one of the team for help planning your seasonal menus



Spring

Spring naturally brings with it a new lease of life so mix up your menu with some new additions.

Think fresh, floral and bright colourful combos to appeal to your Instagram hungry audience and balance these out with something sweet and chocolatey for the Easter season.

Our top picks for Spring flavours are Elderflower, Strawberry, Basil and Cucumber Cooler and add a chocolate twist with a Raspberry & White Chocolate Mocha.

Autumn & Winter

Autumn is growing each year with Pumpkin Spice season starting earlier than ever in 2021. Think cosy vibes, and seasonal favourites.

Combine a selection of Pumpkin Spice flavoured drinks with other menu options like Toffee Nut Latte, Toasted Marshmallow Hot Chocolate and Maple Spice Frappe.

If you're looking to stand out from the crowd, try creating your own ghoulish drinks – use sauces and toppings to create colourful bursts – we love using mint & raspberry sauce for some Halloween colours!

Winter is your time to add traditional festive flavours such as Gingerbread, Eggnog, Cinnamon or our Winter Spice – all work beautifully in coffees and hot chocolates but you can also get creative with some iced variations for your menu.

Hot drinks like Mulled Fruit are a great alcohol free alternative to mulled wine, and are extra easy to serve, just add hot water!

Summer

Summer is a chance to really expand your menu and keep people coming back for more.

From colourful coolers to frappes, smoothies and iced teas. The options are endless! Have a hero drink, that can run for several months that you know your customers will love and keep coming back for, like our Dragon Fruit & Mango Cooler.

Vary flavours across beverages so you can showcase a diverse menu. You can then easily make drinks with different flavours at a customer's request.



HAVE FUN WITH FRAPPES

With sales of iced drinks growing year-on-year, their popularity is increasing as a year-round drink of choice. Especially amongst the under 30s who are still craving instagrammable products.

Make a Frappe in **less than a minute** with Simply Frappe Powder.

With seven Frappe Powders and over 70 syrups to choose from, the combinations you can create are endless.

BLACKBERRY CRUMBLE FRAPPE

Ingredients

Milk – 120ml for 12oz cup / 140ml for 16oz cup / 160ml for 20oz cup 🥛

Simply Vanilla Frappe Powder
2 scoop (50g) for 12oz and 16oz cup / 3 scoops (75g) for 20oz cup 🥄

Simply Blackberry Syrup
2 pumps (15ml) for 12oz and 16oz cup / 3 pumps (22.5ml) for 20oz cup 🍷

Simply Biscuit Crumb 🍪
Whipped cream 🥰
Ice 🧊
Fresh blackberries 🍷

Instructions

- 1 Add milk, Simply Vanilla Frappe Powder, Blackberry Syrup and 1tbsp of biscuit crumb to a blender.
- 2 Add a cup full of ice and blend for 30 seconds until smooth.
- 3 Pour contents of the blender into the glass.
- 4 Top with whipped cream and decorate with Biscuit Crumb and fresh blackberries if you have any!

SPECULOOS FRAPPE

Ingredients

Milk – 120ml for 12oz cup / 140ml for 16oz cup / 160ml for 20oz cup 🥛

Simply Vanilla Frappe Powder
2 scoop (50g) for 12oz and 16oz cup / 3 scoops (75g) for 20oz cup 🥄

Simply Speculoos Syrup
2 pumps (15ml) for 12oz and 16oz cup / 3 pumps (22.5ml) for 20oz cup 🍷

Simply Speculoos Sauce 🍯
Simply Biscuit Crumb 🍪
Whipped cream 🥰
Ice 🧊

Instructions

- 1 Add milk, Vanilla Frappe Powder and Speculoos Syrup to a blender.
- 2 Add a cup full of ice and blend for 30 seconds until smooth.
- 3 Decorate the glass with sauce and pour contents of the blender into the glass.
- 4 Top with whipped cream, more sauce and decorate with Biscuit Crumb.

BUBBLEGUM FRAPPE

Ingredients

Milk – 120ml for 12oz cup / 140ml for 16oz cup / 160ml for 20oz cup 🥛

Simply Vanilla Frappe Powder
2 scoop (50g) for 12oz and 16oz cup / 3 scoops (75g) for 20oz cup 🥄

Simply Bubblegum Syrup
2 pumps (15ml) for 12oz and 16oz cup / 3 pumps (22.5ml) for 20oz cup 🍷

Simply Bubblegum Topping Sauce 🍯
Simply nonpareils (hundred and thousands) 🍬
Whipped cream 🥰
Ice 🧊

Instructions

- 1 Add milk, Vanilla Frappe Powder and Bubblegum Syrup to a blender.
- 2 Add a cup full of ice and blend for 30 seconds until smooth.
- 3 Decorate the glass with sauce and pour contents of the blender into the glass.
- 4 Top with whipped cream, more sauce and decorate with nonpareils.





FEED THE *Mind*



Many customers are opting for a vegan diet or consuming more plant based alternative.

All our syrups are certified vegan by the Vegetarian Society. Plus many of our other products including our vegan chocolate sauce, drinking chocolate and smoothies, plus our new Vegan Vanilla Frappe Powder.

Recent diet trends have favoured fewer rules, with more people focused on mindful or intuitive eating.

Both concepts teach people to pay more attention to what they consume and how it makes them feel, which feeds into the rising awareness of mental and emotional health.

We know people still like to enjoy a sweet treat, but now they can be more conscious about their options and indulge with fewer calories.

We've expanded our Sugar Free range to include even more Simply Syrups and Sauces.

It includes all of our most popular flavours and is continually growing. By adding Sugar Free options it means you can offer customers sugar free or lower calorie alternatives for your most popular menu items. So make sure you add sugar free alongside your most popular flavours!



SUGAR FREE

Reduced SUGAR FRAPPE

Ingredients

Milk 🥛

12oz	16oz	20oz
120ml	140ml	160ml

Simply Vanilla Frappe Powder 🥄

12oz	16oz	20oz
2 scoops (50g)	2 scoops (50g)	3 scoops (75g)

Simply Sugar Free Strawberry Syrup 🍷

12oz	16oz	20oz
2 pumps (15ml)	2 pumps (15ml)	2 pumps (15ml)

Sugar Free Strawberry Topping Sauce 🍷

Simply Freeze Dried Strawberries 🍓

Whipped cream 🥄

Ice 🧊

Instructions

- 1 Add milk, Vanilla Frappe Powder and Sugar Free Strawberry Syrup to a blender
- 2 Add a cup full of ice and blend for 30 seconds until smooth
- 3 Decorate the glass with sauce and pour contents of the blender into the glass
- 4 Top with whipped cream, more sauce and decorate with freeze dried strawberries



CREATING A DIVERSE MENU & product range

Whether you're a distributor or foodservice operator, it's important to have a range of products that meet your customers' needs and demands.

Simply have an extensive range, if you need support in choosing the right products for you, our **experienced account managers** are here to help you.

They will help you:

- ✔ Select product lines to bring you the best return
- ✔ Understand how our products can be used across multiple applications
- ✔ Know what flavour combinations work best together
- ✔ Keep ahead of trends through regular meetings and calls to look at seasonal menu items
- ✔ Work with our marketing team for POS, images, recipes and bespoke requests to ensure you can market Simply products and beverages to your audience
- ✔ Stay up to date with our latest flavours and product lines as we regularly introduce new lines

TOP Tips

KEEP IT SIMPLE

Our iced teas, coolers and winter warmers are an easy addition to any menu. Just add water! Or try blending our coolers with ice for an easy to serve Crushed Cooler.

GET CREATIVE

Our products are extremely versatile, so use products across drinks. Combine flavours or try adding syrups to other products such as smoothies and milkshakes to create a more varied menu.

MAKE IT INSTAGRAM WORTHY

A well presented drink can go a long way to getting you more shares on social – add those finishing touches, whether it's sauce dripping down, extra toppings to decorate the glass or finished drink, or even just a fresh fruit garnish.

CREATE PLANT BASED DRINKS AS STANDARD

So many of our products lend themselves to a plant based diet so why not add some menu items that are vegan as standard so people don't have to request an alternative. From an oat milk hot chocolate to iced mochas, lattes and smoothies.



WHAT OUR CUSTOMERS SAY

We work hard to ensure we deliver excellent customer service and produce high quality products. Here's what some of our customers have to say about working with IBC Simply.



“

IBC Simply help us to improve and meet our customers requirements and needs. They fully understand the deadlines we have and fill us with confidence that the quality products from their extensive collection will arrive without delay. The service we receive is second to none, they have excellent customer service skills and their team responds in a very timely manner.

”

Cathy Stephenson - The Coffee Company



“

As a vegan restaurant and bar it's important for us to have vegan products across our entire offering. Simply Syrups are perfect for us as they are great for adding flavour and colour to our drinks, like lemonades and mocktails. One of our favourites is the Simply Rose syrup as it's one of the best we have found on the market. The IBC Simply team have been great in working with us to provide the products we need and helping us to create a varied vegan beverage menu.

”

Sofia Medina, Unity Diner



“

John Street Beverage have been working with IBC Simply for many years and stock a large range of their Simply products, from Hot Chocolate to Iced Teas and smoothies, suiting every season and occasion. We receive great partnering from the whole IBC team, planning new seasonal recipes to marketing and point of sale.

We receive great feedback from our customers on the quality and full flavour taste of the Simply products supported by the continuing development of new products that keep the brand fresh with new trends and ideas.

Working with IBC Simply has helped us to expand our beverage range and increase sales for both our customers and ourselves.

Jodie Mclavy, John Street Beverage

”



KEEP IT SIMPLE

with smoothies

Our smoothies all contain real fruit and are vegan. Just blend them with ice and you have a ready made smoothie. We have nine flavours to choose from:

- Banana
- Blackberry & Blueberry
- Exotic Fruits
- Mango
- Mango and Passion Fruit
- Pineapple & Passion Fruit
- Strawberry
- Strawberry & Banana
- Summer Fruits



Classic MILKSHAKES


Milkshakes are quickly making their way to the top of the must have menu item!


We've seen a huge rise in milkshake sales across our customers.

Our milkshake powders can be mixed on their own with milk or blended with ice cream for a thicker, more luxurious finish.

Available in Banana, Chocolate, Strawberry and Vanilla.

Ingredients

1tbsp or 15g of Simply Chocolate Milkshake Powder 

200ml of milk 

Instructions

- 1 First place the milkshake powder into the glass and pour in the milk
- 2 Using a handheld milk frother or milkshake spindle, whisk until ingredients have combined.
- 3 Top with whipped cream and dusting of Simply Chocolate Powder or Simply Chocolate Curls.

Instructions with ice cream

- 1 Blend all ingredients together with one scoop of chocolate ice cream for a thicker, creamier milkshake!

Sensational SAUCES

Including Sugar Free

Our luxurious **Simply Sauces** are renowned in the industry for their excellent quality and flavour; in particular our luxurious milk chocolate, white chocolate and vegan sauce.

They are great for adding layers of flavour, whether it's a fruity flourish or colourful finish!

We work with major dessert chains, distributors, as well as independent ice cream shops, dessert bars, confectionary and baking operators.

The desserts industry saw a rise in 2020 as people turned to more comfort eating, especially with people ordering more take away options as more evenings were spent at home.

According to Mintel, 70% of dessert eaters believe desserts can be both healthy and indulgent and 36% of less frequent dessert eaters reported they would eat them more often if they were lower in sugar – that's why we've launched our **Sugar Free range of sauces**.

Our **sugar free range** doesn't compromise on flavour, so you can expect the same great tasting product with lower calories. As well as being great for desserts they are perfect for pairing with our Sugar Free Syrups to create reduced sugar drinks.

- ✓ Enhance desserts
- ✓ Decorate pancakes and waffles
- ✓ Top ice creams and drinks
- ✓ Bake and decorate cakes, cupcakes and more



Finishing TOUCHES

Our toppings are great for adding finishing touches to drink, desserts and bakes.

Whether it's an elegant chocolate curl, colourful nonpareils or a textured layer of freeze dried raspberries – toppings really do add the final touch.



Make it a MOCKTAIL

The low and no-alcohol marketing continues to expand, with consumption expected to grow 31% by 2024, according to the IWSR.

With this market growing we're seeing more and more variations of cocktail classics and alcoholic flavours being recreated as alcohol free recipes.

Granitas can make a great base for alcohol inspired drinks, we've created a mocktail mojito using our lime granita and Simply Mojito syrup.

Ingredients

- 2 scoops (56g) of Lime Granita Powder 🍹
- 2 pumps (15ml) Mojito Syrup 🍹
- 100ml of water 🍹
- Cup of ice 🍹

Instructions

- 1 Add all the ingredients to a blender and blend for 30 seconds
- 2 Pour into a glass and serve with a mint garnish



Pina Colada FRAPPE

This mocktail is the perfect alcohol free version of this creamy classic.

Ingredients

- 2 scoops (50g) of Vanilla Frappe Powder 🍹
- 140ml milk 🍹
- 1 pump (15ml) Pineapple Syrup 🍹
- 1 pump (15ml) Coconut Syrup 🍹
- Cup of ice 🍹

Instructions

- 1 Add all the ingredients to a blender and blend for 30 seconds
- 2 Before serving dust the rim of the glass with Chocolate Duster



Seasonal MENU PLANNER

We help our customers create seasonal menu planners, by working with you to understand your brand, target audience, and the products that will work best for you.

We've put together some seasonal recipe ideas to inspire you.

SPRING & Summer

ICED COLD FRAPPES

Combine Simply Frappe Powders with Simply Syrups, Sauces and Toppings for the perfect ice cold frappe.

- RASPBERRY RIPPLE
- SALTED CARAMEL
- COOKIES & CREAM FRAPPE

More Frappe recipes on pages 8-9

SMOOTHIES & ICED DRINKS

MANGO SMOOTHIE

Add coconut syrup for an additional tropical twist

DRAGON FRUIT & MANGO COOLER

An electric pink addition to your menu!

WATERMELON ICED GREEN TEA

Just add water to our iced tea syrups, over 30 servings per bottle

STRAWBERRY, BASIL AND CUCUMBER COOLER

WATERMELON GRANITA

LATTES & HOT CHOCOLATES

SPECULOOS LATTE

Use this seasonal syrup across your hot drinks menu or add to frappe

COCONUT MOCHA

An alternative addition to more regular syrup flavours

RASPBERRY WHITE HOT CHOCOLATE

Create a varied menu including a range of iced cold drinks.

Don't forget you can use syrups and sauces across different drinks to help reduce waste and use up seasonal flavours. You can also add syrups to baking and icing products.

Sugar Free OPTIONS

Our expanded Sugar Free range makes it even easier to give your customers more choice. Add a Sugar Free option of your most popular flavours, like Salted Caramel.

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AUTUMN & Winter

Autumn and winter menus are full of nostalgia and seasonal favourites which are growing year on year.

LATTES

PUMPKIN SPICE LATTE

choose from our standard, sugar free, or organic syrups

GINGERBREAD LATTE

try decorating with mini gingerbread men or a dusting of cinnamon

EGGNOG LATTE

suggest this as a Vanilla alternative

TOFFEE NUT LATTE

add a seasonal twist with this sweet and nutty syrup

HOT CHOCOLATES

BLACK FOREST HOT CHOCOLATE

a popular choice across both seasons and also works well as a frappe

RUBY HOT CHOCOLATE

a colourful and tasty choice for an alternative hot chocolate

PISTACHIO WHITE HOT CHOCOLATE

a delicate and sweet combination for winter days

TOASTED MARSHMALLOW HOT CHOCOLATE

a popular choice for winter menus

WINTER WARMERS

Our Simply Winter Warmers are great profit boosters, with over 30 servings per bottle, just add hot water.

MULLED FRUITS OR SPICED APPLE

You can get more recipes on our website. Alternatively request recipe cards from our team, or schedule a meeting with one of our account managers to help you plan your own seasonal menu.

www.ibcsimply.com | sales@ibcsimply.com



To help you promote and sell more of your signature and seasonal drinks we can help you create Simply branded POS, in addition to providing recipe cards to help train your staff or share with your own customers.

Download our assets using our online **RESOURCE LIBRARY**

www.italianbevresourcelibrary.co.uk



SIMPLY

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