

SIMPLY

STEP INTO CHRISTMAS

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CREATING & SUPPLYING QUALITY PRODUCTS FOR *over 25 years.*

IBC Simply are experts and innovators in flavour.

From perfecting our product recipes to ensure they meet the expectations of our customers; to keeping our teams happy and motivated so that 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.

Break THE RULES

Who said frappes aren't for winter? Pick the right flavours and you can keep serving frappes through to winter.

As an easy example Pumpkin or Maple Spice are both great flavour additions to move across the menu.



WE'RE HERE TO *help*

TALK TO THE TEAM

If you need support with your menu we can help. We work with you to understand your brand, target audience, and the products that will work best for you. Just schedule a meeting with one of our account managers to help you plan your own seasonal menu.

0800 689 5128 | sales@ibcsimply.com

KEEP UP TO DATE

Our website is brimming with ideas from seasonal menu suggestions and recipes to blog posts on all the latest trends.

www.ibcsimply.com

✉ If you're not already signed up to our newsletter we also send out regular updates with links to our latest recipes and blogs.

LIKE WHAT YOU SEE?

Our customer resource library has assets to help you promote your drinks menu and products from in-store POS to high quality photography you can use on social media, and product images for all lines.

If you're not sure how to access it please contact the marketing team with your account number at **marketing@ibcsimply.com**



MUST HAVE

Winter Essentials

The Simply range offers you everything you need for seasonal trends and festive menu items.

Whether it's syrups as an optional add-on to a latte or you're creating specialty seasonal frappes with delicious toppings and sauces, you can always do it Simply.

WINTER CLASSICS

No winter menu is complete without some festive lattes and hot chocolates, and these flavours will always be winners with customers:

-  Pumpkin Spice
-  Gingerbread
-  Toasted Marshmallow
-  Eggnog

Also available in

SUGAR FREE

If you have room for another flavour we suggest adding **Orange** as a classic pairing with chocolate.

All our
syrups are
vegan and
nut free

WINTER WARMERS

Winter Warmers are a must have menu item in the colder months and our Simply Spiced Apple Winter Warmer is a great place to start. It's got all the festive flavours customers are looking for and it's perfect for a quick serve at a Christmas market.

Find out more
about Winter
Warmers on
page 12



A HUG *In a Mug!*

It's safe to say that one of the best things about winter is the abundance of hot chocolates.

Is there anything better than sipping on a warm chocolatey treat, topped with whipped cream and lashings of sauce? We think not, and that's why our indulgent hot chocolate recipes never skimp on toppings.

GO BIG *or Go Home*

A Mintel study from September 2021 found that when visiting coffee shops, **consumers are mostly interested in seasonal and premium chocolate drinks**. The last couple of years have seen a rise in fancy, gourmet hot chocolates and recent data suggests that luxury hot chocolates may be replacing coffee in the UK as customers have started to feel coffee fatigue. This makes it extremely important to offer interesting, flavourful and well-decorated hot chocolates that fit the season.

SIMPLE HOT CHOCOLATE

Our drinking chocolate powder is sweet, smooth and completely vegan so this is a great chance to offer oat or almond milk as standard. Regardless of the milk you use, a standard creamy hot chocolate is an essential during the winter.

WHITE HOT CHOCOLATE

This tasty treat is a brilliant option for dressing up and decorating in lots of different ways. A drizzle of our luxurious white chocolate sauce belongs on this drink, along with some white chocolate curls for texture and extra chocolatey goodness.

RUBY HOT CHOCOLATE

Pink drinks are all the rage right now, so make sure to stand out with this vibrant pink beverage. The subtle berry flavour adds something a bit different to the classic hot chocolate, and the colour makes this an easy choice to show off on social media.



Step into CHRISTMAS

Christmas may as well be called **hot chocolate season** because they are **absolutely everywhere!**

Some great options for festive hot chocolates are mint, orange and hazelnut. There are other fantastic flavours that can be used, even if they're not obvious festive choices.

Black forest is popular for its richness, and toffee nut has been gaining traction throughout the entire autumn winter season in recent years.

It's also important to lean into nostalgia at Christmas time as this is what all consumers are looking for. A great way to capitalise on this as well as the tendency to indulge during the festive period is hot chocolates based on childhood treats.

Think of your favourite chocolate from your favourite selection box – now turn it into a hot chocolate! Costa have been collaborating with Terry's and Quality Street for several years now, so the proof is in the chocolate pudding that this approach is popular with audiences.



Candy Cane WHITE HOT CHOCOLATE Recipe

Ingredients

2 scoops (34g) Simply White Chocolate Powder 🍵
1 pump (7.5ml) Simply Candy Floss Syrup 🍷
1 pump (7.5ml) Simply Organic Peppermint Syrup 🍷
Steamed milk 🥛
Whipped cream 🍌
Candy canes 🍭

Instructions

- 1 Combine the white chocolate powder and syrups in a cup.
- 2 Add a little steamed milk and stir into a paste.
- 3 Top with the rest of the steamed milk.
- 4 Decorate with whipped cream and candy canes

SIMPLY Top tip

Hang a candy cane from the glass or sprinkle crushed candy canes on top of the whipped cream.



Add an extra pop of colour with Simply Topping Sauces



Get all of our favourite recipes at www.ibcsimply.com/recipe
Plus you can download recipe cards to share with your team.

SPICE UP

Your Menu

Pumpkin spice is a guaranteed feature on every autumn menu, but there are so many other spiced flavours you should be trying! Use your winter and Christmas changeover to expand on the spiced idea and try some new spiced syrups.

Speculoos originated in Belgium and the Netherlands, but this spiced biscuit flavour has completely taken over the bakery sector. You may know it from the brand Lotus Biscoff, but it's safe to say speculoos is making a name for itself. That's why it's one of our top choices for steering towards something other than pumpkin spice this autumn.

Another popular flavour is spiced chai. This Indian beverage gained mass popularity after Starbucks added it to its menu, as it's a great alternative to the standard latte. Making a spiced chai latte couldn't be easier; just add our spiced chai syrup to steamed milk and sprinkle some cinnamon on top!

We often wonder if we were going to form a 90s style pop group, what would our public personas be?

So when we realised we have 5 spiced syrups to choose from, it only made sense to figure out their spiced personalities too!

BISCUIT SPICE

A fun, confident and outgoing spiced biscuit that everyone loves.

PUMPKIN SPICE

The most iconic spice option with that signature pumpkin orange.

Introducing THE SIMPLY SPICE BABES

MAPLE SPICE

A warm and sweet spice that's the newest on the block.



WINTER SPICE

This syrup can be a bit intimidating at first but its boldness is what makes it great.

CHAI SPICE

Sophisticated and put together, this syrup is for the professionals and serious among us.

WALKING IN A *Winter Warmer-land*

If you've never heard of winter warmers before, think of them as herbal tea's cool cousin. Just add hot water to your chosen winter warmer and you'll have a wonderful warm beverage to sip on. These are great in the wake of the pandemic as we have seen a rise in mindfulness.

Customers want non-caFFEinated drinks to join their new healthier lifestyle, but they'll

still be on the lookout for something hot and satisfying.

The three most influential factors in purchasing a hot drink are taste, convenience and price.

Here's a breakdown of why the Simply Winter Warmers range is the perfect offering for your winter menu.

TASTE

Our syrups go through extensive testing to make sure we deliver the best possible quality. Our winter warmers are packed with flavour, so a delicious drink can be made with just two ingredients. With 6 flavours to choose from, there's something for everyone.

CONVENIENCE

Making a winter warmer couldn't be easier! Just add hot water to the syrup and stir. A single serving can be made in a matter of seconds if you have a hot water tap or urn ready to go. This quick serve drink that's already made before a customer has put their wallet away is definitely a winner for convenience.

These are also a fantastic cocktail base, especially at Bonfire Night celebrations and Christmas markets! Offer parents a shot of rum or whiskey as an optional extra, or you can even create your own concoction using Simply Mulled Fruit Winter Warmer and red wine.

PRICE

Our 1 litre Simply Winter Warmers contain 33 servings, so it's one of the cheapest drinks to make. The great profit margin allows you to adjust your menu prices easily which will be important this winter due to the cost of living. Customers are cutting back on treats, so a cheap winter warmer that still delivers on profit is great for everyone.

Sour Cherry & Plum **WINTER WARMER** *Recipe*

Ingredients

4 pumps (30ml) Simply Sour Cherry & Plum Winter Warmer 🍷

270ml hot water 🍵

Cinnamon sticks (optional) 🌿

Cranberries (optional) 🍓

Instructions

- 1 Add the sour cherry and plum winter warmer to a cup or glass.
- 2 Top with hot water and stir.
- 3 Garnish with cinnamon sticks and cranberries (optional)



Get Saucy THIS WINTER

Once you have your seasonal flavours chosen, you need to decide exactly how you're going to present your drinks and desserts. The famous expression that you eat first with your eyes might seem like a cliché, but it's so important.

A whopping 75% of people now report that they purchased something because they saw it on social media first. When it comes to food and drink, social media is king especially among the younger generations. Up to 40% of Gen Z now use TikTok and Instagram as search engines to find places to eat rather than Google, so presentation is key.

This is where
our topping
sauces come
in and save
the day



Our TOP TIPS



Create pretty designs on top of drinks, cakes and more using our easy squeeze bottles. Drizzle our sauces down the inside of a cup or mug before serving frappes and hot chocolates, and don't forget to add even more sauce on top of the whipped cream for extra colour.



If you're decorating a dessert plate, a small pool of sauce smeared with the back of a spoon will create a brilliant base for your sweet treat. Any chocolate dessert can be made better with a trio of chocolate sauces! Try alternating zig-zags with our luxurious white, milk and vegan chocolate topping sauces for a pop of colour as well as a delicious mix of flavours.



Halloween is a great time to get creative with decorative elements. Grab a toothpick and drag it through concentric circles of sauce for a spider web effect. Make sure to stock up on our bright red strawberry and raspberry topping sauces to use as fake blood throughout spooky season.

WINTER MENU

Suggestions

Our chocolate duster is a great way to decorate any hot drink



Frappes

Maple Spice Frappe

Rocky Road Frappe

Chocolate Speculoos Frappe

Toffee Apple Frappe

Blackberry Crumble Frappe



Lattes

Salted Caramel Pumpkin Spice Latte

Gingerbread Latte

Winter Spice Latte

Toffee Nut Latte

Spiced Chai Latte

If you sell baked goods at your café, try cross-selling them with matching drinks! Who doesn't love to dip a gingerbread man in their latte?



Make any hot chocolate even more premium with a drizzle of our luxury milk chocolate topping sauce and a generous handful of marshmallows



Hot Chocolates

S'mores Hot Chocolate

Ruby Hot Chocolate

Candy Cane White Hot Chocolate

Pumpkin Spice Hot Chocolate

Hazelnut White Hot Chocolate

Winter Warmers

Spiced Pear Winter Warmer

Mulled Fruit Winter Warmer

Sour Cherry & Plum Winter Warmer

Spiced Apple Winter Warmer

Garnishes galore! Get creative with fruits and spices to garnish your winter warmers.



'Tis the SEASON!

The festive season is a time where everyone indulges that little bit extra and for good reason. There's so many amazing drinks brought out just for Christmas and New Year's Eve, so it would be a shame to miss out on the fun.

We have plenty of cocktail recipes on our website, with many created with the festive season in mind.



Head to ibcsimply.com to download the recipe cards and find your new favourite cocktail.

BLACK FOREST ESPRESSO MARTINI

This is luxury at its finest. Rich cherry, sweet chocolate and smooth espresso – and it's alcoholic! Grab yourself a cocktail shaker and get in the festive spirit.

CARAMEL WHITE RUSSIAN

Great for any celebration or event, this twist on a White Russian is like a dessert that you can drink! Drizzle the caramel sauce to your heart's content and enjoy this sweet, creamy cocktail.

WILD STRAWBERRY PROSECCO

What's a celebration without some bubbles? A splash of wild strawberry syrup adds a delicious fruity flavour to any prosecco or champagne. It's great with alcohol-free prosecco too.

It's A DATE!

22

Our saffron, rose and pistachio syrups are perfect for the festival of light.

DIWALI
24th
OCTOBER

25



26

23

Offer at least two specialty hot chocolates to grab customers' attention.

NATIONAL HOT
CHOCOLATE DAY

13th
DECEMBER



14

15

29

HALLOWEEN
31st
OCTOBER

Use chocolate sauce to create spider webs or our red topping sauces as fake blood.



30

23

CHRISTMAS
DAY
25th
DECEMBER

Gingerbread is a must have for the whole of advent.



24

BONFIRE
NIGHT
5th
NOVEMBER

Toffee apple, toffee popcorn and toasted marshmallow are a must this time of year.

6

7



NEW YEAR'S
EVE
31st
DECEMBER

Celebrate the New Year with our fruity syrups, perfect in prosecco.

1

2



Looking Ahead INTO 2023

After all the celebrations to close out 2022, we look ahead into the first couple of months of 2023. There are so many trends revolving around the start of the year so it's really important to get prepared and be trendy!

New Year's Day and the following weeks will be filled with health kicks, mindfulness and dietary changes while customers focus on their New Year's resolutions. Some of the most common resolutions are to lose weight, be healthier and live life to the fullest.

January has also become synonymous with the Veganuary challenge where people go vegan for the whole month. There has been a 200% increase in Veganuary sign ups in the last 3 years and it's predicted to keep on growing this year and beyond.

The good news is we have an extensive range of products to choose from to target the resolutions crowd as well as those doing Veganuary. The great news is you can meet demands from both sets of customers in one go! All of our syrups are vegan, including our 40 sugar free syrups and 5 organic sugar syrups. Plus we have a fantastic range of smoothies as well as supplement boosts which can be used together.

**All our
syrups are
vegan and
nut free**

As resolutions are forgotten and people carry on as normal, we enter the month of love with February. This is a brilliant chance to sell as many pink drinks as you can on a limited edition romantic menu. Our ruby chocolate powder, pink lemonade cooler and rose syrup are excellent starting points, and you probably already have them in stock from previous seasons!



MIX & Match

Our ruby chocolate powder works just as well when dissolved in hot milk as it does blended with cold milk and ice.

TRANSITION FROM *Winter to Summer*

Your menu may be changing to fit the seasons, but that doesn't mean your ingredients need to change too. There are plenty of ways you can carry those autumn and winter flavours through into spring.

Ruby hot chocolate will bring so much attention during winter, and you can make it into an ice cold frappe for spring with the same powder! Who can say no to a bright pink drink with freeze dried raspberries on top!

We're partial to a white hot chocolate during the winter, and our white chocolate frappe powder means that you can turn these popular flavour combinations into an iced drink with ease.

A quick serve drink is always a must, no matter the season. Our winter warmers are the obvious choice for autumn and winter, so it's a good thing we have a warm weather alternative! Try our iced teas, coolers and brand new

lemonades that work in the exact same way using cold water and ice. If you want to try before you buy, come visit us at London Coffee Festival on stand HP31 as we'll have all three lemonades available to taste.

Another great approach is to simply keep seasonal drinks going! Customers expect their favourite seasonal flavours to be limited edition, such as gingerbread, pumpkin spice and toffee nut. This leads to a trend we've noticed of people buying these flavours to use at home throughout the entire year because they're not available in any coffee shops.

If you're unsure on how to use up any leftover flavours from winter, speak to a member of our team!

We're always on hand to give you ideas on drinks that you can offer throughout the year, regardless of season.

KEEP SEASONAL DRINKS GOING

Try a mini promotion of toffee nut frappes for two weeks during spring!



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
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SIMPLY

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CHRISTMAS



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