



Cafe Essentials[®]
GOURMET SPECIALTY BEVERAGES

Cafe Essentials...EXTREMELY great taste at an EXTREMELY GREAT VALUE.

Artisan Craftsmanship—A coffee roaster puts their love and care into cupping coffee for the best beans and roast. From our private factory, the Cafe Essentials Artisan “cups” every batch to assure its customers the best flavor profile.

It's all about taste Really great taste. Customers simply do not come back if your beverages are not top-notch, unique, and inviting. Cafe Essentials provides the authentic true taste difference that will set your shop apart from the mainstream.

On top of great taste is good health Leading the healthy revolution is Cafe Essentials, with 10% to 25% less sugar, less calories, and up to 50% less fat than most frappés. Cafe Essentials is the first and original brand featuring NO artificial flavors, NO artificial sweeteners, and NO artificial colors in the specialty beverage category.

Complete program From frappés to hot cocoas to vanillas to chai, Cafe Essentials has the ice blended and hot beverage programs you need to be successful. Cafe Essentials is your complete “better for you” gourmet specialty beverage solution.

Then there is cost A great beverage that gives you repeat business is priceless. But why pay more? Cafe Essentials is typically 10% to 45% less expensive than the competition on a per drink basis.

Plus our blends are more concentrated Most companies need two 70cc scoops to make a drink when Cafe Essentials can be made with two 26cc to 53cc scoops. You may be surprised at the true higher cost you are paying now with a competitor's product.

And what about those sales the competition puts on? The typical “sale” from the competition “might” bring their price down to our normal price. Cafe Essentials, a great value...everyday.

NO artificial flavors	NO milk needed	Less sugar
NO artificial colors	Strong, distinct, authentic taste profiles	Less cost
NO artificial sweeteners		Gluten free
NO hydrogenated oils	Less fat	

ORGANIC



Enjoy our 5 Artisan Crafted Organic Cafe Essentials blends where we bring together the best products from around the world. The unique taste and velvety shake-like texture will “wow” your customers. Add Organic 2% milk, ice and blend your way to repeat customer visits.

Organic Madagascar Bourbon Vanilla Crème

Designed for the sophisticated vanilla lover. Enjoy the big upfront pop of vanilla and then the lingering aftertaste of what is considered the best vanilla in the world – the Madagascar Bourbon type, all set in a rich milky creamy base.

Organic Madagascar Vanilla Latte

Rich and creamy dairy with vanilla tones from Bali and Madagascar fill your taste buds and then leave you with a pleasant light aftertaste of Vera Cruz coffee & Vanilla Bean.

Organic Moka Latte

A luxurious blend that pairs the light balanced tastes of Vera Cruz coffee and Dominican Republic cocoa with a rich, ice creamy dairy base.

Organic Café Moka

A more intense blend with rich cocoas from Peru and Africa, and strong coffee from a special plantation in Vera Cruz, Mexico – all set in a smoothing dairy base.

Organic Chocolate Frappé

A uniquely addicting red type Peruvian cocoa, and African dark cocoas meld together to give a nice burst of chocolate – all set in a creamy dairy base.

DID YOU KNOW? All of our organic blends listed above can be made in a hot version...taste and enjoy!

No GMO	No hydrogenated oils
No pesticide residue	No trans fats
No artificial flavors	Origin specific
No artificial colors	Strong, distinct, authentic taste profiles
No artificial sweeteners	



Vanillas and Bases

Deliver the consistent taste your Barista's recipes deserve with Cafe Essentials vanilla and base products. Makes excellent stand alone vanilla shakes. Our neutral base product truly delivers a velvety base to build off of. Make any frappé or smoothie the ultimate in health with yogurt lovers products.

Neutral Base*

The essential foundation for creating "from scratch" specialty beverages such as mochas and fruit smoothies. This versatile base delivers a creamy, velvety, rich and "neutral dairy" taste profile. A 1:1 replacement for most neutral bases.

Sugar Free White Chocolate

All the rich and creamy notes you expect but in a sugar free version. Makes a great white chocolate espresso. Add fruit or syrups or other recipes. Sweetened with sucralose and monk fruit.

Sugar Free Chocolate

Add in your espresso and milk, or make a hot chocolate. Rich and creamy like you want, in a sugar free version. Sweetened with sucralose and monk fruit.

Vanilla Bean

Vanilla Bean is like rich and creamy vanilla ice cream with a true Madagascar vanilla bean inclusion. High vanilla notes & medium bean notes, all in the ice creamy base.



Vanilla Cream*

Distinct vanilla notes in a deeper rich creamy base. Just like a high end country style hard pack ice cream. Create shakes that burst with flavor, or add to your fruit smoothie.

White Chocolate

A rich and creamy white chocolate that is great straight up or as a base to add your espresso, chocolate, syrups or fruit into. Not overpowering, to let your quality espresso or coffees shine through.

Yogurt Lover's Choice* (beverage base)

Yogurt Lover's Choice is a delicious non-fat vanilla milky yogurt beverage containing pre & pro-biotics, fiber and protein. Used as a base shake to add fruit, juice or syrups into, it also blends well into a Dr. Smoothie fruit smoothie.

Yogurt Lover's Plus (concentrate)

Transforms your beverage of choice into a healthy option. Contains pre & pro-biotics, fiber and protein. Adds a very silky mouthfeel. Primarily designed as a blend in for any smoothie or frappé. Add this to your menu and show your customers you are serious about good health.

Enjoy the healthy benefits of pre-biotics, pro-biotics and fiber today! *Unit Size—1.25 lb. jar*

*Unit Size—3.5 lb. bags 5/3.5 bags per case *25 lb. bulk*

NO artificial flavors
NO artificial colors
NO artificial sweeteners



Mocha

Cafe Essentials Mochas have a nice, strong "from nature" taste profile. Our products exhibit a full, rich milk based taste profile made with water. When you make our mochas with milk, they are ultra-decadent and even more ice creamy. Considerably less in fat than the competition, we represent the "better for you" indulgent treat. Enjoy!

Which Mocha to choose?

Our hallmark is strong taste profiles. All mocha products have coffee in them at varying strengths. **From strongest coffee to least:**

Ja' Mocha, Cocoa'ccino, Mocha Java, Milk Chocolate Mocha.

SHORT FLAVOR PROFILES:

Coffee-Cocoa: Ja' Mocha, has a coffee-cocoa profile.

Cocoa-Coffee-with more Dairy: Cocoa'ccino

Cocoa-Coffee: Mocha Java, Cocoa'ccino, Milk Chocolate Mocha

Base products: Milk Chocolate Mocha, Mocha Java, but all our products love your espresso in it!

Cocoa'ccino

Ghirardelli® brand cocoa and Colombian coffee combines with rich & creamy dairy notes for a unique, well-rounded taste sensation. Creamy dairy, light cocoa caramel notes with coffee background. Very unique.

Ja' Mocha* (available in decaf)

Intense mega-Ghirardelli® brand cocoa, with strong coffee in a creamy base, gives your customers a big flavor impact.

NO artificial flavors
NO artificial colors
NO artificial sweeteners

Ghirardelli® is a trademark of Ghirardelli Chocolate Company, registered in the United States and other countries. Ghirardelli® brand cocoa and chocolates are not affiliated with Dr. Smoothie Brands, our products, or our website. They do not sponsor or endorse our products or materials.

Milk Chocolate Mocha* (highest yield product)

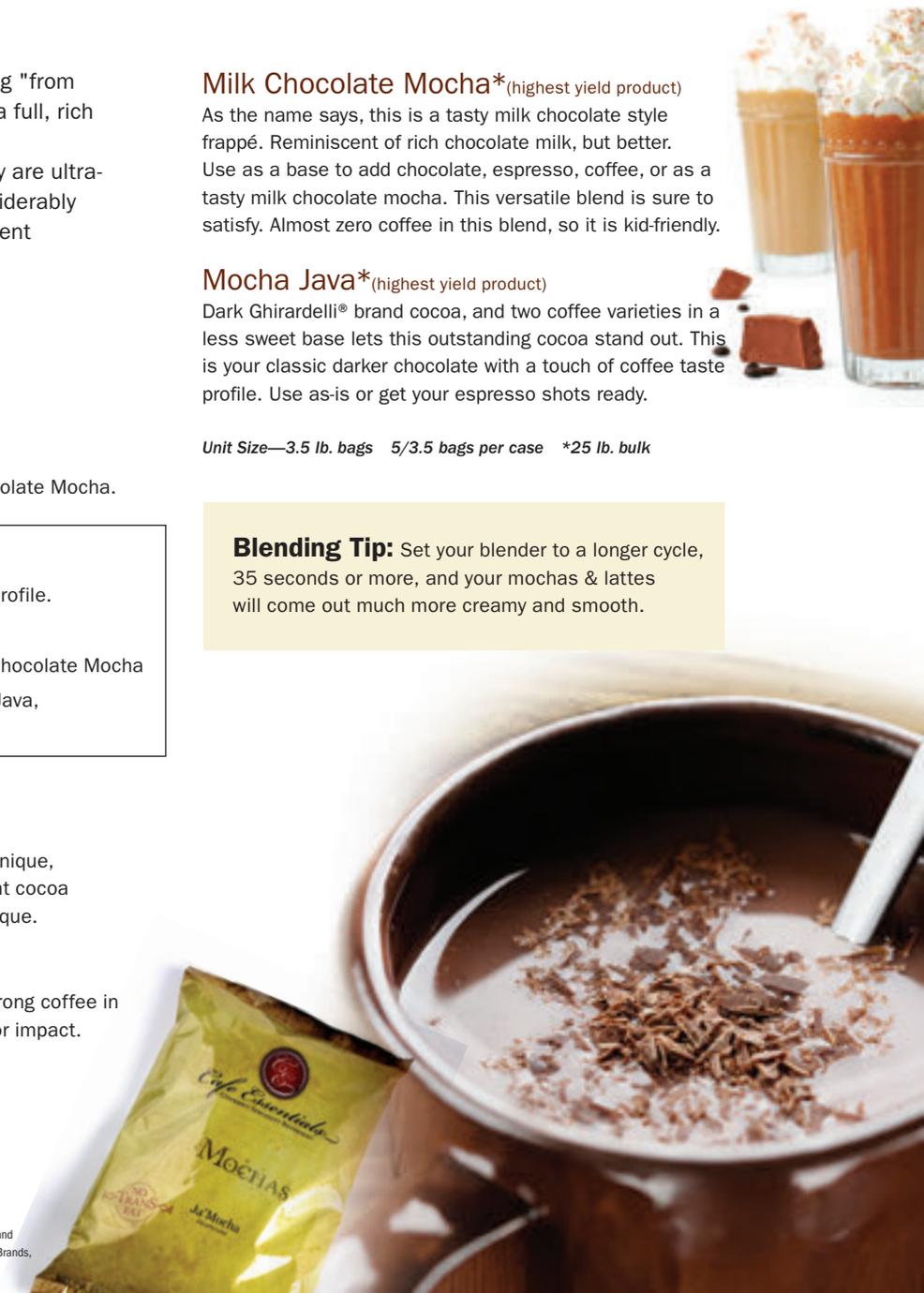
As the name says, this is a tasty milk chocolate style frappé. Reminiscent of rich chocolate milk, but better. Use as a base to add chocolate, espresso, coffee, or as a tasty milk chocolate mocha. This versatile blend is sure to satisfy. Almost zero coffee in this blend, so it is kid-friendly.

Mocha Java* (highest yield product)

Dark Ghirardelli® brand cocoa, and two coffee varieties in a less sweet base lets this outstanding cocoa stand out. This is your classic darker chocolate with a touch of coffee taste profile. Use as-is or get your espresso shots ready.

*Unit Size—3.5 lb. bags 5/3.5 bags per case *25 lb. bulk*

Blending Tip: Set your blender to a longer cycle, 35 seconds or more, and your mochas & lattes will come out much more creamy and smooth.



Chai

There is a reason our chai is an industry top seller. Cafe Essentials chai is flavorful, rich and has a creamy texture that sets this beverage apart from any other. We use real spices not a bunch of flavors...look in our cup and you will see.

Make with water only and you will think you are consuming a milk and cream based product. Get your steam wand fired up for an indulgent chai tea latte, or chai steamer as we like to call it.

Ginger Spiced Chai

Intoxicating spices from the Middle East, this Ginger Spiced Chai is vibrant, exploding with genuine ginger, not ginger flavor. An irresistible taste that will please any ginger connoisseur.

Original Chai*

This medium spiced chai is a perfect balance of spices blended in a creamy base with black tea and a touch of honey. It's milky, creamy and rich with plenty of spices left in the bottom of the drink so you know you got the real deal, not some artificially flavored whatever. Make in water, not milk and you will be surprised at the full and rich creamy tones. Quite exceptional.

Vanilla Chai

This chai is smooth and creamy with vanilla tones and wholesome honey with a hint of spice for those who enjoy a mellow chai experience.

Unit Size—3.5 lb. bags 5/3.5 bags per case *25 lb. bulk



Recipes

Decadent Ginger Spiced Chai Steamer

Yield: 12 oz. finished beverage

10 oz. steamed milk

1 (48cc) scoop Cafe Essentials Ginger Spiced Chai

Add powdered beverage mix to steamed milk and stir.

Taste Profile: Creamy ginger spiced chai

Option: Top with milk froth & sprinkled cinnamon

Peachy Chai

Yield: 12 oz. finished beverage

10 oz. hot water

1½ (48cc) scoops Cafe Essentials Original Chai

1 oz. Dr. Smoothie Peach Pear Apricot Concentrate

Add powdered beverage mix to hot water and stir.

Stir in Peach Pear Apricot concentrate.

Taste Profile: Salient peach flavor

accompanying a smooth mellow chai

Peanut Butter Vanilla Chai Frappé

Yield: 16 oz. finished beverage

5oz. milk or water

1½ (48cc) scoops Cafe Essentials Vanilla Chai

1 tsp. peanut butter

16 oz. – 18 oz. cup of ice

Add the ingredients in the order listed above and blend.

Taste Profile: Creamy vanilla chai with peanut butter

NO artificial flavors

NO artificial colors

NO artificial sweeteners

Specialty

Reaching across the world to bring exotic taste pleasures to deliver to your customers, Cafe Essentials delivers a bold taste that is incomparable.

These specialty beverages taste true and authentic, not artificial. Try them and see for yourself. Enjoy these full, rich profiles.

Caramel "Salted Caramel"

Sorry, but we have to say it...this is the only caramel in the market that tastes like a rich caramel chew instead of artificial flavor.

A nice strong caramel melts into a rich dairy profile creating a dual taste sensation that sets our caramel apart. Savor the ultimate experience. Serve hot, blended or over ice. Make with milk, Yogurt Lover's Choice or Vanilla Cream for an ultra rich caramel ice cream. Serve blended or hot.

Cookies & Cream

The way it should taste. Keebler® chocolate cookies jump out and then blend right into the rich vanilla ice cream base. Most people go for seconds it's so good. If you have tried other products, give this a shot, it truly is authentic. Try with a shot of espresso, you won't believe it!

French Vanilla Cappuccino

This French Vanilla Cappuccino is smooth, rich and laced with light buttery custard. Perfectly balanced coffee, milky dairy and vanilla create a timeless, old-world experience. Serve hot, blended or over ice.

Matcha Green Tea Latte

Savor a taste from Japan with Cafe Essentials authentic Matcha Green Tea Latte. Created for people who really know what matcha tastes like. If you are looking for the "real thing," then try our matcha that we added into a milky, creamy vanilla base. This delicious taste delivers 425mg polyphenols in every 12oz beverage. (FYI 425mg is a LOT!) Serve hot, blended or over ice.

Matcha Mint Chip

The classic mint chip ice cream restated into a refreshingly delicious combination of cool mint with Guittard® milk chocolate bits and a touch of matcha green tea. No artificial colors here. When made hot this ultra-creamy rich beverage Leaves a wonderful surprise for your last sip...lots of melted chocolate YUM!!!

Salted Caramel Mocha

Combines two all time favorites to make a third favorite with deep caramels, chocolate and a nice coffee note all set in a rich dairy base. Pick your favorite taste profile by making in either water or milk.

Truly Latte*(highest yield product, available decaf)

Strong, in your face dark roast Colombian coffee and creamy vanilla. Perfect as a blended iced latte or as a base to add flavored syrups to. Make with milk, Yogurt Lover's Choice or Vanilla Cream for a strong coffee ice cream.

Whole Lotta Toffee

Why tease yourself with a little toffee when you can get a Whole Lotta Toffee? Cafe Essentials has taken toffee beverages to a new level with this creamy blend chock full of Skor™ toffee bits. This authentic, rich creamy profile is taking the country by storm. Serve hot, blended or over ice.

Unit Size—3.5 lb. bags 5/3.5 bags per case *25 lb. bulk



New