



## MADE TO PERFECTION

From our premium gourmet chocolate, to rich sauces, to delicious drink mixes – Put the power of the Ghirardelli brand to work for your restaurant, bakery or coffee shop with the “**MADE WITH GHIRARDELLI**” program.

Ghirardelli is a brand people trust and recognize, with **93% national brand awareness**.<sup>5</sup>

Customers are willing to pay an average of **9.2% more for a Ghirardelli frozen drink** than an unbranded product.<sup>6</sup>

**CONTAINS SPECKS OF REAL VANILLA BEAN SEEDS**

**CONTAINS 0g TRANS FATS PER SERVING**

**NO ARTIFICIAL COLORS**



Product Code	GTIN (14-Digit UPC Code)	Pack Size L x W x H (Inches)	Item Name & Description	Gross Weight (lbs.)	Net Weight (lbs.)	Case Cube	Cases Per Pallet	Case Pattern	Case Dimension L x W x H (Inches)
62105	10747599621052	5.12" x 5.13" x 6.5"	6/3lb. Vanilla Flavored Powder Beverage Base	19.3	18.0	0.7216	50	10 x 5	16" x 10.75" x 7.25"

Ghirardelli Chocolate Company, 1111 139th Avenue • San Leandro, CA 94578 U.S.A. • ©2015 Ghirardelli Chocolate Company  
 Visit our website at [www.ghirardelli.com/professional](http://www.ghirardelli.com/professional). For more information on our products or to receive samples, call us at 800-877-9338.

<sup>5</sup> Ipsos Chocolate Consumer Monitor, 1001 Consumers, January 2010  
<sup>6</sup> Revelation Research January 2011



*Infinitely*

**VANILLA**

FLAVORED PREMIUM POWDER BASE

FRAPPÉS, SMOOTHIES & SHAKES



*Made with Real  
Madagascar Vanilla*



# EXOTIC ELEGANCE POURED INTO EVERY SIP

CRAFTED WITH **REAL MADAGASCAR BOURBON VANILLA** AND INSPIRED BY SLOW-CHURNED PREMIUM VANILLA ICE CREAM, **GHIRARDELLI'S VANILLA POWDER BASE** GIVES YOU AN AMAZING FOUNDATION, TO CREATE INFINITELY INDULGENT BEVERAGES WITH SMOOTH, EVEN CONSISTENCY FROM FIRST SIP TO LAST.

Create fabulous **FRAPPÉS** with coffee and espresso

Add fresh fruits and juices for signature **SMOOTHIES**

Blend in sauces and topping combinations for hand-crafted **SHAKES**

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## THE WINNING CHOICE

In a blind preference test, the flavor and appearance of a vanilla frappé made with Ghirardelli's Vanilla Powder Base was preferred over the leading competitor.<sup>1</sup>

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# THE STORY OF MADAGASCAR BOURBON VANILLA

Grown on the Island of Madagascar off the east coast of Africa. The Madagascar Bourbon Vanilla bean is the single fruit of a rare hand pollinated orchid, which is harvested just once a year.

For months, the bean is cured using century-old traditions, until it transforms into the dark bean recognized the world over.

Using a proprietary cold extraction process, all of the distinct and delicate flavored compounds of vanilla beans are carefully released.

Considered to be the world's finest vanilla, Madagascar Bourbon Vanilla offers a sweet, creamy mellow flavor, with velvety after-tones and an enticing aroma.

All of this comes to life in Ghirardelli's Vanilla Powder Base.

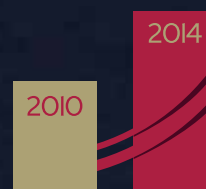
## SMOOTHIES – A SMART CHOICE

The popularity of smoothies continue to soar. Vanilla, one of the most popular flavors, enjoyed a 40% increase in menu incidence over the last three years.<sup>4</sup> Plus, most consumers who have purchased a smoothie prepared from scratch and away from home in the last four months say they expect to purchase them more frequently in the next two years.<sup>2</sup>



SMOOTHIE  
MENU INCIDENCE

**77%  
INCREASE<sup>3</sup>**



**SMOOTHIES ARE A WIN WIN.**  
Healthy profits for you.  
Delicious choices for your customers.

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GHIRARDELLI IS A PROUD PARTNER OF THE CULINARY  
INSTITUTE OF AMERICA, SPONSORING THE CHOCOLATE  
DISCOVERY CENTER AT THE ICONIC GREYSTONE CAMPUS  
IN NAPA VALLEY.  
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## FRUIT SMOOTHIE

**DEVELOPED EXCLUSIVELY FOR GHIRARDELLI BY CHEFS AT THE  
CULINARY INSTITUTE OF AMERICA**

*Yield: 1 16 fl. oz. (473 mL) Ice Blended Beverage*

- 1/2 cup (90g) .....Vanilla Base
- 7 oz. (200g) .....Ice
- 5 fl. oz. (148mL) .....Milk
- 2.5 oz. (70g) .....Frozen Fruit (blueberries, raspberries, peaches, or mangoes)

*Directions:* Combine liquid with all other ingredients in a blender and blend until smooth.  
Top with whipped cream or topping of choice.



To discover even more  
creations with the Ghirardelli  
Vanilla Powder Base  
Recipe Wheel, simply call  
800-877-9338 today.

2 2014 Technomic Beverage Consumer Trend Report  
3 Mintel Menu Insights: Beverage Types Q3 2014  
4 Mintel Menu Insights, Q2 2011