



*Cafe Essentials*<sup>®</sup>  
GOURMET SPECIALTY BEVERAGES



# HORCHATA

AUTHENTIC RICH TASTE WITH SIMMERED RICE, CINNAMON BARK AND A TOUCH OF VANILLA



# HORCHATA Q&A

## What formats can Horchata be served in?

As a frappé, hot beverage or iced, using either water or milk. Using brewed coffee as your liquid base is another option that creates a tasty treat that you simply must try – we call it an Horchata Latte.

## Is it better to use milk or water when preparing Horchata?

This depends on your personal preference. When prepared with water, the rice flour and cinnamon come to the forefront. When prepared with milk, the profile becomes richer and the rice flour and cinnamon are softened, tasting more like a rich rice pudding.

## Which of our competitor's products does this product most closely match up to?

Every major competitor has a horchata type product. We went to great lengths to create an authentic, rich Horchata. You will find the perfect amount of actual rice particulate and ground cinnamon that just simply tastes fantastic.

## Can this flavor be mixed with other products or should it stand alone?

Horchata is a great stand-alone beverage. Try it with some brewed coffee for a Horchata Latte. Shots of espresso are good also. Experiment with new creations that will intrigue your customers.

## Will the price point be the same as other Cafe Essentials flavors?

It will be in line with other Cafe Essentials products.

## What sets this product apart from other Horchata products?

Authenticity, richness, not overly sweet and the perfect amount of rice flour particulate. Our horchata uses authentic ingredients, but made richer by the addition of milk and cream. Although not an “agua fresca” type horchata, the addition of dairy elevates it into the realm of a latte/frappé to compete head-to-head in coffee shops as a great non-coffee/tea offering. Other horchata brands either lack authenticity or try to compensate by using artificial flavors – sometimes are too heavy on the cinnamon oil, and do not use any rice flour, which is the key ingredient in authentic Horchata.

## Is this product considered “natural”?

While there is no clear definition as to what constitutes a “natural” product, this product contains **NO** artificial colors or flavors.

## Is this offering considered a “niche” market product?

This product falls into a mainstream menu offering. Horchata has been around for many years and is considered a standard (or classic) beverage offering. Adding this product to your line-up will ensure you are keeping up with current trends.

## Are there any recipes for this product?

We have recipes that we're sure you'll enjoy.

## Will point of sale materials be available?

Yes. Visit our website for more information.

## What are the benefits of this product?

Increased sales by offering a product with a pre-existing dedicated fan-base.

## Is there any caffeine in this product?

There is no caffeine present in this product.

## Can Horchata be used in a granita machine or in a hot beverage dispenser?

Horchata can be used in many granita or hot beverage dispensing machines. Having said this, you just have to accept the fact that there are rice flour and cinnamon particulates that may affect either your dispensing or clean-up procedures.

## What is the texture like?

As a frappé, it is frosty with tiny bits of rice flour and cinnamon interspersed. As a hot beverage, this product is mostly smooth, with particulates lingering at the bottom of your cup.

## What are the basic nutrition facts for this new flavor?

Per 8-ounce serving (frappé made with water):

Calories: 150

Fats: 4 g

Sugars: 23 g

Carbohydrates: 28 g

## Is Horchata gluten-free?

Yes, Horchata is a gluten-free product.

## Is Horchata vegan-friendly?

No, this product contains milk.

## Is Horchata Kosher?

No, this product is not Kosher.