

Essential

Coffee House News

Issue 2

Frappes: milkshakes for grown ups.

The old fashioned, classic milkshake (served with two straws in a sundae glass) is great fun. But unless they have a child in tow, most customers are embarrassed to order one.

But we wanted to offer them the choice. So, last spring we decided to reinvent milkshakes...for grown ups. Building on the success of our coffee syrups, we developed a new range – frappes° – to add to milk.

So, what's a frappe°?

Although the frappe was invented by the Greeks, it has a French pronunciation (fra-pay) - it *doesn't* rhyme with tap!

Making one couldn't be simpler; all you need is some crushed ice, milk and about 10ml of flavoured syrup to 200ml of cold milk. Put them all in a blender and seconds later it's ready. Pour into a tall, frosted glass and you've got a long, cool, refreshing drink. Top it off with chocolate flakes, cream or even mini marshmallows.



Place an order:

To order any of our great flavours go online at www.malesburysyrups.co.uk or call 01666 577 379

Each of our 'Friesian' design bottles contains enough syrup to make about 30 frappes°.

Our great flavours include Caramel, Mocha, Espresso, Banoffee and Mint Choc. So far they've proved a really popular addition to the range as customers and coffee shops look for something different.

New Coffee Syrup Flavours?

We love developing new flavours but how do we decide which ones to go for?



Well first we are looking for a perfect partner. Our syrups can be used in so many ways that our flavours need to be multi-faceted and complex.

We also know customers like to try unusual flavours and that tastes are continuously changing. We need the new flavour to complement our wide range from classics like vanilla to more quirky syrups like apple and blackberry.

We watch trends and keep an eye out for new, exciting ingredients. We source the finest products and the alchemy begins.

Watch out for: Irish Coffee which is in development. We will have it ready for Christmas 2009.

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We love..... 'Green' milk

Dairystix or 'milk in a stick' is a revolutionary new way of serving milk for coffee and tea.

Using 100% pure UK farm assured milk from **West Country** farms the range of products includes: Semi Skimmed, Half Cream and Whole Milk in UHT and fresh (ESL).

As well as the convenience factor (customers just tear and pour) Dairystix are environmentally friendly too. Made of sleek and very strong plastic they are 50% lighter than typical pots and take up 40% less space. So that's less landfill and fewer deliveries needed.

Coffee shop owners will find them easier to store and consumers can balance them on their saucers. Moreover, they offer a great fresh taste for a smooth and luxurious coffee.



Milk Bags

Farmright are at the forefront of eco friendly storage and transportation of fresh milk.

Their 'Milk in Bag' is a user friendly solution to the growing plastic mountain. Unlike polybottles they use only 25% of the plastic packaging.

To use them all you need is to buy the reusable jug, pop in the recyclable milk bag and pour. No spills, no fuss. It really is as easy as that.

There's no compromise on shelf life either. So your milk in a bag stays as fresh as that in a bottle. Best of all the milk is 100% British sourced from the West Country.

Cotswold's finest

Marshfield Bakery produces an award winning range of quality shortbreads, flapjacks, fruitcakes and biscuits.

Handmade in small batches, using locally sourced ingredients, these can be individually wrapped or presented as whole cakes and traybakes ideal for all types of café service.



Their individually wrapped and labelled mini snack bars make great impulse 'grab and go' purchases and will certainly add value to your current offering.



Producers of milk in bags, polybottles and Dairystix A joined up milk supply chain for all your coffee shop needs using milk from our own farms. For more details please contact our head office on 01454 411447

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