

# Sparkle all year round

As more coffee shops choose to open later at night Sweetbird Iced Tea and Lemonade syrups offer a highly profitable, refreshing solution for teetotal evening customers.

With 22.8% of 16-24 year olds\* choosing not to drink alcohol, the demand for alternatives to pubs and bars in the evenings is also on the increase. Coffee shops offer the perfect location, with free wi-fi, (essential for this audience), comfortable seating and lots of non-alcoholic drinks. For evening menus consider having a few specials, that are exclusive to later opening rather than just same menu as in the day. Offering loyalty cards for cold drinks is a simple way to encourage repeat business. Loyalty cards (32%) came second only to taste (39%) as the reason to revisit a venue in the Allegra Coffee Shop Report 2018.

Sweetbird Iced Tea and Lemonade syrups are highly profitable, and more environmentally friendly than single

ready to drink bottles of iced tea or lemonade. Each 1ltr bottle of Iced Tea syrup makes 44 12oz drinks, while one bottle of any of the three flavours of Lemonade makes 33 12oz drinks. Add fresh mint and fruit to make your serves Instagram worthy for this social media-savvy audience.

Offering traditional and modern twists on much-loved classics, Sweetbird Lemonade syrups are available in three thirst-quenching flavours – pink grapefruit, raspberry & pomegranate and traditional lemonade. Easy to make, simply add a few dashes to chilled still or sparkling water and the perfect, cool refreshment is ready to serve. The Sweetbird Iced Tea syrup range has been developed to create speciality iced teas in an instant too. With eight refreshing flavours,

from traditional teas to syrups with added exotic fruits, green tea and fragrant botanicals, the range delivers sophistication in a syrup. It delivers simplicity too. No more brewing hot tea and waiting for it to cool (hoping it's the right strength). Simply add 12 pumps to a 1ltr jug of water, chill, and you have the perfect iced tea that's ready to pour when you are.

All these syrups are of course approved by The Vegan Society, free from artificial colours high fructose corn syrup and GMOs. The lemonades are made with real fruit juice and the iced tea syrups with real tea extract.

