
Le Sirop de
MONIN®
Spring-Summer
Collection
DRINK RESPONSIBLY

Cocktail Market overview

67%
of consumers
are very likely to pay more for a better quality cocktail

£664
is the total value of cocktails in GB

Flavour & Ingredients
are top factors when choosing a cocktail

31%
of consumers
typically drink cocktails OOH (+11pp vs 2021)

TOP 10 MAINSTREAM COCKTAILS BASED ON SHARE OF SERVE

Classic cocktail serves are starting to lose market share as consumers desire for experimentation increases resulting in Daiquiris, flavoured martinis and spritzes growing in the OOH.

#1	#2	#3	#4	#5
Pornstar Martini	Mojito	Sex on the Beach	Long Island Iced Tea	Daiquiri
				
15.4%	7.2%	7.1%	6.5%	6.0%

#6	#7	#8	#9	#10
Flavoured Martini	Spritz	Espresso Martini	Piña Colada	Woo Woo
				
5.6%	5.3%	4.8%	4.3%	4.1%

TASTE PREFERENCES AMONGST CONSUMERS:

Indexed vs Q1 2021

Berry: 46% +7pp
Fruity: 41% +3pp
Refreshing: 41% +1pp
Citrus: 36% +4pp
Fizzy: 34% +3pp



18% of Spritz cocktail drinkers are willing to pay more for a premium drink

Spritzes are a huge opportunity in summer. spritzes now account for 1 in every 20 cocktails served in the on trade with this figure increasing during summer

Sources:
CGA Mixed Drinks Q1 2021-2022
Volumetric sales data













Spritzes

The perfect pre-dinner or party drink, a Spritz is an effervescent wine-based cocktail embodying the romance of Northern Italy. Irresistibly eye-catching, it perfectly marries the juicy sour taste of orange with the delicate notes of white wine and the right amount of bitterness. Spritz-style serves are gaining popularity with 78% of consumers choosing one at least occasionally (Source: CGA mixed drinks report Q1'22). These days, mixologists have let their imaginations run wild with not only the flavours but also the mixers they add! Why not try a Spritz with 'sonic'; tonic & soda!

Bergamot & Limoncello Spritz

20 ml Le Sirop de MONIN Bergamot
50 ml limoncello
100 ml tonic
100 ml sparkling water

Add the liqueur, syrup, water and tonic to a glass full of ice. Stir and garnish with a slice of lemon and a mint sprig.

Bitter Raspberry Spritz

20 ml Le Concentré de MONIN Lemon Tea
50 ml Aperol
100 ml sparkling wine
100 ml sparkling water

Add the spirit, syrup, sparkling wine and water to a glass full of ice. Stir and garnish with raspberries and a slice of pink grapefruit.

Spring Flavour Syrup Suggestions

Bergamot
Blood Orange
Pink Grapefruit
Elderflower
Rose
Hibiscus
Lavender

Summer Flavour Syrup Suggestions

Raspberry
Strawberry
Blackcurrant
Blueberry
Cherry
Apricot
Peach

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Margaritas

The Margarita, originally a twist on a sour, is a great base cocktail for adding exotic flavours. It pairs really well with tropical fruits like mango and passionfruit and stands up really well to the typical garden favourites we find in the UK like apples and strawberries. You'll find two different ways of making it, one with liqueur (inspired by the classic) or one made with agave nectar (inspired by the Tommys).

Spicy Mango Margarita

20 ml Le Sirop de MONIN Spicy Mango
20 ml La Liqueur de MONIN Triple Sec
40 ml tequila blanco
30 ml fresh lime juice

Add the ingredients to a cocktail shaker filled with ice. Shake hard and fast. Rim a cocktail glass with salt & dried chilli and double strain into the glass.
Garnish with a slice of lime.

Apple & Cucumber Tommy

10 ml Le Sirop de MONIN Apple
10 ml Le Sirop de MONIN Cucumber
10 ml Le Sirop de MONIN Agave
60 ml tequila blanco
30 ml fresh lime juice

Add the ingredients to a cocktail shaker filled with ice. Shake hard and fast. Double strain into a rocks glass full of ice. Garnish with a cucumber slice and a lime wheel.

Spring Flavour Syrup Suggestions

Bergamot
Blood Orange
Pink Grapefruit
Elderflower
Hibiscus
Apple
Cucumber

Summer Flavour Syrup Suggestions

Raspberry
Strawberry
Blackcurrant
Spicy Mango
Passion Fruit
Peach
Kiwi

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Iced Teas

Iced tea was popularised in 1904 at the gigantic St Louis World Fair (the same event that popularised Jack Daniel's, Coca Cola and the Waffle Ice Cream Cone). Today, iced tea is consumed all over the world. It is infinitely mixable working well with citrus, berry and spice flavour profiles. It has a great GP% and upselling potential.

Unflavoured Iced Tea

50 ml Le Concentré de MONIN Tea of choice

200 ml still or sparkling water

Add Le Concentré de MONIN Tea to a glass full of ice. Add water, stir and garnish with a slice of cucumber or a lemon slice & a mint sprig.

Le Concentré de MONIN Tea Flavours

Peach, Lemon, Raspberry, White Tea

TIP:

Make it alcoholic by adding 25/50ml gin/vodka/white rum

Spring/Summer Tea

30 ml Le Concentré de MONIN Tea of choice

20 ml Le Sirop de MONIN of choice

10 ml lemon juice (optional)

200 ml still or sparkling water

Add Le Concentré de MONIN Tea and Le Sirop de MONIN to a glass full of ice cubes. Add water, stir and garnish with a slice of cucumber & a mint sprig.

Spring Flavour Syrup Suggestions

Bergamot, Blood Orange, Pink Grapefruit, Elderflower, Rose, Hibiscus, Lavender

Summer Flavour Syrup Suggestions

Raspberry, Strawberry, Blackcurrant, Blueberry, Cherry, Apricot, Peach


ONIN



Lemonades

Lemonades are fun, accessible and most of all tasty! Whilst it's likely been around in some form for thousands of years, the first recorded recipe resembling modern lemonades was created in Paris around the 1600s. Originally served still, it wasn't until the invention of carbonated water in the 1700s that sparkling lemonade was created and enjoyed.
It's really easy to mix a lemonade to suit the seasons. Think floral and fresh for the spring and rich and juicy for the summer!

Lemonade

50 ml Le Concentré de MONIN Cloudy Lemonade

200 ml still or sparkling water

Add Le Concentré de MONIN Cloudy Lemonade to a glass full of ice. Add water, stir, garnish with a slice of cucumber or a lemon slice & a mint sprig.

Spring Flavour Syrup Suggestions

Bergamot
Blood Orange
Pink Grapefruit
Elderflower
Rose
Hibiscus
Lavender

TIP:

Make it alcoholic by adding 25/50ml gin/vodka/white rum

Spring/Summer Lemonade

30 ml Le Concentré de MONIN Cloudy Lemonade

20ml Le Sirop de MONIN of choice

10ml lemon juice (optional)

200ml still or parkling water

Pour Le Concentré de MONIN Cloudy Lemonade and Le Sirop de MONIN Flavour to a glass full of ice. Add water, stir and garnish with a slice of cucumber and a mint sprig.

Summer Flavour Syrup Suggestions

Raspberry
Strawberry
Blackcurrant
Blueberry
Cherry
Apricot
Peach

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Iced Coffees

One of the first recorded recipes for an iced coffee comes from Algeria in the mid 1800s. Coffee concentrate, sweetened with sugar and lengthened with cold water. Sounds remarkably similar to modern cold brew coffees doesn't it! Iced coffees dominated UK coffee shop menus again in summer 2022, with iced lattes being the clear front runner in this category.

Iced Vanilla Latte

20 ml Le Sirop de MONIN Vanilla
50 ml Le Concentré de MONIN Cold Brew or a shot of espresso
200 ml chilled milk of choice

Add Le Sirop de MONIN syrup to a glass full of ice and top with milk. Stir. Lastly, add the coffee concentrate and garnish.

Strawberry Dalgona

20 ml Le Sirop de MONIN Strawberry
3 bsp instant coffee granules
200 ml skimmed milk

Add Le Sirop de MONIN and milk to a blender, whip until thick and creamy. Pour coffee over ice in a small glass, top with whipped milk.

Spring Flavour Syrup Suggestions

Mango
Strawberry
Mint
Piña Colada
Coconut

Summer Flavour Syrup Suggestions

Hazelnut
Pistachio
Macadamia
Macaroon
French Vanilla

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Le Sirop

Le Sirop de MONIN®

NATURAL FLAVOURS

PRESERVATIVE FREE

PURE BEET SUGAR FROM FRANCE (1)
Aroma enhancer, better shelf life, stability.

FRENCH MADE SINCE 1912

(1) Except Craft Sugars Range (Agave, Brown Cane Sugar and Muscovado).



FORMATS: Glass 5 cl ● / 25 cl ● / 70 cl ● / 1 L PET ●



Fruity

- Apricot ●
- Bergamot ●
- Blackberry ●
- Blackcurrant ● ●
- Blood Orange ● ●
- Blueberry ●
- Cherry ●
- Coconut ● ● ●
- Cranberry ●
- Green Apple ●
- Green Banana ●
- Grenadine ● ● ●
- Kiwi ●
- Lemon ●
- Lime ●
- Lychee ●
- Mango ●
- Melon ●
- Morello Cherry ●
- Orange ●
- Passion Fruit ● ● ●
- Peach ● ●
- Pear ●
- Pineapple ●
- Pink Grapefruit ● ●
- Pomegranate ●
- Raspberry ● ●
- Spicy Mango ●
- Strawberry ● ● ● ●
- Tangerine ●
- Watermelon ●
- White Peach ●
- Wild Strawberry ●
- Yellow Banana ● ●



Floral

- Elderflower ●
- Gomme ● ●
- Hibiscus ● ●
- Jasmine ●
- Lavender ●
- Rose ● ●
- Violet ●



Candy

- Bubblegum ●
- Candy Strawberry ●
- Candy Floss ●



Herbal

- Basil ●
- Cucumber ● ●
- Frosted Mint ● ●
- Green Mint ● ●
- Lemongrass ●



Virgin

- Amaretto ● ● ● ●
- Blue Curaçao ● ●
- Butterscotch ●
- Caribbean ●
- Irish ● ●
- Mojito Mint ● ●
- Orange Curacao ● ●
- Orange Spritz ●
- Piña-Colada ● ●
- Sangria Mix ●





Spices

- Anise ●
- Cinnamon ● ●
- Falernum ●
- Ginger ●
- Maple Spice ●
- Pumpkin Spice ● ●
- Spiced Red Berries ● NEW
- Spicy ●
- Winter Spice ●



No added sugar

- Passion Fruit ●
- Salted Caramel ●
- Strawberry ●



Sugar free

- Caramel ●
- Gingerbread ●
- Hazelnut ●
- Vanilla ●

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Classic

- French Vanilla
- Caramel
- Salted Caramel
- Vanilla

Nutty

- Almond
- Chestnut
- Hazelnut
- Macadamia Nut
- Pistachio
- Roasted Hazelnut
- Toffee Nut

Honey & Chocolate

- Chocolate
- Honey
- Honeycomb
- White Chocolate

Confectionery & Dessert

- Apple Pie
- Chocolate Cookie
- Coffee
- Crème Brûlée
- Gingerbread
- Macaroon
- Matcha Green Tea
- Popcorn
- Praline
- Speculoos
- Tiramisu





Craft Sugars

- Agave
- Brown Cane Sugar
- Muscovado
- Pure Cane Sugar



Gift Sets

3 x 25CL

Coffee	Cocktail
Caramel	*Passion Fruit*
French Vanilla	*Mojito*
Gingerbread	*Strawberry*

Le Concentré de MONIN®

FROM NATURAL EXTRACTS OR FLAVOURINGS

LESS SWEET THAN A SYRUP
(135 G/L to 600 G/L)





Teas & Infusions

- Chaï Tea
- Cold Brew
- Green Tea
- Lemon Tea
- Peach Tea
- Raspberry Tea
- Rooibos
- White Tea



Lemon

- Cloudy Lemonade
- Lemon Rantcho
- Lime Rantcho
- Sweet & Sour



- Bitter

DRINK RESPONSIBLY

Our commitments

A family business created in 1912, an exceptional French brand, a creator of innovative flavouring solutions, a privileged partner for hospitality professionals and restauranteurs around the world: this is what defines MONIN.

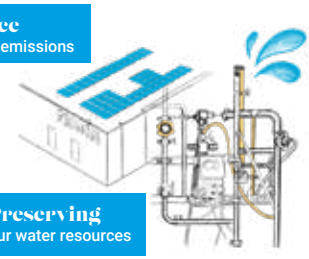
At MONIN, in the face of the consequences of global warming, we carry with conviction the need to act for the future. Today, each of us is committed to building a company that considers social and environmental concerns within its everyday activities.

Naturality & Nutrition



Today, **100% of the flavourings we use are natural**, and our syrups are guaranteed to have no added preservatives.

Environment



Treat and reuse water to lean towards **zero liquid waste from our facilities**. Supply our factory with 30% renewable energy by 2030.

Responsible sourcing



Our aim is to guarantee that **50% of our ingredients come from an agroecological agriculture** and support over 1000 farmers in their conversion to agroecology by 2030.

Community



Develop partnerships with hospitality schools on every continent we work on **to support students in need and promote their integration into the workforce.**

Scan me!

For the most updated list of flavours and formats

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