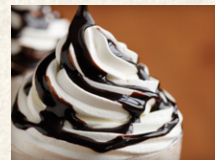
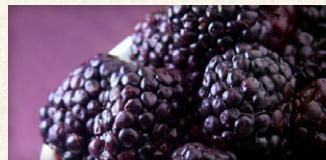


Torani®

BRINGS REAL FLAVOR TO LIFE



THE TORANI BRAND

Brand Promise
Brand Story
Heritage
Process
Commitment
Personality
Architecture
Products
How To Use This Book

CONSUMER COMMUNICATIONS

Consumer Brand Elements

- Logo
- Voice & Tone
- Color Palette
- Typography
- Photography
- Chalkboards & Recipes
- Graphic Treatments
- The Grid

Sample Executions

FOODSERVICE COMMUNICATIONS

Overview
Foodservice Brand Elements
Real Cream Frappé
Real Fruit Smoothie
Sauce
Signature Syrup
Operator Marketing Materials

COMPANY COMMUNICATIONS

Logo
Restrictions
Color Palette & Typography
Stationery

ENVIRONMENTS

Overview
Torani.com
Torani Headquarters
Mobile Tour & Pop-Up Store



THE TORANI BRAND



TORANI BRINGS REAL FLAVOR TO LIFE



Our heritage of flavor expertise and single-minded obsession with crafting real flavor enlivens any experience to bring real flavor to life.



WE COME FROM SAN FRANCISCO BY WAY OF ITALY.

In 1925, Rinaldo and Ezilda Torre traveled from their native San Francisco to visit family in the old country.

The two returned home from Lucca, Italy with memories, friendships and a very important family heirloom: handwritten recipes for authentic flavored syrups. They put the recipes to good use, creating the syrups they used to reintroduce the Italian soda to their North Beach neighborhood. The sodas were a hit.

Years later, we created another sensation when Torani syrup was used to make the first flavored latte. And the rest is flavor history.





SOME THINGS
NEVER CHANGE,
EVEN AFTER
MORE THAN
85 YEARS.

Even though people all over the world recognize our iconic Torani bottle, we've remained family-owned and we still maintain the same flavor standards that were set over 85 years ago. We also hold to the same values Rinaldo and Ezilda Torre set when they founded the company.

While business is important, we're committed to being a good neighbor. San Francisco is our home and we've always cared deeply about it. Since our beginnings, we've worked with folks in our community to make it a better home for everyone.



WE'RE OBSESSED WITH CRAFTING REAL FLAVOR.

Torani is constantly looking for new ways to make life more flavorful, by creating truly genuine flavors, products and recipes people can enjoy at their local cafe, restaurant, and even at home.

Drawing from the unique, vibrant flavors of nature, we craft all of our products with the highest quality ingredients to capture a flavor's true essence. Granted, this doesn't happen overnight. In fact, it can take months or years to create a single flavor, because we are, quite frankly, flavor geeks.

We explore numerous natural flavors before we identify what we call the Gold Standard: the absolute finest one. Once we select it, we don't stop until our syrup, sauce, smoothie or frappé tastes just like the flavor that inspired it.

Since 1925, Torani has stayed faithful to Rinaldo's basic approach: start with the very best ingredients and apply a great deal of care.

Once we feel like we have the flavor profile right, the fun part begins. We test the syrup, sauce, smoothie or frappé in every appropriate application because it has to create the most well-balanced, perfect tasting drink—every time. We adjust the recipe and repeat the process until the flavor or product is just right. The result is a taste that balances perfectly in your drinks time after time.

WE CREATE FLAVORFUL EXPERIENCES.

Torani's vision is to "*Inspire People to Taste Life.*" So we're always looking for new ways to add flavor to experiences—on your own, with friends and family, or even the occasional perfect stranger.

And we never stop looking for creative ways to make life more flavorful. How about a flavored energy drink at lunch? Or a trendy new cocktail after work? Or maybe a delicious latte at home? We're committed to combing the globe for the latest recipes and tastes. We've created hundreds of flavors and thousands of recipes so far. Why stop now?



OUR BRAND INGREDIENTS

LOVE OF LIFE

AUTHENTIC

CONFIDENT

WARM &
APPROACHABLE

FUN, VIBRANT &
CREATIVE



A LITTLE ABOUT US.

We live a life full of flavorful experiences. We're fun, creative and outgoing. We're also confident, but not in that stand-offish way. We're warm, approachable and, above all, authentic. What you see is what you get. And, of course, we're always willing to meet up for a flavored latte.

OUR BRAND STRUCTURE

BRAND PROMISE:

Torani brings Real Flavor to life.



Life is better when it's full of experiences. In short, it's better when it's full of delicious flavor. And there's nothing that we do better than add flavor to life.

PRODUCT PROMISE:

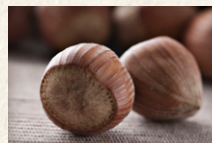
Real Flavor made simple.



We obsess over creating products that taste just like the flavors that inspired them and balance perfectly in the cup. Then, we obsess just as hard over making everything from the packaging to the recipe really easy to use in a café or at home.

SUPPORT:

The best ingredients, perfectly crafted, give you the best taste.



We start with the best quality ingredients like pure cane sugar, real fruit and natural flavors. Then we apply a high degree of care and craftsmanship to give you the best taste in your cup.



Original Syrups

Torani Original Syrups are made with pure cane sugar, natural flavors and cold-filtered water. Each flavor is carefully crafted to balance in the drink and flavor a wide variety of recipes, from coffee to cocktails.



Signature Syrups

Our all-natural Signature Syrups offer delicious flavors and heady aromas. Each syrup features a unique blend of pure cane sugar and agave, maple or caramelized sugar that is crafted to balance in the finished drink and create a distinctive signature flavor.



Sauces

Torani Sauces are crafted from simple, real ingredients, including sugar, cocoa and cream. Our simple recipes provide the richest, truest flavor and blend perfectly in coffee.



Real Cream Frappés

Real Cream Frappés are made with real dairy cream and other simple, all-natural ingredients. They're the perfect, high-quality bases to blend with espresso. Simply a better way to frappé.



Real Fruit Smoothies

Real. Made simpler. Our natural Real Fruit Smoothies offer irresistible real fruit flavor, in a pour-and-blend format that couldn't be easier to make and menu.



Frozen Blends

Torani Purée and Frozen Coffee Blends allow our customers to offer a variety of specialty frozen fruit drinks and coffee frappés in a shelf-stable format.

HERE'S HOW WE ADD FLAVOR.



HOW TO USE THIS BOOK



This book is full of flavor, just like our products. Consider it your recipe to bring real flavor to life. Like a recipe, it's got everything you need to create a visual and verbal identity that could only be ours. And like a recipe, there's room to give special product launches and major renovations a unique flavor of their own. By using the ingredients in this guide and being purposeful in your design, you will create a visual identity that is full of flavor, instantly recognizable and always authentic. Just like Torani.

To get the most out of this guide, click on any of the hyperlinks within the electronic version of this document to view more detailed information about that particular topic or element.

CONSUMER COMMUNICATIONS

CONSUMER BRAND ELEMENTS

All communication pieces directed toward our at-home consumers should help convey Torani's brand attributes through carefully arranged visuals, messaging and overall tone. These elements may vary in size and hierarchy depending on the focus of the communication and the audience, but the main content and style should remain consistent.

TYPOGRAPHY

Go to p.18 to learn about our brand typefaces.

GRAPHIC TREATMENTS

Go to p.21 to see the accent graphics we use and how we use them.

VOICE & TONE

Go to p.16 to see how we talk to consumers about ourselves and our products.

COLOR PALETTE

Go to p.17 to learn about color usage.



PHOTOGRAPHY

Go to p.19 to learn about how we use different types of photography.

THE GRID

Go to p.22 to learn how we design and lay out our communications.

LOGO

Go to p.15 to see how our Torani wordmark logo is presented.

CHALKBOARDS & RECIPES

Go to p.20 to see how we add that coffeehouse feel to our communications.

LOGO

For Consumer Communications, the Torani logo wordmark generally appears in white over a vignetted red rectangle. It is acceptable to also include the “SINCE 1925” stamp as a background watermark, or to color the logo in Torani Red when it is placed over light backgrounds.

Another way to incorporate a logo into your design would be on a prominent label within a product beauty shot. However, we have to make sure that the label on the most prominent bottle in the image shows the entire Torani name, is crisp, in focus and hasn’t cropped out any part of the name.

Some examples of what NOT to do:



Don’t feature a photo with only a cropped logo or a blurry bottle label without another logo to reference.



Don’t place logo over any color other than Torani Red.



White wordmark + Heritage Seal over red shape



Torani Red wordmark



Logo featured on a label within a product beauty shot

VOICE & TONE

Torani is the flavor leader: in coffee-houses, restaurants and at home. So we should speak from a position of expertise and authenticity, but we should never speak down to our customers.

Instead, our communications should sound friendly and confident, without being cocky. Like our products, our messaging should add flavor to our marketing. Our products aren't dry. Why would our marketing be?

- Messaging should be fun, clever and quick, but not so clever that it goes over people's heads.
- We don't do long headlines, but we do write bold statements.
- Copy should be accessible and conversational.
- Speak to the ease, applications and enjoyment/experience of Torani products, like one of your friends is telling you about them.

Ultimately, of course, the purpose is to encourage people to buy our products and experience how we add flavor to life.

YOU HAD ME AT
—∞—
VANILLA

IT ONLY TASTES NAUGHTY

COLOR PALETTE

We selected the Torani brand colors to portray the vibrancy, warmth and heritage that make up our personality and permeate our products.



Torani Red

Our primary color, Torani Red, is the heart and soul of our color palette. It possesses the warmth of our family heritage and the flavor of our products. We use it to attract attention to and highlight our messaging. It is bold and vibrant and portrays passion and confidence, just like Torani.



Neutral Brown

Neutral Brown is used mostly as a background texture in layouts. This color adds a parchment-like feel and advances the heritage of the brand.



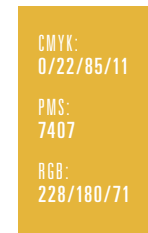
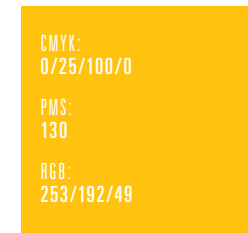
Brown / Yellow

Brown and Yellow are our secondary colors. They accentuate the warmth and tradition of our brand. These natural, earthy tones speak to the handcrafted qualities of every Torani product.



Blue / Gold Foil

Blue and Gold Foil are our tertiary colors. Drawn from our iconic label artwork, these colors generally only appear in this context.



A note about inner shadows and gradients:

Inner shadows are applied to colored shapes at times—not only to give the design more richness and depth, but also to help with readability of the messaging. Gradients appear in our designs primarily as an effect used on product labels.

TYPOGRAPHY

Headlines/Callouts

The **Univers Condensed** family is used for headlines and major callouts because the tall, thin letter forms are direct and authoritative yet elegant and accessible.

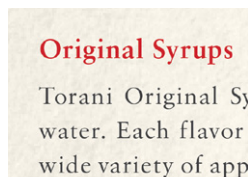


Univers / Thin Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Body Copy

Sabon is a serif font that we selected for its readability in long-form copy and its balancing contrast to Univers. It has a clean, fun feel that fits our character.



Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Accent Scripts

Dolce Caffè is a handwritten script that evokes coffeehouse chalkboard menus, and it should only be used over a black chalkboard texture, as in a recipe or an instructional graphic. **Wisdom Script** is a rarely used font that should only appear as an opaque background texture element.



Dolce Caffè

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*()

PC Font

Only when PC compatibility is necessary, **Franklin Gothic** can be substituted for headlines, and **Garamond** can be used for body copy.



Wisdom Script

abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&*()

PHOTOGRAPHY



Lifestyle / Heritage Photos

These photos are Torani's primary storytellers. We use modern lifestyle images to portray the experience of people enjoying Torani products, while we use heritage photos to portray our rich history. We sometimes apply a "duotone" treatment to these photos to give them warmth, as well as a further nod to our heritage of flavor, but leave our bottles in full color.



Product Beauty Photos

Our product beauty photography is presented in full color, without treatment or any visual effects. These photos help to further the Torani brand in perhaps its most recognizable form (on the bottle), as well as to add color to the layout.



Flavor Cue, Application & Seasonal Photos

The vast majority of our photo library falls into these categories. Flavor cue and application photos should be captured in-environment and at eye level to draw the viewer into the experience. Shot up-close and in natural light, flavor and seasonal cues as well as plateware should be layered together to create lusciousness and reinforce seasonality.

Flavor cue photos might be small artisanal caramel blocks, freshly picked raspberries or even a sizzling slice of bacon. Applications are where we apply our products: lattes, coffee, sodas, frappés and more.

CHALKBOARDS & RECIPES

The chalkboard is used mainly as a secondary callout in our consumer communications. It is used to display a recipe, usage or in some cases, how to make a drink. The chalkboard should never just be in black and white. The Dolce Caffescript should be written in white, with an accent color like red or yellow. Also, the chalkboard is not a place for long messages or body copy, just quick information.

Any visuals on the chalkboard should be simple line drawings or graphic elements like flourishes and border lines. Adjacent application/ flavor cue photography also works well to add color and life when the chalkboard contains a recipe.

In regards to recipes, here are our standard measurement abbreviations:

Tbsp. = Tablespoon

Tsp. = Teaspoon

Oz. = Ounces

TORANI AUTHENTIC COFFEEHOUSE COFFEE

SPLASH OF YOUR FAVORITE TORANI SYRUP
BREWED COFFEE
MILK OR CREAM TO TASTE

HOW TO TORANI

8 OZ
TORANI BREWED COFFEE

1 OZ
TORANI SYRUP

+ CREAM TO TASTE

POUR. MIX. HEAT. ENJOY.

Torani + MILK + :60

PUMPKIN SPICE LATTE

INSTRUCTIONS:
STEAM MILK AND TORANI TOGETHER. POUR HEATED, FLAVORED MILK INTO A 6-OZ. CUP AND ADD BREWED ESPRESSO*. SPOON A THIN LAYER OF FOAMED MILK OVER TOP OF BEVERAGE. *IF NEEDED, 1/2 CUP STRONG BREWED COFFEE CAN BE SUBSTITUTED FOR 2 SHOTS OF ESPRESSO.

INGREDIENTS:
1/2 OZ. TORANI PUMPKIN SPICE SYRUP
4 OZ. MILK
2 SHOTS ESPRESSO*

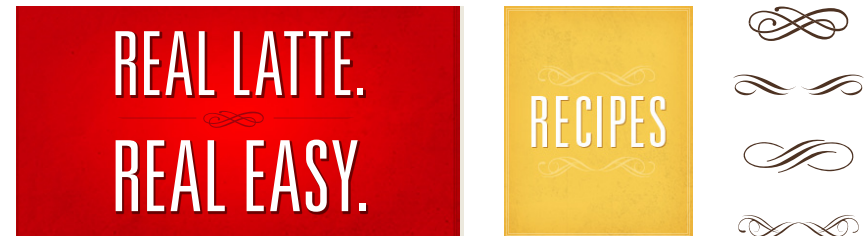
YOU MAY ALSO LIKE...

GINGERBREAD SYRUP
SUGAR FREE PUMPKIN PIE SYRUP
BROWN SUGAR CINNAMON STEAMER

GRAPHIC TREATMENTS

Flourishes

Flourishes provide a decorative way to anchor headlines and bracket major callouts. The elegant curves add a feminine touch while also drawing the eye and giving a nod to our artisanal craftsmanship.



Double Strokes

As a way to frame and add texture to our modular rectangles, a thin, opaque double stroke can be added just inside the outer edges as shown to the right.



Drop Shadows

In order to improve legibility and give dimension to our designs, a thin, light drop shadow should be added to graphic elements or bold headlines when placed over a colored background.



THE GRID

Torani flavors are, if nothing else, beautifully balanced. And our Consumer Communications should reflect that balance. With this in mind, we created a modular layout approach that we call “The Grid.” It allows for a flexible, balanced visual and messaging hierarchy that best fits the communication objective.

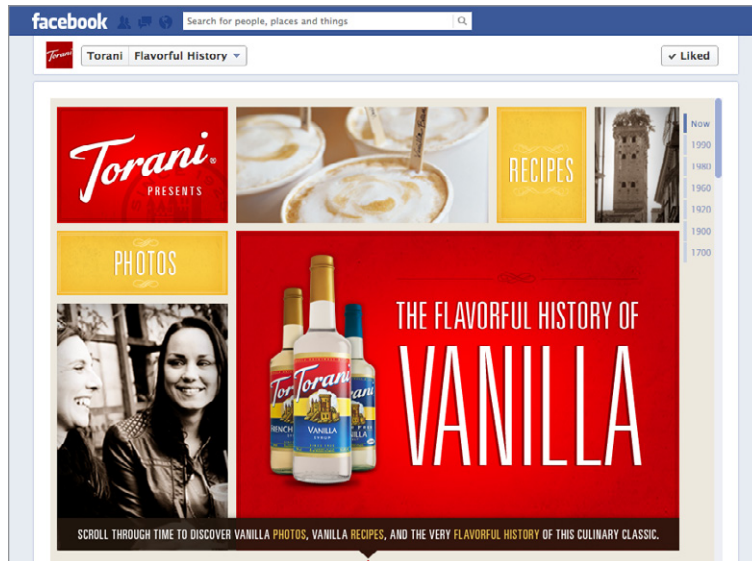
When we do use the Grid—for instance, on the website or in recipe booklets—the layouts should follow this structured approach so that they present messaging, products, supporting imagery and—most importantly—the Torani brand in a clean and consistent manner.

Some notes to keep in mind when using the grid:

- **Less is more.** Don't add elements just to add them. This will dilute your message.
- **Use consistent spacing in margins.** Also between and around each element (use Neutral Brown for these border spaces).
- **Keep it on-brand.** Use Torani Red for your main headline area and Yellow or the chalkboard to deliver secondary messages.
- **Make it vibrant.** We are a company of many colors, textures and flavors—so let's show it!



SAMPLE EXECUTIONS



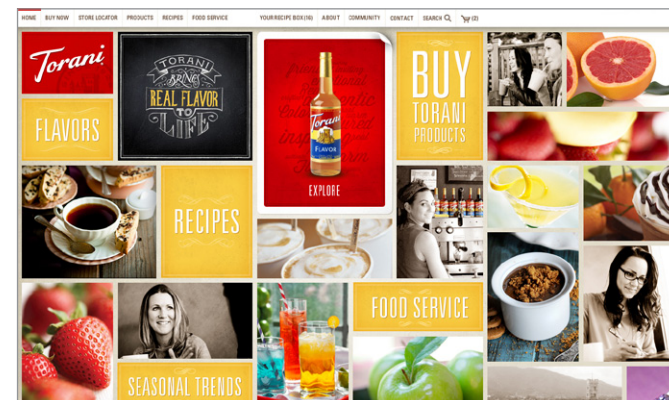
Facebook "Flavorful History" Tab



Retail FSI/Coupon



Pinterest Contest Banners



Torani.com Website

FOODSERVICE COMMUNICATIONS

FOODSERVICE OVERVIEW

Torani has a multi-channel foodservice business with several customer segments. We provide educational tools and materials for operators of independent cafes, chain cafes, restaurants and bars, as well as international customers. These pieces help operators understand each flavor and application (drink types like lattes or cocktails) and teach them how to make basic recipes,

as well as keep them up on the latest trends. We have a master collateral system that allows us to showcase our entire story, our unique points of difference as a company, and how we go to market. There is also an array of digital sell sheets, application sheets and worksheets to customize the selling message and approach to different audiences.



Foodservice Brochure — Cover



Foodservice Brochure — Inside

FOODSERVICE BRAND ELEMENTS

On the right side of this page, we've highlighted certain design elements that, while not always used in Foodservice Communications, should appear in a consistent form when they are included across different product collateral.

On the next few pages, we illustrate that when a new Foodservice product is introduced, the collateral pieces for that product will have a distinct look and feel that help convey its unique personality. You'll notice variations in layout styles, illustrations, color palettes, backgrounds and textures. Plus, each product has its own unique font.

These unique product pieces live for the first 18-24 months after a new product's introduction. After this initial period, the product will have a sell sheet that fits within the master collateral system. However, if a trade ad or product specific marketing piece is done after this introductory period, it will continue to retain the unique look and feel of that product line as appropriate.



Logo Treatment

The Torani logo generally appears in white over a vignetted red rectangle, with the Heritage Seal as a background watermark. This mark is used in the bottom right corner of all foodservice materials.



Typography

AG Buch is used for subheads that appear within colored rectangles. Body copy is set in Sabon.



Photography

Lifestyle and heritage photos appear in duotone. Application and flavor cue photos are placed in-environment and shot in full color. Product images (and renderings) are clipped out and placed onto a light colored background.



The Grid

Used for placement of multiple elements (lifestyle photos, application photos, subhead messaging, etc.) in a tight space.

REAL CREAM FRAPPÉ MARKETING MATERIALS

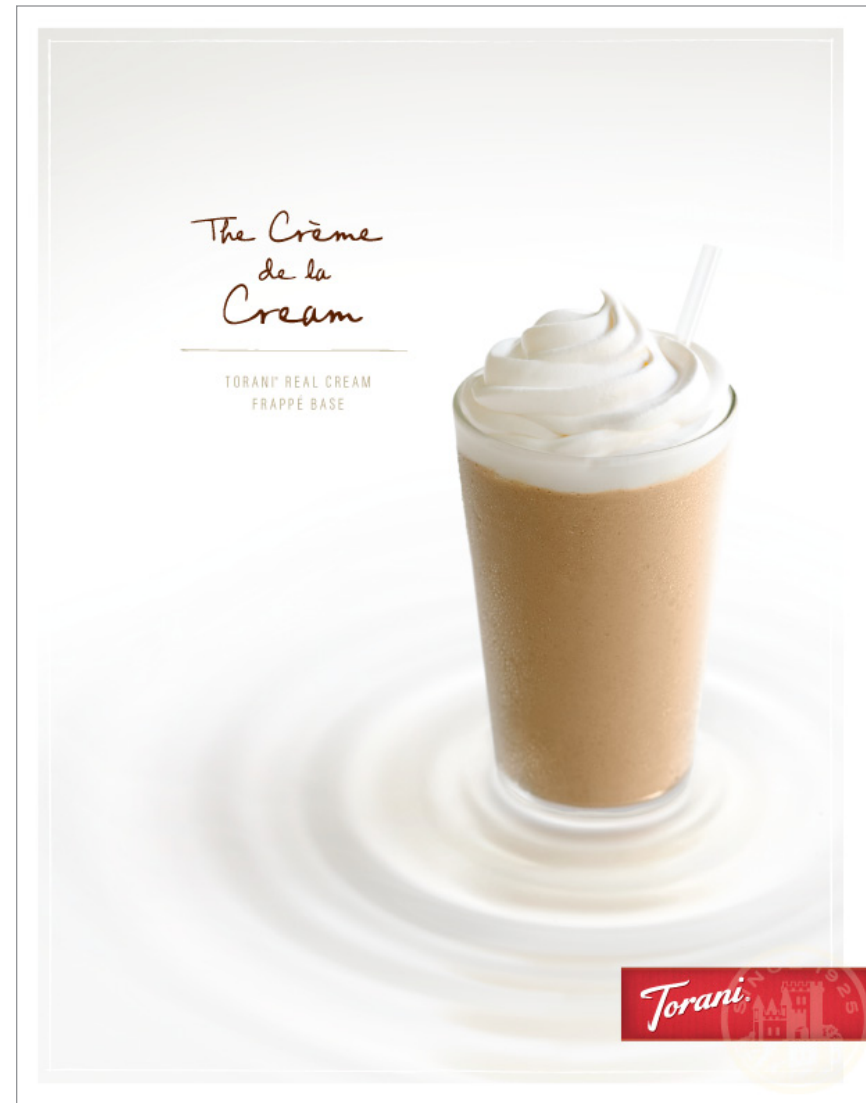
Color Scheme

C: 0 M: 70 Y: 100 K: 78	C: 5 M: 11 Y: 32 K: 25	C: 0 M: 100 Y: 81 K: 4	C: 0 M: 0 Y: 0 K: 0
----------------------------------	---------------------------------	---------------------------------	------------------------------

Concept Headline Font: Rebecca Script

The Best Frappés

Photography/Imagery Style



Real Cream Frappé Brochure — Cover

REAL FRUIT SMOOTHIE MARKETING MATERIALS

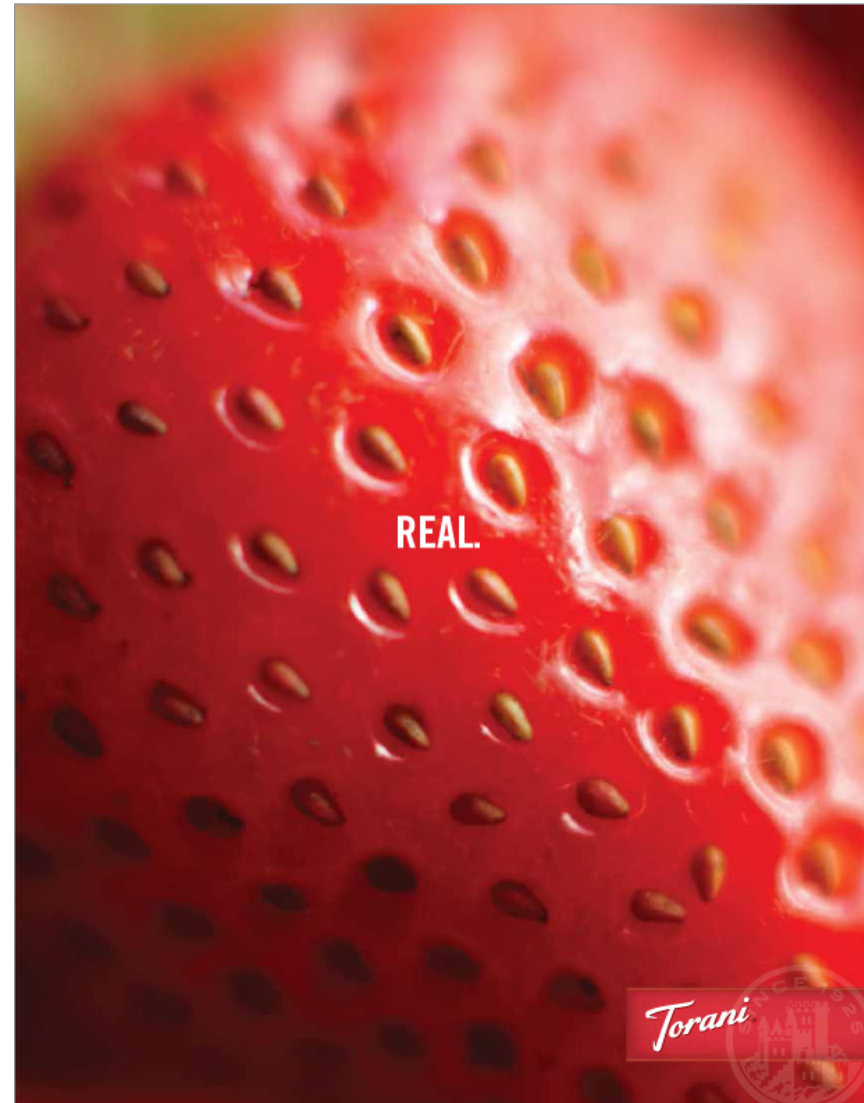
Color Scheme

C: 20 M: 100 Y: 70 K: 0	C: 0 M: 40 Y: 100 K: 0	C: 0 M: 100 Y: 81 K: 4	C: 0 M: 0 Y: 0 K: 0
----------------------------------	---------------------------------	---------------------------------	------------------------------

Concept Headline Font: Trade Gothic



Photography/Imagery Style



Real Fruit Smoothie Brochure — Cover

SAUCE MARKETING MATERIALS

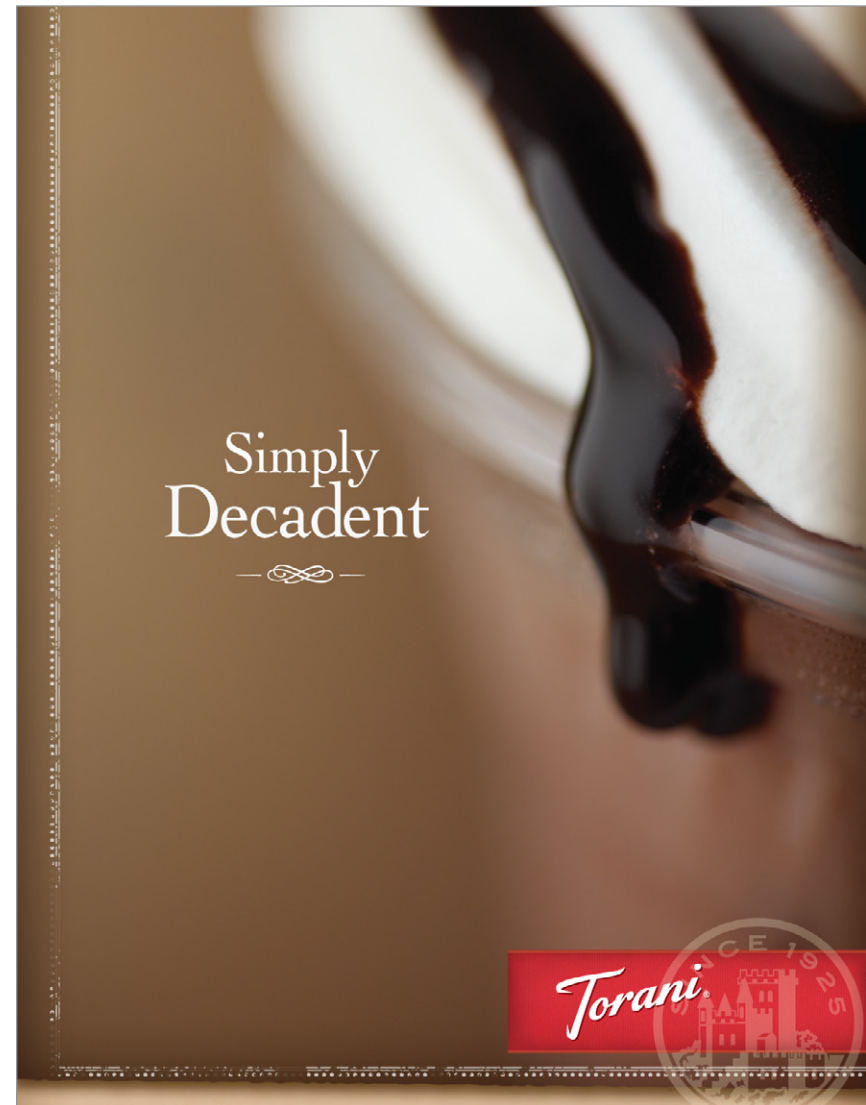
Color Scheme

C: 0 M: 0 Y: 0 K: 50A	C: 4 M: 6 Y: 20 K: 0	C: 0 M: 100 Y: 81 K: 4	C: 44 M: 65 Y: 100 K: 20
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Concept Headline Font: Cochin

Simple
is Good.

Photography/Imagery Style



Sauce Brochure — Cover

SIGNATURE SYRUP MARKETING MATERIALS

Color Scheme

C: 25 M: 19 Y: 75 K: 1	C: 30 M: 36 Y: 79 K: 7	C: 43 M: 51 Y: 61 K: 16	C: 70 M: 63 Y: 69 K: 43
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Concept Headline Fonts: Dear Joe + Sabon

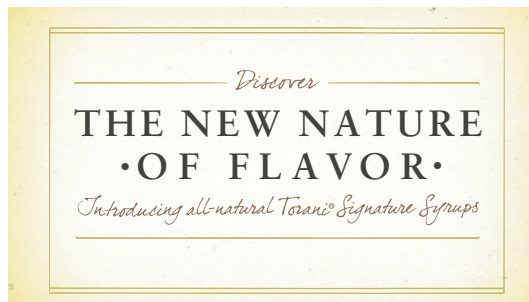


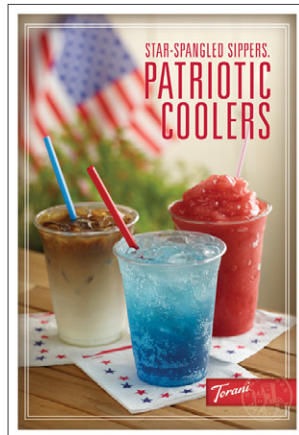
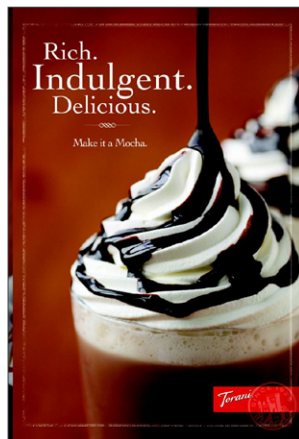
Illustration Style



Signature Syrup Postcard

OPERATOR MARKETING MATERIALS

Point of Purchase



Operator Workbooks



COMPANY COMMUNICATIONS

LOGO



The Wordmark

The angled cursive script and red color communicate our brand's dynamism and vibrant personality.

Size Requirements

To ensure legibility, the logo should be reproduced no smaller than 3/4" wide in print and 80 pixels wide online.

Clear Space

A clear space equal to the X-height of the wordmark should remain free of copy and other graphic elements in all mediums.

The Heritage Seal

Our seal should be placed outside of the clear space of the wordmark except when used as an opaque background element over Torani Red (see logo treatment in Consumer and Foodservice Communications). The Seal can bleed off the edge of the layout, but the words "SINCE 1925" should always be legible. In Company Communications, use the following color values for the Seal: c4/m4/y6/k0.

RESTRICTIONS

The Torani logo is displayed in its correct form: the word "Torani" in a red, cursive script font, followed by a registered trademark symbol (®).

(Correct logo usage)

The Torani logo is shown with the tagline "Taste. Life." in a small, red, sans-serif font directly beneath it. A diagonal grey line is drawn across the entire logo and tagline, indicating this is an incorrect usage.

Do not apply *any* taglines to the logo. The space around the wordmark should be left clear.

The Torani logo is shown with a yellow outline around the red script letters. A diagonal grey line is drawn across the logo, indicating this is an incorrect usage.

Do not outline the logo or use it in any color other than Red, White or Black.

The Torani logo is shown without the registered trademark symbol (®). A diagonal grey line is drawn across the logo, indicating this is an incorrect usage.

Do not use the logo without the registration mark.

The Torani logo is shown stretched horizontally, making the letters appear thin and elongated. A diagonal grey line is drawn across the logo, indicating this is an incorrect usage.

Do not stretch the logo disproportionately.

The Torani logo is shown rotated diagonally. A diagonal grey line is drawn across the logo, indicating this is an incorrect usage.

Do not rotate the logo.

The Torani logo is shown in a bold, red, sans-serif typeface instead of the required cursive script. A diagonal grey line is drawn across the logo, indicating this is an incorrect usage.

Do not recreate the logo with a different typeface.

The Torani logo is shown with a dark, feathered drop shadow behind it. A diagonal grey line is drawn across the logo, indicating this is an incorrect usage.

Do not apply an overly dark, feathered or distant drop shadow to the logo.

The Torani logo is placed over a background image of red and white striped candy canes. A diagonal grey line is drawn across the logo, indicating this is an incorrect usage.

Do not place the logo over a distracting background image. (Ensure there is sufficient contrast and clarity if you must place it over a photo.)

COLOR PALETTE & TYPOGRAPHY

Color Palette



Typography

For web/PC use when necessary:

Univers / Ultra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Univers / Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

STATIONERY

Torani.

Torani.

233 EAST HARRIS AVENUE | SOUTH SAN FRANCISCO, CA 94080-6807 | USA
MAIN 800.775.1925 | FAX 650.875.1600 | WWW.TORANI.COM

Torani.

MATT WILLS
CREATIVE SERVICES MANAGER

233 EAST HARRIS AVENUE | SOUTH SAN FRANCISCO, CA 94080-6807
DIRECT 650.635.1129 | MAIN 800.775.1925 | FAX 650.875.1600
MWILLS@TORANI.COM



233 EAST HARRIS AVENUE | SOUTH SAN FRANCISCO, CA 94080-6807
DIRECT 650.635.1129 | MAIN 800.775.1925 | FAX 650.875.1600

Our company stationery is clean and sophisticated, yet still flavorful. Across the board, we're using our approved Torani Red wordmark, along with relevant contact info and the Heritage Seal as a watermark over a clean, white background.

On the back of our business card is a beauty shot of some of our most popular syrup bottles. This photo will rotate over time to include other Torani products.

ENVIRONMENTS

ENVIRONMENTS OVERVIEW

Environments are the places where the Torani brand comes to life beyond print and into virtual and physical realms. They allow us to showcase the colors, flavors, sounds and textures that make Torani so flavorful. Elements of the brand that appear in print—fonts, photography style and design styles such as the Grid—will often appear in these environments. But they also display their own characteristics, such as the wood and stainless counters in the Pop-Up Store. The following pages show some examples of these environments, and offer some guidelines on how and what to use in them.

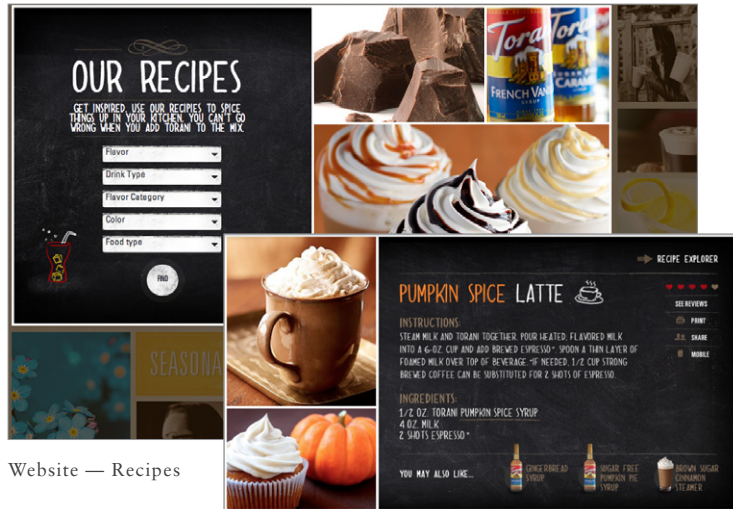


TORANI.COM WEBSITE

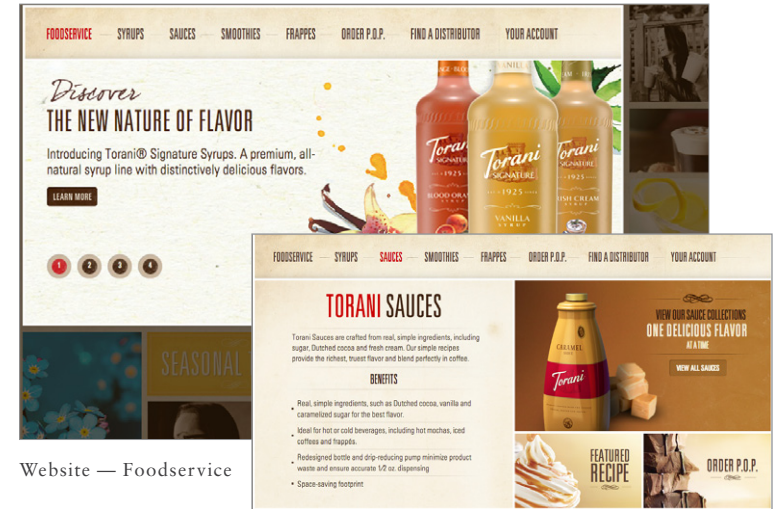


Website — Home Page

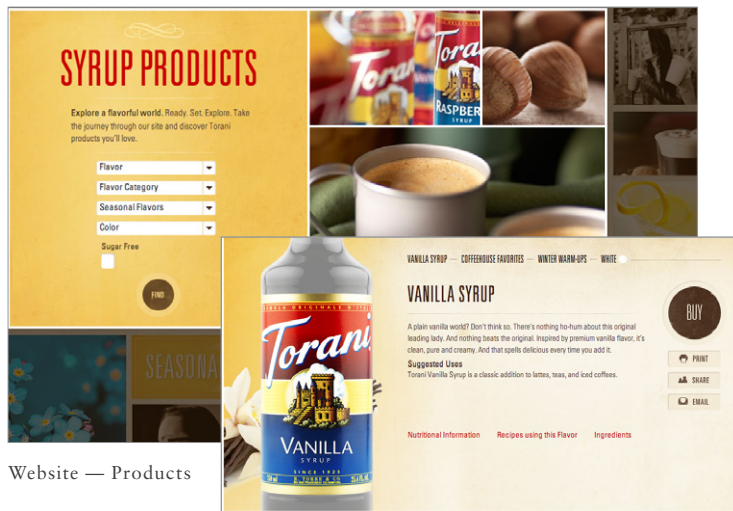
TORANI.COM WEBSITE



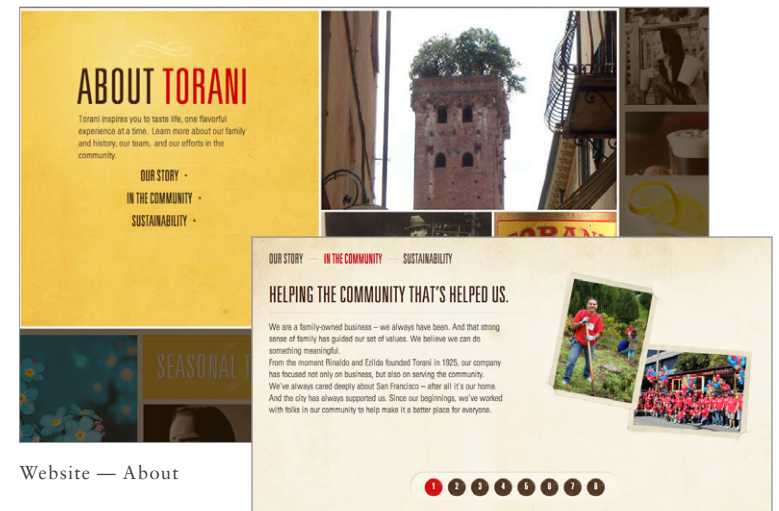
Website — Recipes



Website — Foodservice



Website — Products



Website — About

TORANI HEADQUARTERS



MOBILE TOUR & POP-UP STORE



The design of the Torani Pop-Up Store takes the look and feel of an authentic neighborhood café on the road. The different elements we incorporate are designed to help visitors feel welcome and inspired, and surround them with the liveliness and sense of place you feel in your local café.

- The wood and stainless counters are typical of the materials in a café and combine warmth with an urban/modern feel.
- Red and Yellow are used as accents because of their vibrancy and they're Torani's core colors.
- Chalkboards are commonly used in cafés to display menus or specials. We use chalkboard signage similarly: to display menus as well as directions for making drinks.
- Backlighting highlights the bottles and helps maintain a light, airy feel.
- The back bar brings the Torani Grid to life. Bright colored drinks and fun words add to the energy and café feel.
- Modern vocal music and instrumental jazz are played to create atmosphere, the way you would experience in a café.



Heritage. Inspiration. Obsession.
Now you know what makes Torani,
well, Torani. And why we love
bringing real flavor to life. Thanks
for being a part of it.



Torani®