



PUT THE POWER OF THE GHIRARDELLI BRAND TO WORK

# DRIVE BEVERAGE SUCCESS WITH GHIRARDELLI®

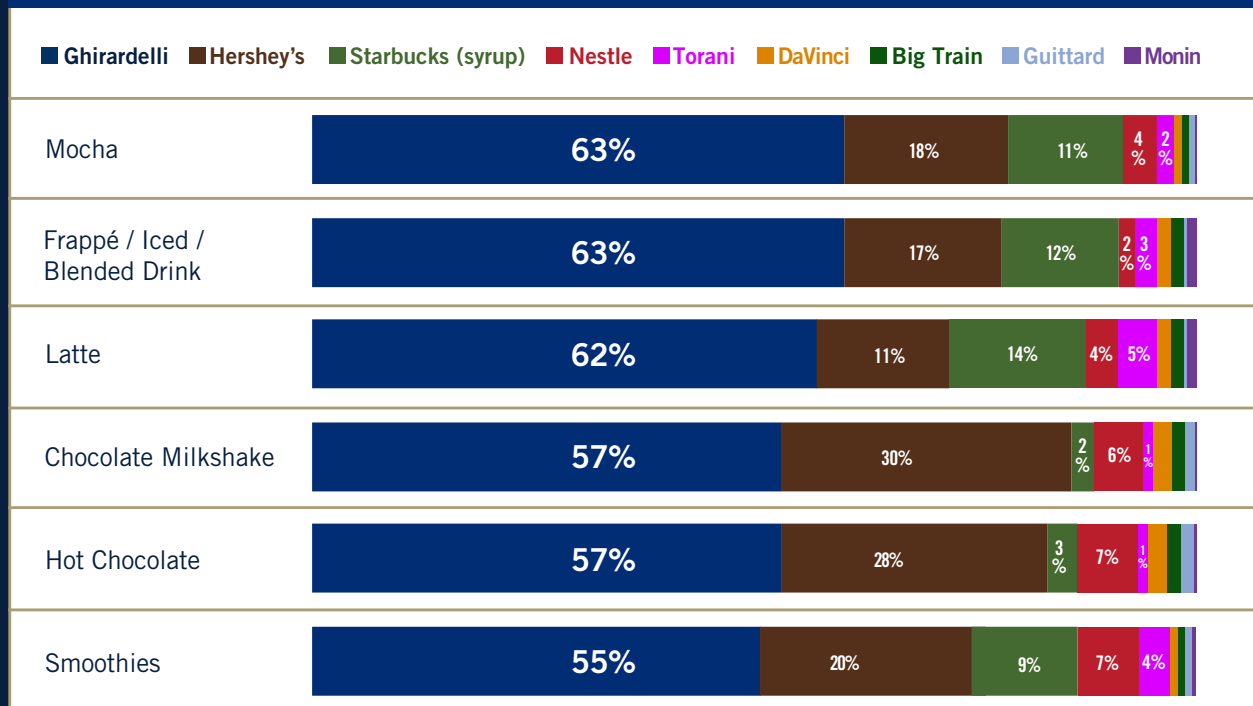
Drive sales growth by enhancing the taste and appeal of your drinks with premium Ghirardelli ingredients.

A recent Technomic study\* found that restaurants who use Ghirardelli have consumers that are more likely to:

- 79% think the restaurant offers higher quality product.
- 72% go to the restaurant more often.
- 71% be more likely to recommend it.

## GHIRARDELLI IS YOUR CUSTOMERS' PREFERRED BEVERAGE BRAND

*Most preferred beverage brand to order*



Technomic Ghirardelli Brand Equity Research, 2024

\* % of respondents under 35 who consented with the statement above



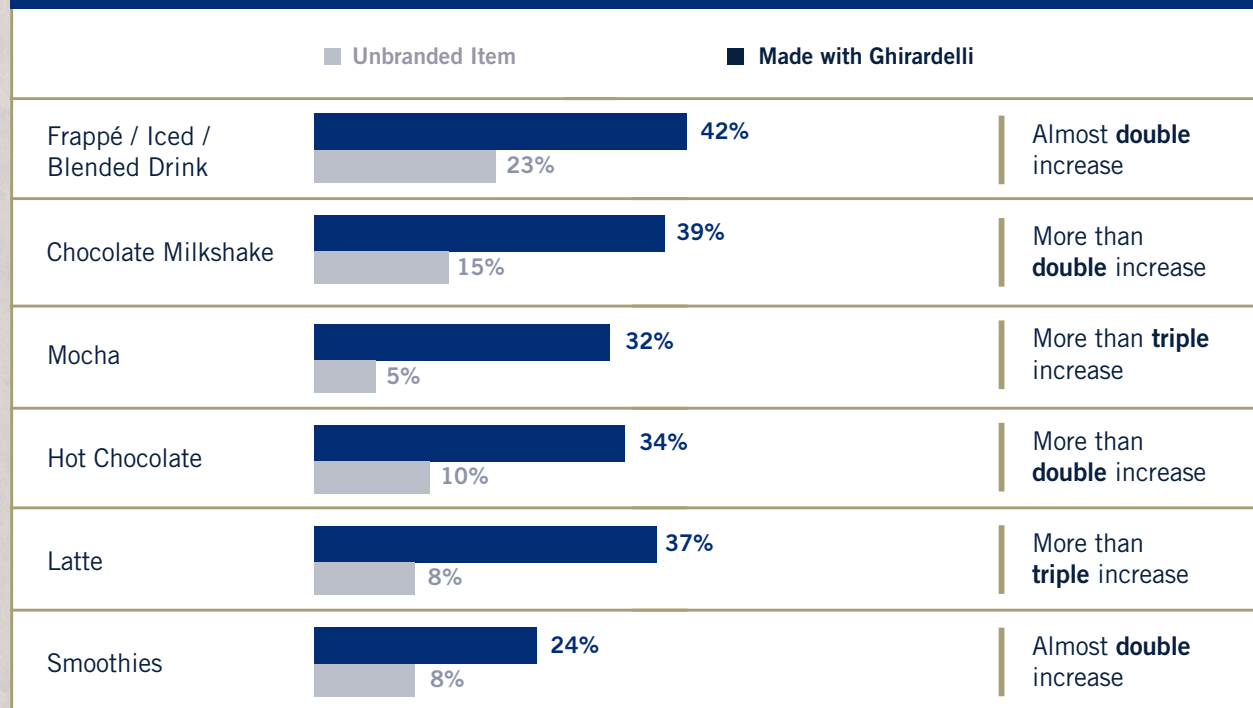


# HIGHER-QUALITY PERCEPTION

79% of consumers strongly agree that restaurant's who offer items with Ghirardelli Chocolate have higher-quality products.

## GHIRARDELLI BRANDED BEVERAGES INCREASE POTENTIAL SALES

*Purchase preference increases significantly vs equally priced unbranded item*



Technomic Ghirardelli Brand Equity Research, 2024

# DRIVE SALES GROWTH WITH GHIRARDELLI®

89% of consumers are willing to pay more for beverages made with Ghirardelli.

## CONSUMERS WILL PAY MORE FOR BEVERAGES MADE WITH GHIRARDELLI

*Increased percentage consumers would pay*

	No More	5% More	10% More	15% More	20% More	More than 20%	Average Willingness to Pay More
Mocha	9%	23%	26%	19%	15%	8%	11.7%
Frappe / Iced / Blended Drink	13%	19%	28%	18%	16%	6%	11.2%
Latte	7%	18%	34%	18%	14%	9%	12.1%
Chocolate Milkshake	10%	19%	25%	21%	18%	6%	11.7%
Hot Chocolate	19%	17%	24%	19%	17%	15%	9.5%
Smoothies	14%	21%	27%	19%	11%	8%	10.7%
<b>BEVERAGE CATEGORY</b>	<b>12%</b>	<b>21%</b>	<b>27%</b>	<b>19%</b>	<b>15%</b>	<b>7%</b>	<b>11.2%</b>

**88% OF CONSUMERS ARE WILLING TO PAY MORE**

Technomic Ghirardelli Brand Equity Research, 2024





# PREMIUM BEVERAGE RECIPES

## S'MORES FRAPPÉ

### FRAPPÉ BASE

- 1/2 cup Ghirardelli Chocolate Flavored Frappé Mix
- 3 fl. oz. Cold Brew
- 3 fl. oz. Milk
- 7 oz. Ice

### GARNISHES

- Ghirardelli Chocolate Sauce
- Marshmallows
- Crushed graham crackers
- Ghirardelli Dark Chocolate Barista Mini Chips



## ULTIMATE DARK MOCHA

- 3 tbsp. Ghirardelli Dark Chocolate & Cocoa Sweet Ground Powder
- Single or double shot espresso
- 8 fl. oz. steamed milk
- 1 dollop whipped cream (optional)



# GHIRARDELLI

## PROGRAM SUMMARY

- Signed agreement is required
- Competitive ingredients not permitted
- Ghirardelli must approve all items
- Approved items can be promoted as “Made With Ghirardelli”  
using the logo  
Approved point of sale signage, on-pack stickers, feature ads, in-store radio, etc. can leverage the Made With Ghirardelli program to drive operator sales growth
- Ghirardelli will partner with operators and third-party manufacturers to develop products with Ghirardelli ingredients
- All proposed products, packaging, and marketing materials must be submitted to Ghirardelli with a minimum of 5 business days lead time to allow for review and any required changes or corrections







# PROFESSIONAL PRODUCTS LIST



All items are Kosher Dairy certified.

Product Code	Pack Size	Item Name and Description
<b>SWEET GROUND POWDERS</b>		
40975	6/3lb. Can	Dark Chocolate & Cocoa - Sweet Ground Powder
40974	25lb. Box	Dark Chocolate & Cocoa - Sweet Ground Powder
62023	6/3lb. Can	Chocolate & Cocoa - Sweet Ground Powder
62030	10lb. Box	Chocolate & Cocoa - Sweet Ground Powder
62028	30lb. Box	Chocolate & Cocoa - Sweet Ground Powder
62038	6/3.12lb. Can	White Chocolate Flavored - Sweet Ground Powder
62029	10lb. Box	White Chocolate Flavored - Sweet Ground Powder
62031	25lb. Box	White Chocolate Flavored - Sweet Ground Powder
<b>CHIPS</b>		
40005	10lb. Box	Classic White Barista Mini Chips 10,000 per lb.
41721	2/5lb. Bag	Dark Chocolate Barista Mini Chips 10,000 per lb.
42321	35lb. Box	Dark Chocolate Barista Mini Chips 10,000 per lb.
<b>FRAPPÉ MIXES</b>		
66200	6/3.12lb. Can	Chocolate Flavored Frappé Mix
66202	10lb. Box	Chocolate Flavored Frappé Mix
66201	6/3.12lb. Can	Classic White Frappé Mix
66203	10lb. Box	Classic White Frappé Mix
66209	6/3.12lb. Can	White Mocha Frappé Mix
66211	6/3.12lb. Can	Mocha Frappé Mix
66213	6/3.12lb. Can	Frozen Hot Cocoa Frappé Mix
62105	6/3lb. Can	Vanilla Frappé Mix

Product Code	Pack Size	Item Name and Description
<b>SAUCES</b>		
62207	6/87.3oz.	Black Label Chocolate Sauce Squeeze Bottle
41751	12/16oz.	Black Label Chocolate Sauce Pouch
41752	6/87.3oz.	Black Label Chocolate Sauce Pump Bottle
61282	12/16oz.	Caramel Sauce Squeeze Bottle
62096	6/87.3oz.	Caramel Sauce Pump Bottle
62057	6/87.3oz.	Caramel Sauce Pouch
41748	12/16oz.	Sea Salt Caramel Sauce Squeeze Bottle
41749	6/87.3oz.	Sea Salt Caramel Sauce Pump Bottle
41750	6/87.3oz.	Vanilla Sauce Pump Bottle
41264	12/16oz.	White Chocolate Flavored Sauce Squeeze Bottle
41266	6/87.3oz.	White Chocolate Flavored Sauce Pouch
41265	6/87.3oz.	White Chocolate Flavored Sauce Pump Bottle
41268	6/85.9oz.	Sweet Ground Chocolate & Cocoa Sauce Pouch
41267	6/85.9oz.	Sweet Ground Chocolate & Cocoa Sauce Pump Bottle
99212	6/pk.	Blue/White Pump Bottle Pumps - 6ct. Bulk Individually Wrapped
99296	1 ea.	2-Tier Pump Bottle Sauce Rack
99184	1 ea.	3-Tier Pump Bottle Sauce Rack
<b>PREMIUM HOT COCOAS</b>		
62083	6/15ct./1.5oz. Packet	Premium Hot Cocoa (Water - Soluble)
62012	4/2lb. Pouch	Premium Hot Cocoa (Water - Soluble)
62081	250/0.85oz. Packet	Double Chocolate Hot Cocoa (Milk - Soluble)

GHIRARDELLI CHOCOLATE COMPANY, IIII I39<sup>TH</sup> AVE · SAN LEANDRO, CA 94578 U.S.A. ©2024 GHIRARDELLI CHOCOLATE COMPANY

For more information on our products or to receive samples,  
call us at **800.877.9338** or email [professionalproducts@ghirardelli.com](mailto:professionalproducts@ghirardelli.com)