



# MULTIPLY YOUR BEVERAGE CHOICES AND PROFITS WITH TAJ.®



## TRUE BUSINESS BUILDERS

### THE TRUTH

Your customers are restless with the usual beverage options and demanding flavorful new alternatives.

### THE TAKE-AWAY

Offer a variety of Taj-inspired beverages to differentiate your menu from the competition and increase your beverage sales and profits.

**66%** MORE LIKELY TO RETURN  
IN THEY DISCOVER A NEW  
FLAVOUR AT A RESTAURANT

**53%** MORE LIKELY TO VISIT  
RESTAURANTS OFFERING  
NEW OR UNIQUE FLAVOURS

**35%** WILLING TO SPEND  
MORE ON NEW OR  
INNOVATIVE FLAVOURS

## FLAVOUR INCREASES SALES



With 3 syrup flavors, you can make more than 33 different drinks and add lots of innovation to your core menu.

#### 3 TAJ FLAVOURS

ORANGE  
FALSA  
LITCHI

#### CORE BEVERAGES

5 ICED TEAS/WATERS  
4 LEMONADES/LIMEADES  
6 JUICES  
7 SODAS  
7 SHAKES/SLUSHES  
4 COCKTAILS

**= \$ALES**



With 6 flavours, your options grow to more than 58 drinks, with the flexibility to innovate and expand.

#### 6 TAJ FLAVOURS

MANGO  
ORANGE  
POMEGRANATE  
FALSA  
LITCHI  
SUGAR FREE ROSE

#### CORE BEVERAGES

10 ICED TEAS/WATERS  
9 LEMONADES/LIMEADES  
8 JUICES/MOCKTAILS  
10 SODAS  
7 SHAKES/SLUSHES  
14 COCKTAILS

**= MORE \$ALES**



## THE TOOLS

Taj products are simple to integrate into your restaurant's operations. It takes just a few flavours to create dozens of specialty drinks that are sure to delight your customers.

### SIMPLE STEPS TO SUCCESS

- Use the Taj 3-syrup or 6-syrup program
- Follow our simple, on-trend recipe suggestions
- Merchandise and suggestive-sell the new drinks
- Watch sales increase

### TO GET STARTED

- Review the drink opportunity worksheet with your Taj representative
- Pick the best flavours for your restaurant's new drink menu



## TRUE BENEFITS

### TO YOUR CUSTOMERS

- Delicious drinks they can't find anywhere else
- Speciality drinks that complement their food orders
- Something new and fun to try

### TO YOUR RESTAURANT

- Highly profitable
- Easy to execute
- Builds your check and guest satisfaction
- Sets your menu apart from the competition



Whether you're looking to expand your entire drink menu, or simply want to round out your lemonade or soft drink platform, Taj can help. We provide the flavour insights, mixology, expertise and operational savvy to help you design and implement a winning beverage menu.



To start increasing your beverage sales, contact us today.  
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