

Are you ready to get Naked?



**PARTNER WITH
NAKED SYRUPS**





The Naked Difference

Naked Syrups... We're not afraid to get bear naked.

What you see is what you get! A complete beverage brand with a big personality that only uses Natural flavours & colours. Supplying Flavourings, Powders, Sauces & much more.

The Naked Syrups range has been designed to be served in either hot or cold applications for baking, shakes, sodas, frappes or as far as your imagination stretches, so they can be used across your menu for multiple options throughout the year for the foodservice market.

An internal study conducted found that users purchase from an average of 3-4 suppliers to source products within the flavourings, powders and shake sauce categories. On average, 30% of user syrup and powder purchases are made through their coffee roaster partner.

Between 2015 and 2020, Australia's vegan food market is projected to be the third-fastest-growing vegan market in the world with a growth rate of 9.6% *

When it comes to purchasing a coffee from a café, younger generations are more likely to do so than their older counterparts (61% Gen Z, 53% Gen Y cf.)**



*Statista Research Department. (2023). Value of packaged vegan food Australia 2016-2020. [statista.com/statistics/731052/australia-value-packaged-vegan-food/](https://www.statista.com/statistics/731052/australia-value-packaged-vegan-food/)

**McCrindle. Australian attitudes towards coffee. mccrindle.com.au/article/australian-attitudes-towards-coffee/

Why we do what we do

We're laser focused on providing a premium offering to the ever-growing market and addressing the growing need/want for Australian made, Natural, Gluten Free and Vegan Australia Certified products.

Having the Naked Syrups range of Flavourings, Powders and Sauces on the shelf behind the bar enables users to unlock the full potential of their menu and ultimately give consumers what they're crying out for.

We're extremely passionate about supporting small/medium sized businesses and our one stop shop allows you to consolidate suppliers and reduce costs/save time.

The data collected by Australian market research company, Roy Morgan, found that more than four in five (86%) Australians say buying Australian-made products is important to them.*

Just over 60 percent of global consumers said 100 percent natural products are important because they are healthier.**

The ATO estimates the cost of processing an invoice is >\$30.00.



*Ray Morgan. (2023). Four in five shoppers believe buying Australian-made is important. roymorgan.com/findings/9161-australian-made-feb-2023

**Cowling, W. (2020). Consumers continue to seek products with natural ingredients. Snack and Bakery. snackandbakery.com/articles/101830-consumers-continue-to-seek-products-with-natural-ingredients

How can we help?

100% Australian made and owned

One stop shop flavouring supplier

Natural products, no artificial colours or flavours

Secondary flavours

True to the flavour

Vegan Australia Certified

Gluten Free

Multi-purpose suite of products

No one shoe fits all, personalised approach

We will work in with your businesses needs

Dedicated Account Manager

Next day dispatch

Nimble and agile

Partnership focused – dedicated to supporting you

Menu development and field support

Local and passionate about small/medium sized business



The Global Coffee Syrup Market Size is projected to grow at a CAGR of 4.7% during 2021-2028.*

The Asia Pacific region is expected to see substantial growth in the coffee syrup market due to growing coffee consumption.*

Just 14% of coffees are ordered black (espresso/long black) in cafes.**
Meaning, 86% of coffees are ordered with additives.

*B. More, A. (2019). *Global Coffee Syrup Market*. Dataintelo. dataintelo.com/report/coffee-syrup-market/

** Kilroy, K. (2020). *The 5 Most Popular Coffee Orders in Australia*. Chefworks. chefworks.com.au/blog/most-popular-coffee-orders

Flavourings

The Naked range of syrups are made with high quality ingredients and meticulously crafted in single batches. Only using natural flavours & colours these syrups provide the perfect balance of flavour and sweetness in every beverage. Each has been specially formulated to deliver amazing flavour and to mix evenly in cold or hot beverages.

**Caramel, Vanilla, Hazelnut, Spiced Chai, Liquid Sugar,
Traditional Lemonade, Strawberry*, Gingerbread**



*Non VF



The 2019 Square Australian Coffee Report suggests that:

- **Turmeric latte consumption grew 2018 to 2019 – 60%**
- **Beetroot latte consumption grew 2018 to 2019 – 31%***

Market research firm Datassential reports that mentions of matcha lattes are up 216% on menus over the past four years.**



*Square. (2019). *The 2019 Square Australian Coffee Report*. squareup.com/au/en/the-bottom-line/selling-anywhere/2019-australian-coffee-report

**Nation's Restaurant News. (2022). *Flavor of the Week: Matcha latte — the caffeinated drink with a health halo*. nrrn.com/consumer-trends/flavor-week-matcha-latte-caffeinated-drink-health-halo

Powders

Naked Syrups offer a full range of easy-to-use Beverage Powders allowing you to customise your beverages. Designed to be served both hot & cold they can be used across your menu for multiple beverage applications throughout the year.

Chocolate, Light Chocolate, Spiced Chai*, Chai VF, Matcha, Turmeric, Turmeric Latte*, Beetroot, Frappe Base*



*Non VF



It's estimated 1 in 70
Australians live with
coeliac disease and 12
per cent of the
population avoid wheat
and/or gluten.**

The most popular
non-alcoholic drinks
are coffee (65%)
and water (64%),
but dessert drinks
like milkshakes
(58%) and bubble
tea (54%) are
catching up.*



*Melore, C. (2022). Straws over spoons: 7 in 10 adults would rather have a drinkable dessert. Study Finds. studyfinds.org/drinkable-desserts

**Cloros, A. (2020). The growth of gluten-free. Hospitality Magazine. hospitalitymagazine.com.au/the-growth-of-gluten-free/

Sauces

The Naked Syrups Sweet sauce range has been developed to take you back to your childhood of flavours. Authentic, True to the flavour and not overly sweet, whether they are being used to top your favourite dessert, in a sundae or in that classic shake.

Chocolate, Salty Caramel*, Wild Strawberry, White Chocolate



*Non VF





Get in touch

To discuss further and find out more, contact us.

02 8711 3660

hello@nakedsyrops.com.au

nakedsyrops.com.au



