



**BREW WITH MONIN - 2025**

# A PASSION FOR QUALITY PRODUCTS & SERVICES

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Monin Gourmet Flavourings was founded in Bourges, France in 1912 by Mr. Georges Monin and remains a 3<sup>rd</sup> generation family owned and operated business.



The company's first slogan was “La Passion de la Qualité”, which is French for “**Passion for Quality**”. This slogan still acts as the company's focus, as we go to great lengths to ensure the best quality products and services to all customers.

# GLOBAL PRESENCE

With over 100 years of experience, Monin is the premium flavour choice for coffeehouses and foodservice operators around the world.



We offer more than 200 gourmet flavours, available in over 145 countries, with thousands of creative recipe applications.

Worldwide Headquarters:

- Clearwater, Florida
- Bourges, France
- Kuala Lumpur, Malaysia
- Shanghai, China

# PREMIUM PRODUCTS

Monin products are...

- Made with the **finest ingredients** sourced from around the world
- **Flash pasteurized** to ensure freshness and quality
- **Shelf stable**, requiring no refrigeration
- **Easy to use and store**
- **Consistently made** and **highly concentrated** for exceptional flavour
- **Versatile** for endless beverage and culinary creations
- **Available year-round**, no limitations on seasonality

Additionally, we are proud to be the industry leader of **clean label** flavouring solutions!

The majority of Monin products are made with NO artificial ingredients including flavours, colours, and preservatives.





# Easily Craft Flavoured Beer



**Stand out from the crowd with flavour**

Monin delivers a wide selection of highly concentrated, premium flavouring products that are perfect for making flavourful, one-of-a-kind beers. Add unparalleled flavour behind the bar or during the brewing process for new and unique beers your guests will love.

## **Ingredients**

Pure Cane Sugar, Water, Natural Flavors, Citric Acid, Vegetable Juice (Color).

## **Available Formats**

1L | 4/case

## **Color**

Burnt Orange

## **Flavor Profile**

Citrus

## **Product Specifications**

Allergen Free, Dairy Free, Gluten Free, Kosher, No Artificial Colors, No Artificial Flavors, No Artificial Ingredients, No Artificial Preservatives, No Artificial Sweeteners, Non-GMO, Clean Label



Cane syrup can be used in brewing beer to increase the utilization of amino acids by yeast and to add flavor compounds.

How cane syrup affects beer flavor

- **Flavor compounds** – Be creative
- **Color** – Can add color to batch
- **Alcohol content** – Increase gravity
- **Finish** – Dry out batch

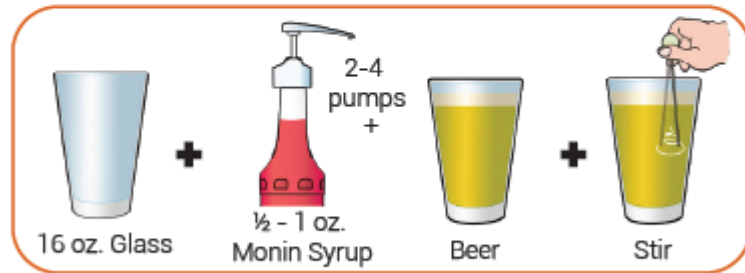




# Behind the Bar

Add Monin Premium Syrups or Concentrated Flavours to beer!

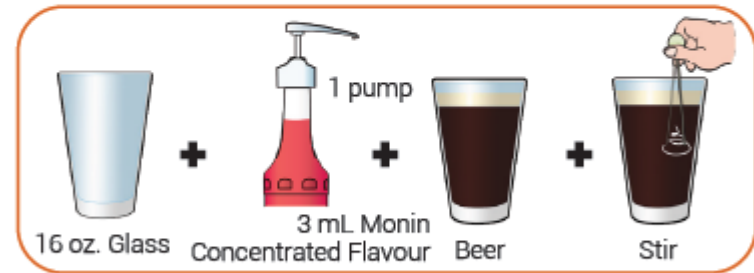
## Flavoured Sours, Easy Drinkers, and Shandys



### Recommended Monin Premium Syrups:

Habanero Lime, Blackberry, Pineapple, Mango, Blueberry, Blood Orange

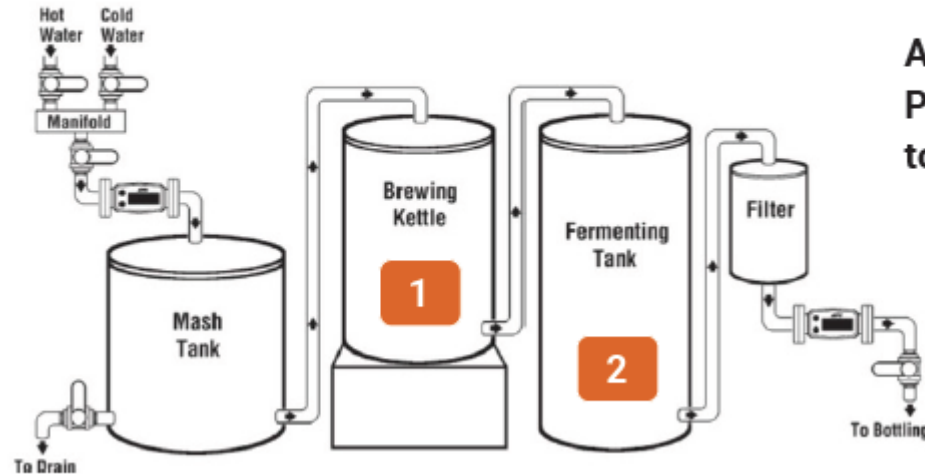
## Flavoured Porters and Stouts



### Recommended Monin Concentrated Flavours:

Caramel, Hazelnut, Chocolate, Coconut, Vanilla, Oak Barrel

# Brew with It



## Add Monin Premium Syrups, Purées, or Concentrated Flavours to the brewing process!

- Monin premium syrups and purées are readily fermentable adjuncts (approximately 60° Brix)
- Mix and match from a variety of different flavours
- Superior consistency and ease-of-use compared to whole fruit
- Minimal seasonal variation in a ready to use format

### Addition Points:

- 1) Late in the boiling process
- 2) Beginning of primary or secondary fermentation

### Recommended Usage:

Monin Premium Syrups and Purées: 1-2 liters per 5-gallon keg  
Monin Concentrated Flavours: 200-400 mLs per 5-gallon keg

### Recommended Flavours:

**Monin Premium Syrups:** Orange, Grapefruit, Honey, Mango, Dragon Fruit, Pineapple

**Monin Purées:** Blackberry, Blood Orange, Passion Fruit, Raspberry

**Monin Concentrated Flavours:** Strawberry, Jalapeño, Caramel, Coconut

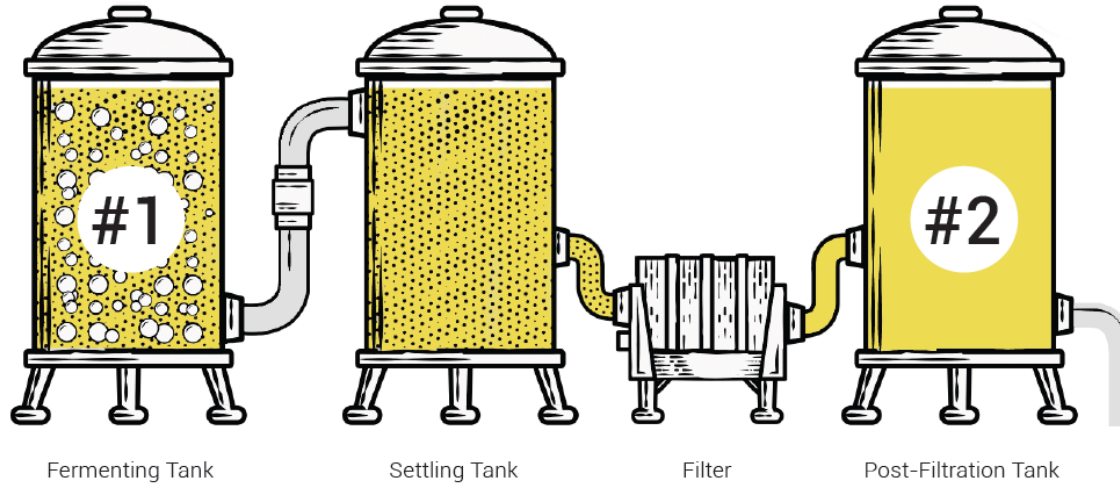


*Easily Craft Flavoured Ciders  
and Fermented Fruit Beverages*

**Stand out from the  
crowd with flavour**

Monin delivers a wide selection of highly concentrated, premium flavouring products that are perfect for making flavourful, one-of-a-kind ciders. Add unparalleled flavour during the brewing process for new & unique ciders and fermented fruit beverages your guests will love.

# Brew with It



## Addition Points:

- 1) Replace 10-20% of your apple juice with Monin Premium Syrups or Purées
- 2) Add Monin Premium Syrups, Purées, or Concentrated Flavours post fermentation filtration to provide sweetness in addition to flavour

## Recommended Usage:

**Monin Premium Syrups and Purées:** 2-3L per 5-gallon keg or 12-18L per barrel

**Monin Concentrated Flavours:** 200-400mLs per 5-gallon keg or 1200-2400mLs per barrel.

## Recommended Flavors:

### Monin Premium Syrups:

Caramel Apple Butter, Cookie Butter, Dragon Fruit, Hibiscus, Mango, Pomegranate

### Monin Purées:

Black Cherry, Blood Orange, Watermelon, Wildberry

### Monin Concentrated Flavours:

Blueberry, Caramel, Peach, Strawberry

- Add to start of boil for richer caramel flavour, risk of losing natural flavour addition.
- Add at end of boil for cleaner flavour and truer natural flavour addition.
- Dry hop for secondary fermentation and full natural flavour addition.
- Sucrose is already between 3 and 5% of wort.
- Experiment.

## DETAILS

- Feb 4<sup>th</sup>, Monin presentation at in person meeting
- May 2<sup>nd</sup> competitor deadline to submit bottles
  - Grain To Glass has volunteered to be the submission hub
  - 3 samples (2 for competition and 1 to send back to our office)
- May 17<sup>th</sup> Judging occurs around
- June 10<sup>th</sup> Winner is announced



# RYAN MORTON REGIONAL KEY ACCOUNT MANAGER

ryanm@shasky.com

 431-336-3323  shasky.com

C.W. Shasky & Associates, LTD.  
2880 Portland Dr.,  
Oakville, ON L6H 5W8



# Thank You!