

# Bringing a Taste of California to a Thirsty World.



## Count on our drinks to give your sales a refreshing boost.

Imagine being at the front of beverage trends rather than playing catch-up. Pure California helps you achieve this through a formula for success that's as unique as our product line. We focus on selling drinks with recipes that have already proven to have mass appeal in one of the world's foremost testing grounds...Southern California.

## A winning formula for you and your customers.

It's no wonder that Pure California's distinctive line of specialty drinks, from ice-blendeds to boutique lemonades, are so popular with restaurant chains, large coffee houses and mass food distributors. After all, bringing the most popular drinks from Southern California to the rest of the world is only Pure California's starting point. We offer added value through:

- **Unparalleled Taste**

We start by searching out the most authentic flavors and delicious taste combinations. We also only used the best quality ingredients, with an emphasis on them being "real", all-natural and healthful. Our sophisticated labs and talented experts allow us to create a line of beverages that deliver exceptional taste, consistency and visual appeal.

- **Value Pricing**

Nobody can beat the cost-efficiency at which we produce our high quality formulas. Our large volume capability further enables us to reduce the manufacturing costs. So whether you are a small coffee house or large conglomerate, our prices are sure to enhance your profit margins.

- **Sophisticated Manufacturing/Logistic Services**

Our manufacturing facility has been successfully producing high-end product for over fifty years. This includes highly sophisticated machinery, quality control procedures and experienced supervision. As a result, we can promise:

- Consistent delivery of high quality products
- High volume orders in quick time
- Customized packaging (and private labeling, if requested)
- Shipping direct to end-user(s) and/or multiple worldwide locations

- **Boutique "Custom-Tailored" service**

Our focus is on tailoring our services and products to meet your unique needs both from a manufacturing and logistics standpoint. From the quality of our ingredients and richness of our flavors to flawless service and follow through, every aspect of Pure California is designed to please you and your customers alike.



**Pure California**<sup>™</sup>  
B E V E R A G E S

# Beverage Menu

## Cali Iced Blendeds

Our signature beverage, the Cali French Vanilla ice-blended has been nothing short of a phenomenon here in Southern California. Using a blender and your own coffee, the authentic flavor of the pure vanilla bean comes to life in this creamy, frosty, ice-blended drink. This recipe is hands down, the best vanilla ice-blended recipe across the globe. Create your own cult following while maintaining profit based on our valued pricing.



## Cali Hot Drinks

If there's a comfort drink, this Cali Hot Chocolate is it....Delicious, rich cocoa taste. Try our unique Spanish Cappuccino blend as well; a cinnamon-infused mocha hot beverage, best served hot and toasty.



## Boutique Lemonades (with real pulp)

Our old-fashioned lemonade recipe with real fruit juice and real pulp has just been made better with our Mint Lemonade and Strawberry Lemonade versions. They are the most innovative and contemporary take on lemonade yet.

## Syrups

Our "bar" syrups are as great tasting as the global leaders at a fraction of the cost. We have just about every flavor and combination you can ask for... or request to be developed.



## World Fusion Horchata & Smoothies: Strawberry, Mango, Guava, Passion Fruit and Papaya

It's a creamy, rice and cinnamon milky beverage (although non-dairy) that is, quite possibly, Los Angeles' best kept secret. Our recipe is full-bodied and flavorful, and a great option for kids and "natural" drink lovers. A drink that will instantly turn you into a Latin Lover! Also ask about our Strawberry and Mango World Fusion beverages!

## Pure Bar Mixers:

### Pina Colada, Strawberry Daiquiri, Margarita

At Pure California, our "fresh" bar mixers will raise the taste of your best selling drinks to a new level. In fact, some of the most well known International Bar Tenders have voted our mixers "best tasting in class." Fresh flavors with premium world class quality...it's why bar operators around the world are importing these mixers. Get a sample, and see how much your customers enjoy the classics when they have a fresh California accent.



World of Children Awards

## Contributing to the greater good.

While we are a "for-profit" company, we are mindful of and passionate about our social responsibility to give something back to the world to help make it a better place.

We donate 2% of all sales to the World of Children Organization. [worldofchildren.org](http://worldofchildren.org)



**Pure California**  
BEVERAGES