

IN•STEAD
OF M•L•K

MAKE YOUR

BAR



A SHINING

STAR

2017

The brand "Professional" is launched for the Horeca and Food Service sector with a Soy drink only



2019

The brand "Professional" becomes BARISTA PROTAGONISTA with a new look . It loses the old-fashioned style and it wants to focus its communication on professionals only.

Baristas are our target. The line is enlarged with 3 SKU's : Soy, Gluten Free Oat and Almond

**BARISTA
PROTAGONISTA!**

2022

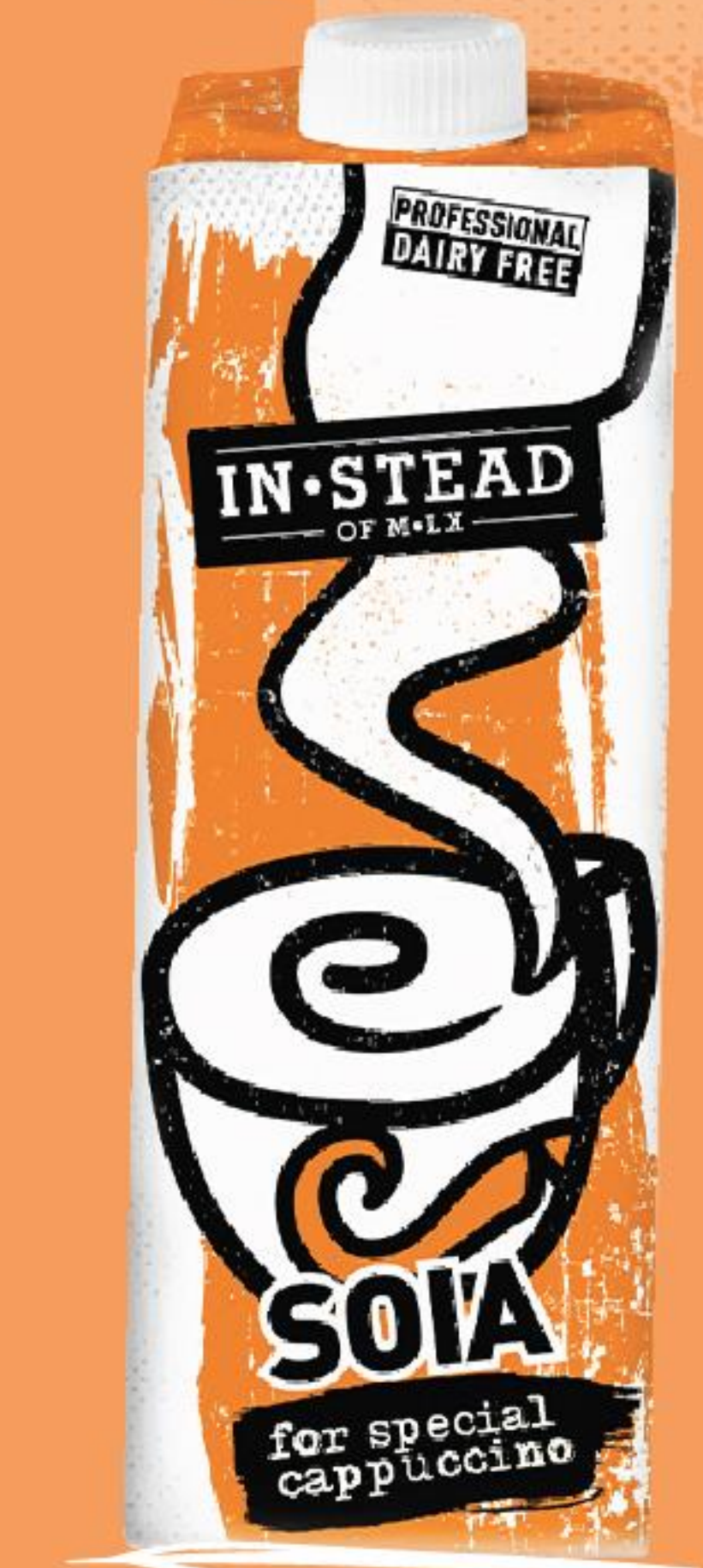
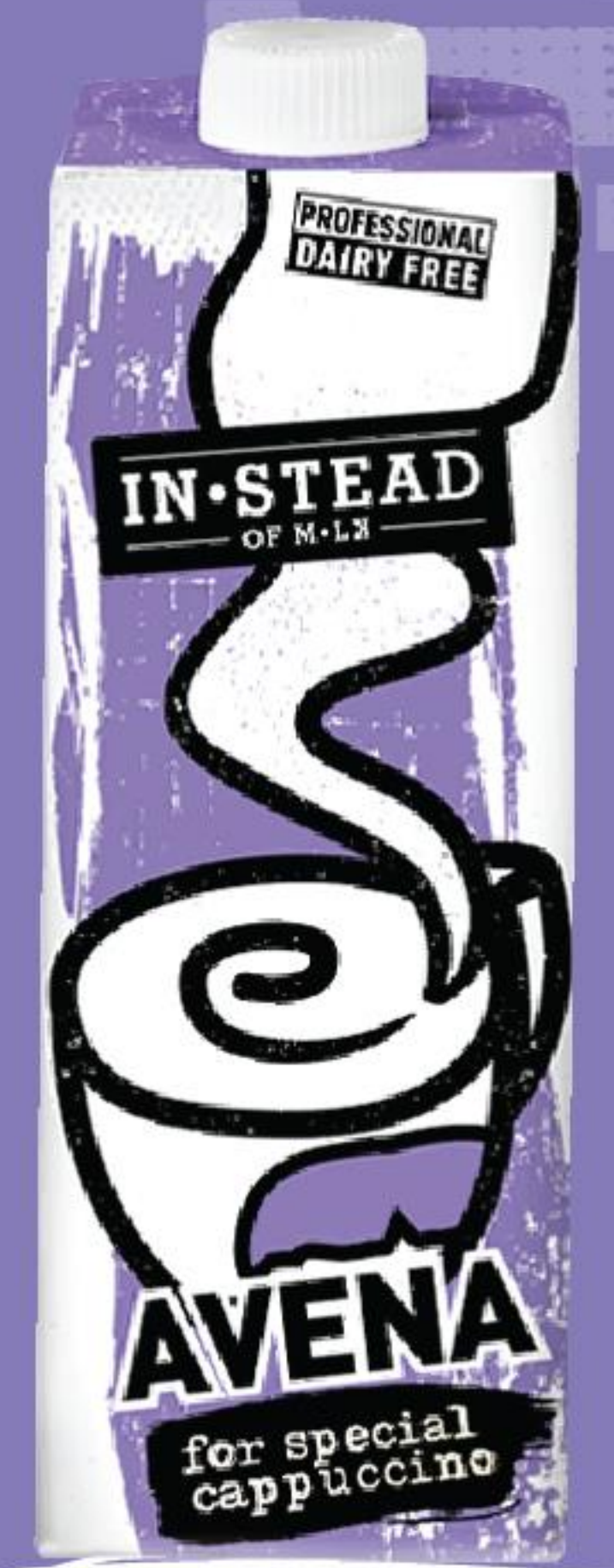
The brand wants to get a more international profile , with an additional transformation into **INSTEAD OF M•LK** , born also thanks to the collaboration with Matteo Beluffi (Italian Champion of Latte Art 2017 and sixth in the World), Matteo gave his contribution with the formulation of the recipes to achieve the best foaming results and great performances with Latte Art.

The 4th flavour with Coconut was included in the range (2022).

IN•STEAD
OF M•LK

IN·STEAD

OF M·LX





gusto

SOY



GLUTEN
FREE

ITALIAN
SOY

DAIRY
FREE

FOR
VEGETARIANS
AND
VEGANS



Perfect for barista,
because it is easy to compose.

Ideal for creamy
and enveloping cappuccinos.

Its light vanilla aroma
gives your cappuccino an elegant
taste, creating a perfect balance.

For nutritional values
it is the most similar to cow's milk.

Excellent paired with full-bodied
espresso, with dark chocolate
and dried fruit taste.

IN-STEAD
OF M•L•K



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OAT



**GLUTEN
FREE**

**NO
SOY**

**NO ADDED
SUGAR**

**FOR
VEGETARIANS
AND
VEGANS**



Perfect for the barista,
because it is easy to compose.

White and naturally sweet
like regular milk.

It performs very well
hot and cold.

Perfect for making cappuccinos
in latte art.

Excellent paired with coffee
with dried fruit, spices or ripe
fruits taste

Try it also infused with spices
or tea!

IN-STEAD
OF MILK



gusto COCONUT

GLUTEN
FREE

ITALIAN
SOY

DAIRY
FREE

FOR
VEGETARIANS
AND
VEGANS



Perfect for the barista
because it is easy to whip,
thanks to its natural content of
proteins and fats.

excellent for creating creamy
cappuccinos with an exotic taste.

Its delicate coconut notes
go very well with coffee,
even when hot.

Try it to create drinks
with or without coffee!

IN•STEAD
OF M•L•K



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ALMOND

GLUTEN
FREE

NO
SOY

NO ADDED
SUGAR

FOR
VEGETARIANS
AND
VEGANS



Naturally white as milk.

Perfect for barista
because it mounts even when cold.

Its contribution of fats and fibers
gives a velvety and enveloping foam
to latte art cappuccinos.

Thanks to its delicate taste
it goes well with coffee with
milk chocolate, spices or
dried fruit flavors.

Try it cold
with or without coffee!

IN•STEAD
OF M•LX



URBAN

**FEEL
TRENDS**

CREAMY

FUN

SPECIAL



WHY
BARISTAS

SHOULD
CHOOSE
INSTEAD OF
MILK PRODUCTS



- e These beverages are produced by a 40 year old company with a great **EXPERTISE** in the extraction of plant based drinks
- e These beverages are studied by a Barista for Baristas (who knows better what they are really looking for?)
- e **PERFECT FROTH**
- e Amazing **LATTE ART** performance like dairy milk
- e Great taste for your cappuccino
- e They foam up even cold for different kind of applications (not just hot drinks)
- e High concentration of raw materials to guarantee **GOOD TASTE** and technical features ideal for the Barista purpose
- e **DELICIOUS TASTES AND FLAVOURS**, not too predominant, not too flat, for a perfect blend with coffee
- e Support by the social media with a lot of inspirations and ideas of application

UNIQUE
SELLING
POINTS

VS

THE MAIN
COMPETITOR



Better than the others for :

- e Taste profile- studied for the perfect blending with coffee
- e Taste profile- the **4 DIFFERENT FLAVOURS** can be perfectly recognised without being too predominant and to exalt the coffee's aroma
- e Texture - easy to froth and perfect to get a creamy and velvety cream on your cappuccino
- e Gluten Free
- e **NATURALLY SWEET** or with a low sugar content.
- e Clean Label and short ingredient list
- e Selection of **HIGH QUALITY ITALIAN** raw material (certified)
- e Special extraction process without the use of flours or pastes , but starting from the real seeds or nuts



Different than the non-professional drinks and appreciated by the Baristas for :

- e Brand not available on the Modern Trade but dedicated to the Horeca sector and to the professionals
- e **EXCLUSIVE DISTRIBUTION** on the specific distribution channels
- e Technical support for ideas and tips
- e **SPECIFIC FORMULATION** for the barista purpose



TECHNICAL TIPS



Soya:

1. It can be foamed cold , with the addition of vanilla syrup to get a different texture and taste on your drink or smoothie
2. Recommendation not to use with high acidity products
3. Suitable for the preparation of cappuccino by respecting the max. foaming temperature of 50°C

Oat:

1. Suitable for preparing infused drinks like Chai Latte or Golden Milk , Macha Latte etc..
2. Suitable also for cooking , because it does not contain added sugar and perfect replacement to the dairy milk
3. Suitable for the preparation of cappuccino by respecting the max. foaming temperature of 55°C
4. Gluten Free
5. It can be foamed cold, also after being infused , to create original foaming and dressing on your drinks or cocktails

Almond:

1. Delicious almond taste, suitable to create drinks or cappuccinos with nutty flavoured coffee and to enhance its nutty aftertaste.
2. Suitable for the preparation of cappuccino by respecting the max. foaming temperature of 55°C
3. Gluten Free
4. It can be foamed cold, to create Marocchino coffees , cold or hot , even without coffee and with different textures

Coconut:

1. It can be foamed cold , with the addition of vanilla syrup to get a different texture and taste on your drink or smoothie
2. Recommendation not to use with high acidity products
3. Suitable for the preparation of cappuccino by respecting the max. foaming temperature of 50°C
4. Perfect to be used for the preparation of Smoothies in combination with other exotic products, to create an amazing mix of flavours .