

THE COMPLETE GUIDE TO FRAPPES, MILKSHAKES AND SMOOTHIES BY SHMOO & IGLOOH

# BLEND & SHAKE

## The SHMOO SHAKE HUB

THE ONE STOP SHOP FOR ALL THINGS MILKSHAKE

HOW TO MAKE YOUR

## COFFEE BASED DRINKS

STAND OUT FROM THE CROWD

## KEEP UP WITH THE TRENDS

AND CATER FOR EVERY CUSTOMER WITH VEGAN DRINKS



OUR FIRST DELICIOUS ISSUE

BLEND & SHAKE MAGAZINE | ISSUE 01



# WHAT'S INSIDE

Trends are ever changing and often vital to the survival and success of businesses. Started by and spread by people, it's consumers who drive what trends become the most popular, and which fall off the radar.

It's often difficult to keep up with new trends in the food and drink industry, Aimia Foods' range of out of home beverage products provide caterers with simple ways of keeping menus up-to-date, with a range of versatile products to suit numerous dietary requirements.

Inside, caterers can find an easy-to-follow guide on how to use each product to achieve their own personalised drinks menu, to suit any customer profile, at any time of year.

We'll help you make visually appealing drinks for children, adults, coffee lovers, and vegans that will make your business stand out from the competition.

Each of our products and key trends are accompanied by multiple ways to use them as well as recipes and insider tips and knowledge.

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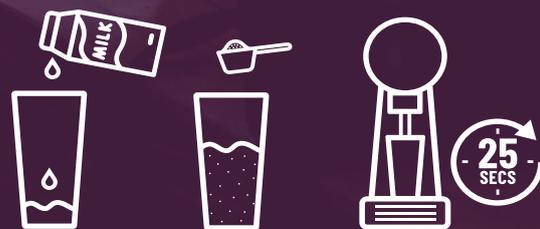
# HOW TO MAKE...

## Traditional Mixing Method

Add 125ml milk

Add 15ml scoop Shmoo powder (13g)

Mix on a spindle mixer for 25 secs or until smooth for a 13oz drink



## Traditional Jug Mixing Method

Add 230ml milk to the first fill indent

Add 1x 25ml scoop Shmoo powder (23g)

Mix on a spindle mixer for 25 secs or until smooth for a 22oz drink



## Iced Mixing Method

Add 150ml full fat milk

Add 200g ice

Add 2x 15ml scoops Shmoo powder (30ml)

Blend for 30 secs or until smooth for a 13oz drink





# SHMOO

FRESH THICK MILKSHAKES

**Since the creation of freakshakes in Melbourne in 2015, milkshakes have been bigger news than ever before. No longer served as just a beverage, shakes are now desserts in their own right - with more and more indulgent and experimental recipes being tried and successfully tested across the globe.**

Shmoo is unique; drinkers enjoy the texture made possible by the unique combination of machine and ingredients. Sellers love the simplicity and consistency.

Shmoo Milkshakes provide the perfect base for freakshakes, but also a quick and simple method of making a fresh, thick shake, with absolutely no compromise on taste or texture.

The versatility of Shmoo means no matter what method of making you prefer, we have a recipe for you. Whether you use a spindle mixer to achieve the thickest texture, or a blender to mix in ice.

Mix up flavours, experiment with toppings and try and test our new recipes - make Shmoo your way!



# STRAWBERRY

Strawberries are delicious - fruity, juicy and sweet. It's no wonder that our Shmoo strawberry is so popular with both adults and children alike.

# CHOCOLATE

Rich and creamy, chocolate Shmoo base mix is inspired by beautiful Belgian chocolate. The best part is it can be made up to be completely vegan friendly when mixed with milk alternatives (See page 17).

STRAWB-  
LICIOUS

CHOCO  
HOLIC  
FAVOURITE

Shmoo FLAVOURS

# BANANA

No milkshake menu is complete without a banana flavour!  
Our banana Shmoo is fruity and refreshing, and works  
great with caramel sauce - think Banoffee pie!

# \* Vanilla \*

What's fantastic about the Shmoo vanilla  
is just how versatile it is when mixed with  
flavoured syrups - the possibilities really are  
endless for menu specials.



# FLAVOURS

# CAPPUCCINO

Coffee's popularity is still growing and shows no signs of stopping. Give your customers a more unusual option when they come in for their coffee fix.

# MINT CHOCOLATE

Some flavours just work really well together. It was a no brainer that Mint Chocolate should be added to our collection - especially as this one can be made vegan friendly too!  
(See page 17).



# WHITE CHOCOLATE MALTERED

Malted shakes are the biggest trend in milkshakes in the USA right now and there's a reason for it - they taste great! Made with real Horlicks and white chocolate, this also makes a great special.

# WHITE CHOC & Raspberry

The newest addition to the Shmoo family, White Chocolate and Raspberry is a favourite with both children and adults. Sweet and fruity, with a more mature taste profile.



Made with Real  
**HORLICKS**

# TAKE AWAY, DINE IN, FREAK OUT! HAVE IT YOUR WAY!

25 seconds. No waste, no mess, no washing up! Shmoo is designed so it can be poured, mixed and served all in one cup - perfect for customers on the go!

Simply pour milk up to the line, add your flavoured base and mix on the unique spindle mixer for 25 seconds. Remove the cup and serve a delicious thick, fresh shake.

Containing 50% recycled PET and fully recyclable, our branded cups mean no measuring and the same consistent, great taste every time.

If you want to serve your shake to diners who are sitting in, then our Shmoo glasses may be more for you.

Add some cream and your favourite toppings and customers will be delighted that they chose a fresh, thick shake rather than their usual tea or coffee!

This is a great chance to play with recipes and experiment with flavours - add syrups to the Shmoo base mix and you can have a new flavour on the specials board every single week.

Of course, the fun doesn't have to stop there. Shmoo's thick and creamy texture provides the perfect freak shake base - meaning you can build your toppings high, defying the laws of gravity.

Bring your menu to life and get as creative with toppings as possible, meaning every customer can have their own personalised shake that they can only get from you!

Team this with our biodegradable paper straws, which we source locally in the UK, and you have the perfect solution for customers on-the-go! Even small changes can make the biggest of differences to the planet - and this is something that will matter to your customers too.



# Toppings

The easiest way to turn a simple shake into a more indulgent shake that is worthy of a desert menu is by topping them until your heart's content!

Not only does it mean you can offer all sorts of different options to customers, and let them have the freedom to customise their shake every time, it's also a great way to top off your profits!

All of our toppings are free of any artificial flavours, colours or preservatives.



## MICRO MARSHMALLOWS

Little, light fluffy pillows of sweet and tasty goodness. Marshmallows work as a topping on pretty much anything in our opinion - but they're perfect for milkshakes. If you want an easy way of making the most simple shake look more appealing, you can't go wrong with micro marshmallows.



## CHOCOLATE CURLS

Chocolate, double chocolate or triple chocolate - you can never have too much! The great thing about this topping is that chocolate goes with every flavour, so try it on any shake!



## CHOCOLATE JAZZIES

Add some colour and fun to your shakes by adding a sprinkling of our Chocolate Jazzies. Make sure to keep them in the eyeline of customers, as once you see them, they're virtually impossible to resist!

## LETS GET FREAKY...

### For the Shake

Add 125ml semi-skimmed milk

Add 1x small scoop of Strawberry Shmoo powder (13g)

Add 1x tsp of edible glitter

Add 1x tbsp of Marshmallow Syrup

### To Top

Melted chocolate

Squirty cream

Marshmallow

Doughnut

Chocolate sauce

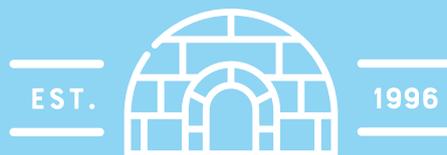
Sprinkles

Strawberries

Nougat

Strawberry laces/belts

1. Dip the rim of the glass into the melted chocolate, ensuring the full rim is fully covered. Pour the sprinkles onto a plate and dip the rim into it, covering as much chocolate as possible. Place in fridge to set.
2. Pour the milk into a jug, adding the Shmoo powder, syrup and edible glitter. Place on the Shmoo machine for 25 seconds until mixture is thick and pour into the glass.
3. Using a sharp object, carefully make a hole in a marshmallow, wide enough to thread a straw through and rest on the rim of the glass.
4. Do the same again with the strawberry and wrap the strawberry belt around the straw, securing it tight with the strawberry.
5. Cut a slit half way up the nougat bar and doughnuts, and attach them to the edge of the glass.
6. Starting from the rim of the glass, working towards the centre, add squirty cream building upwards to add height.
7. To finish, pour the remaining sprinkles over the top and place a strawberry on top of the cream.



# IGLOOH

FRAPPES, SMOOTHIES & SHAKES

**One simple product - thousands of different flavours, recipes and drinks. Bring your menu up to speed with Iglooh.**

**Iced drinks in the out of home market grew 14.3% in the UK in the last year\* - and they show no signs of slowing down. Similarly, café culture in the UK has continued to boom with 80% of people visiting a coffee shop at least once a week.**

With more coffee shops than ever on the British high street, standing out from the competition is tougher than ever, and it can be difficult to keep up with trends.

Iglooh provides caterers with an easy way to add endless new menu offerings, helping to make the preparation of iced drinks simpler. The dairy-free mix gives drinks a creamy, smooth, thick texture- no matter which milk or plant-based milk alternative you choose.

Free from artificial colours, flavourings and preservatives, just add 1 or 2 scoops of Iglooh to your recipe and it will transform the texture of your frappes, milkshakes and smoothies, making them taste better, for longer.

Head to page 20 for easy-to-follow instructions and diagrams of all the drinks that Iglooh and Shmoo can make!

## SILKY SMOOTH-IE...

Get your fresh fruit berry fix with this simple recipe. Iglooh helps ingredients to blend together into the perfect consistency.

### Very Berry Smoothie

Add 100ml almond milk

Add 200g ice

Add 1x scoop Iglooh powder (23g)

Add 100g Fresh Raspberries

Blend for 30 secs or until smooth for a 13oz drink



BEVERAGE			ADD 2 SHOTS OF SYRUP OR PUREE TO PERSONALISE YOUR BEVERAGE																	
	INGREDIENTS	13oz DRINK	CHOCOLATE	CARAMEL	TOFFEE	FUDGE	WHITE CHOC	SALTED CARAMEL	STRAWBERRY	RASPBERRY	COCONUT	HAZELNUT	PEANUT BUTTER	MENTH	IRISH CREAM	CINNAMON	BANANA	HONEYCOMB	PUMPKIN	MARSHMALLOW
FRAPPE	MILK ICE IGLOOH	150ML 200G 2 SCOOPS (46G)	●	●	●	●	●	●			●	●						●		
COFFEE	MILK ICE IGLOOH INSTANT COFFEE	150ML 200G 2 SCOOPS (46G) 1 HEAPED TSP		●	●	●		●			●	●			●	●			●	
MOCHA	MILK ICE IGLOOH INSTANT COFFEE COCOA	150ML 200G 2 SCOOPS (46G) 1 TSP 1 TSP	●	●	●	●		●				●		●	●					●
SMOOTHIE	MILK OR WATER ICE IGLOOH FRUIT PUREE	150ML 200G 1 SCOOP (23G) 2 SHOTS (30ML)							●	●	●						●		●	
ICED MILKSHAKE	MILK ICE IGLOOH	150ML 200G 1 SCOOP (23G)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●
ADD CHOCOLATE / ICE CREAM / FLAVOURINGS																				





KEEPING UP WITH TRENDS IS EASY...  
*when using*



**SHMOO**

FRESH THICK MILKSHAKES



**IGLOOH**

FRAPPES, SMOOTHIES & SHAKES

The UK high street is flooded with coffee shops and coffee to go- what was once a nation of tea drinkers is now a population obsessed with coffee. In fact, out of home, Britons drink twice as much coffee as they do tea. With competition fierce and demand higher than ever, frappes are one of the most simplistic ways to keep the menu looking fresh.

Coffee is no longer simply a hot drink offering and consumers want to see variety on a menu. With Iglooh, caterers are given the chance to experiment, playing with ingredients and flavours, never having to compromise on texture and taste.

### Iced Mocha Frappe

Add 150ml semi-skimmed milk

Add 200g ice

Add 2x scoops Iglooh powder (46g)

Add 1x tsp Instant Coffee

Add 1x tsp Cocoa/Hot Choc Powder

Blend for 30 secs or until smooth for a 13oz drink



Some of the best are the most simple. Our Tiramishmoo recipe simply splits the amount of Shmoo powder used between two flavours: Chocolate and Cappuccino! Rather than a traditional coffee iced Mocha Frappe, this recipe provides your customers with both their caffeine hit, and it will satisfy their sweet cravings too!

### Tiramishmoo

Add 125ml ice-cold semi skimmed milk

Add 1/2 scoop Chocolate Shmoo powder (7g) to cup

Add 1/2 scoop Cappuccino Shmoo powder (7g) to cup

Mix on spindle mixer for 25 sec for a 13oz drink



# VEGAN DRINKS

**It looks like veganism is here to stay with the number of vegans quadrupling since 2014\* - and with 1 in 5 Brits now identifying as flexitarian, the dairy-free market is now bigger than ever before.**

Not so long ago, milkshakes and frappes would have simply been a distant dream for vegan diners. Fortunately, Iglooh dairy-free base mix is able to turn that dream into reality for thousands across the UK, whilst making it easier than ever before for caterers to put great tasting options on the menu.

With a fast growing market of milk alternatives, Iglooh mixes perfectly with any dairy-free milk to provide frappes, smoothies and milkshakes for all to envy.

TASTES  
AS GOOD AS  
IT  
LOOKS



Veganism is often closely related to eating healthier, but that doesn't mean vegans are willing to sacrifice on taste and flavour.

Our vegan recipes using dairy-free Iglooh mix mean that drinks taste great every time.

## FEELING OATY...

### Strawberry Oat Smoothie

Add 150ml oat milk

Add 200g ice

Add 2x shots of strawberry fruit puree (30ml)

Add 1x scoop Iglooh Powder (23g)

Blend for for 30 secs for a 13oz drink



Both our Chocolate and Mint Chocolate Shmoo powders contain no milk powder. When mixed together with any milk alternative, they provide

caterers with one of the quickest and easiest ways to make a completely vegan friendly milkshake.

## MIGHTY MINT...

### Mint Chocolate Shmoo

Add 125ml dairy-free milk of choice

Add 1x scoop Mint Chocolate Shmoo powder (13g) to cup

Mix on spindle mixer for 25 sec for a 13oz drink

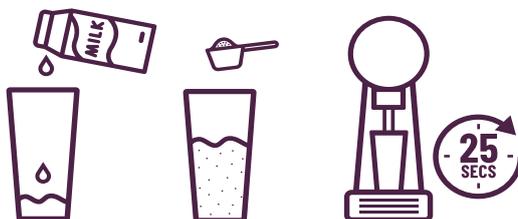


# MIXING METHODS



## TRADITIONAL MIXING METHOD

Add 125ml milk  
Add 1x 15ml scoop Shmoo powder (13g)  
Mix on a spindle mixer for 25 secs or until smooth for a 13oz drink



## TRADITIONAL JUG MIXING METHOD

Add 230ml milk to the first fill indent  
Add 1x 25ml scoop Shmoo powder (23g)  
Mix on a spindle mixer for 25 secs or until smooth for a 22oz drink



## ICED MIXING METHOD

Add 150ml full fat milk  
Add 200g ice  
Add 2x 15ml scoops Shmoo powder (26g)  
Blend for 30 secs or until smooth for a 13oz drink



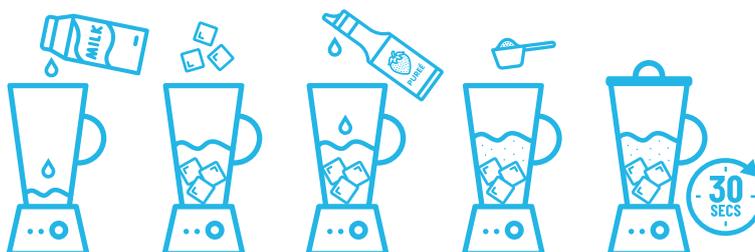
## FRAPPE

Add 150ml milk  
Add 200g ice  
Add 2x 25ml scoops Iglooh powder (46g)  
Blend for 30 secs or until smooth for a 13oz drink



## SMOOTHIE

Add 150ml milk (or water)  
Add 200g ice  
Add 2x shots of fruit puree (30ml)  
Add 1x 25ml scoop of Iglooh (23g)  
Blend for 30 secs or until smooth for a 13oz drink



## REAL FRUIT SMOOTHIE

Add 150ml milk  
Add 200g ice  
Add 1x 25ml scoop Iglooh powder (23g)  
Add 200g fresh fruit  
Blend for 30 secs or until smooth for a 13oz drink





## ICED MILKSHAKE

Add 150ml milk  
 Add 200g ice  
 Add 1x 25ml scoop Iglooh powder (23g)  
 Add any chocolate, ice cream or flavourings  
 Blend for 30 secs or until smooth for a 13oz drink



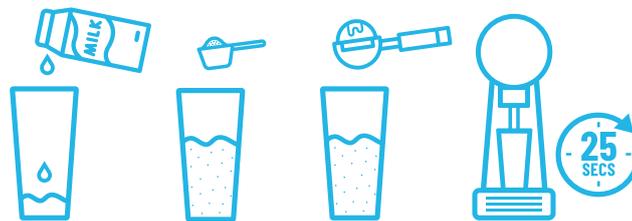
## IGLOOH THICKSHAKE

Add 125ml milk  
 Add 1x 15ml scoop Iglooh powder (13g)  
 Add flavourings of your choice  
 Mix on a spindle mixer for 25 secs or until smooth for a 13oz drink



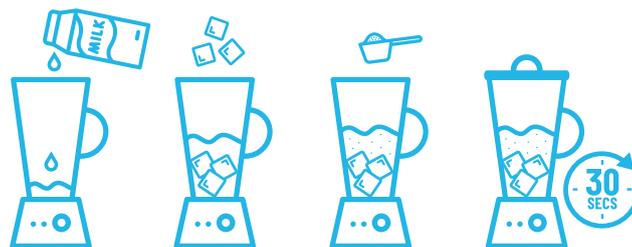
## ICE CREAM MILKSHAKE

Add 125ml milk  
 Add 1x 15ml scoop Iglooh powder (13g)  
 Add 1x scoop of ice cream  
 Mix on a spindle mixer for 25 secs or until smooth for a 13oz drink



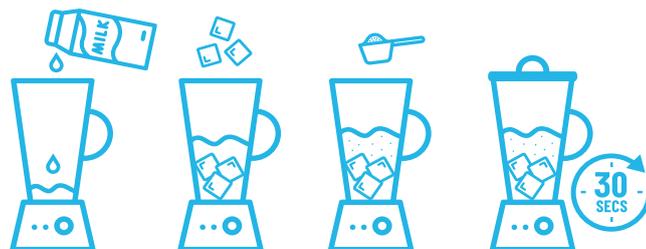
## ICED CHAI LATTE FRAPPE

Add 150ml milk  
 Add 200g ice  
 Add 1x 25ml scoop Iglooh powder (23g)  
 Add 3x heaped tsp Drink Me Chai Spiced Chai Latte  
 Blend for 30 secs or until smooth for a 13oz drink



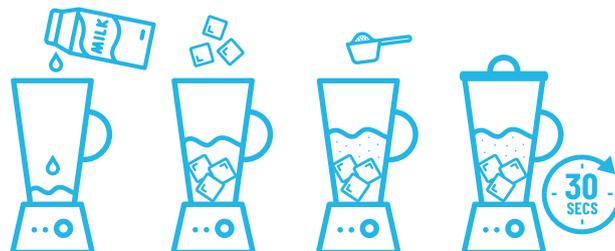
## ICED COFFEE FRAPPE

Add 150ml smilk  
 Add 200g ice  
 Add 2x 25ml scoops Iglooh powder (46g)  
 Add 1x heaped tsp instant coffee  
 Blend for 30 secs or until smooth for a 13oz drink



## ICED MOCHA FRAPPE

Add 150ml milk  
 Add 200g ice  
 Add 2x 25ml scoops Iglooh powder (46g)  
 Add 1x tsp Instant Coffee  
 Add 1x tsp of cocoa/hot chocolate powder  
 Blend for 30 secs or until smooth for a 13oz drink



# Enjoy!

# MAKE SHMOO WORK FOR YOU!

## CHOOSE YOUR MACHINE

- ✓ 2 year guarantee
- ✓ Fits both cups & jugs for 'hands free'!
- ✓ Tiny footprint, just 18cm diameter
- ✓ Easy to clean



1	SHMOO STD COLOUR MACHINE
2	SHMOO PREM B/C MACHINE

## CHOOSE YOUR FLAVOURS

- ✓ No artificial colours, flavours or preservatives
- ✓ Chocolate and Chocolate Mint can be made up to be vegan friendly
- ✓ Up to 138 servings per tub
- ✓ Suitable for Vegetarians
- ✓ Gluten free, with the exception of White Chocolate Malted



### NEW STOCKIST

A) Starter kit with Chocolate, Strawberry, Banana and Toppings

1	SHM STARTER KIT
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**CURRENT STOCKIST**

B) Choose any of our 8 fantastic flavours

1	SHM CAPPUCCINO MIX 1.25KG
2	SHM CHOC MINT MIX 1.8KG
3	SHM MALTED MIX 1.8KG
4	SHM RASP & WCH MIX 1.8KG

5	SHM STRAWB MIX 1.8KG
6	SHM CHOCOLATE MIX 1.8KG
7	SHM BANANA MIX 1.8KG
8	SHM VANILLA MIX 1.8KG



**CHOOSE YOUR CUPS**



- ✓ Fully branded disposable cups - containing 50% recycled PET and fully recyclable
- ✓ Recyclable lids
- ✓ Milkshake glasses dishwasher safe

1	SHM 13OZ CUPS/LIDS/STRAWS
2	SHM 22OZ CUPS/LIDS/STRAWS
3	SHM MILKSHAKE GLASSES 12'S

**CHOOSE YOUR TOPPINGS**



- ✓ No artificial colours, flavours, or preservatives

1	SHM MCHOC CURLS 1x300g
2	SHM MMALLOWS 1x200g
3	SHM CHOC JAZZIES 1x500g

## STRAWS?



- ✓ Long lasting paper straws
- ✓ Fully biodegradable
- ✓ Sourced locally in the UK

1	SHM PAPER STRAWS (100)
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## POINT OF SALE & EXTRAS

- ✓ FREE of charge posters, counter top displays and menu boards
- ✓ Stainless steel jugs fit onto machine and are dishwasher safe
- ✓ Scoops for small cups, large cups and toppings so consistent drinks every time



1	SHM STAINLESS ST JUG
2	SHM APRON
3	SHM BLADE FLAG w P&B
4	SHM PAVEMENT SIGN

5	10ML SCOOP
6	15ML SCOOP
7	25ML SCOOP

## IGLOOH

- ✓ Or, for barista style frappes, milkshakes and smoothies, try Iglooh dairy-free powder by following our simple make up instructions on pages 18 and 19



1	IGLOOH DAIRY-FREE POWDER
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@shmoothickshakes



Shmoo Thickshakes

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