



# Scoopology System

*for Café Essentials*



Distributors



## Scoopology System:

This system is simply a guide to help standardize the making of Café Essentials beverages. Whether you use level scoops or rounded scoops can only be decided by you, to fit your regional taste profile.

Making quality Frappes is as easy as 1, 2, 3



## How does it work?

Training your new customers to use the Café Essentials product line has just gotten easier. The system is simple.

- Match the proper scoop size to the chart for each flavor

- Add two scoops of powder & dial in the amount of ice and water to make a 16oz drink with the perfect consistency. Done!

- Add water and ice that makes the perfect texture and size drink for your cup sizes. Use our chart

- All flavors use the same method. For any other size, the scoops are a simple increment, for 16oz, 2 scoops, for 20oz, 3 scoops etc.

- Café Essentials will support two systems of measuring. Our traditional 70cc method and the scoopology method.

- KEEP your scoops.





## Questions & Answers



### How will the scoop system be administered?

Order your scoops just like you order POS. Currently there are 5 scoop sizes. List the number of scoops you need per size.

### How many scoops should I order?

Be thrifty, be kind !! Help contain costs by only ordering what you really need. Remember, you need to give out one scoop per flavor. If you have a customer who orders 8 flavors, that is 8 scoops. FYI we are going to prepackage these in plastic bags on our end in various increments to fill your scoop order.

### Will scoops come in the 3.5 bags or cases?

No scoops will be placed in the bags, nor will any scoops be placed in the 17.5# cases of product.

### What should I do when I sell a new Café Essentials product to a customer?

**The short answer:** Send them the proper scoop for that flavor.

**Long answer:** Look at the scoopology chart that lists all our flavors on it. Send the customer the proper scoop size. Also send them a link to our site with the scoopology pdf so they can download it or view it, or include a printed copy of scoopology 8x8 sheet.

Tell the customer to keep the scoop ! Do not throw scoops away.

### What about scoops in the 6.5# jars?

70cc scoops will continue to be placed in the 6.5# jars. Jars are being discontinued shortly.

# Scoopology System

*A seamless act of scooping*



*This system is simply a guide to help standardize the making of Café Essentials beverages.*

*Whether you use level scoops or rounded scoops can only be decided by you, to fit your regional taste profile.*

**How does it work?** – Match the proper scoop size to the chart for each flavor. Put that scoop size in your serving container and keep it in there. Wash the scoop every few weeks or as it gets soiled.

Next, you will make a few drinks to dial in the amount of water and ice that makes the perfect texture and size drink for your cup sizes. Use our chart as a guide to get started.

**KEEP** your scoops. No scoops come in the boxes when you order product.

**What is the real size of your serving cup?** – Remember a 14/16 cup is really a 16oz flush fill. A 16/18 is really an 18oz flush fill cup. Measure your cup size so you know what size you are really making, then match to our chart.

**Ice** – This chart is based upon using Manitowoc ice that is  $\frac{3}{4}$  inch square with the dimple in it. Your ice will probably vary, so adjustments will need to be made.

**Cup of ice** – Dependant upon your commercial ice the chart may say to add a 22 to 30oz cup of ice. We suggest having an "ice cup" that you use that is the proper size, or use two cups of 11 to 15oz.

**Water** – Chart is based on using filtered tap water about 60-65 degrees F.

**Drink size** – This is very important. When the chart says 16 ounce finished beverage, it means 16 ounces. If your drink size comes out at 14oz, you need to adjust your ice or water

upward. If your drink size comes out at 18 ounces, you need to use less water/milk or ice.

**Drink consistency** – Frappes should pour freely from the blender. If your drink is too runny, raise your ice and lower the water. If your drink ices up or freezes in the blender, adjust the ice down and adjust the water/milk up. The perfect pour should flow from the blender and leave the blender jar clear of product sticking to the sides.

**Water vs Milk adjustment** – Cold milk from the refrigerator carries more cold thermal energy, therefore, if you use, say 5 ounces of water, you may need to adjust the milk amount up an ounce or two or the drink may freeze up on you. The cold milk carries cold energy in it, and you will have to reduce the ice slightly to counter act this. This will be dependant upon your type of ice etc, so play with it to find the right answer for your shop.

**And finally** – Once you have established the proper ice and water measurement for your specific ice size/wetness make sure the taste profile is what you want. Make adjustments to the amount of powder by telling your staff to use level scoops, or rounded scoops, or heaping scoops. It is all up to you to decide on how strong of a profile you need for your region of the country.

The scoopology system is a guide to get you close; it will not be perfect for all your recipes.

*Most importantly...Have fun!*



# Scoopology



Making quality Frappes is as easy as 1–2–3

Café Essentials has simplified the making of its Frappes. It is a simple one, two, three, water, powder, ice method that has been standardized to use two scoops to make a 16oz beverage. All other sizes are increments of the two scoops.

Your training is now reduced to teaching your employees how to make one drink per size. All other flavors are made the same way!

**Cannot find a flavor? For the latest scoop chart please visit the web site at [cafessentials.com](http://cafessentials.com) or [drsmoothiebrands.com](http://drsmoothiebrands.com)**

## Drink Size

|              | 12oz | 16oz | 18oz      | 20oz | 24oz |
|--------------|------|------|-----------|------|------|
| <b>Water</b> | 3½   | 4½   | 5         | 6    | 7    |
| <b>Ice</b>   | 15   | 20   | 22½       | 26   | 30   |
| <b>Scoop</b> | 1½   | 2    | 2 rounded | 2½   | 3    |

## Cocoa

- ☛ Belgian Style Dark Hot Cocoa 33cc
- ☛ Chocolate Truffle Hot Cocoa 33cc
- ☛ Mexican Spiced Cocoa 53cc
- ☛ Chocoholics Choice 53cc

## Chai

- ☛ Original Chai 48cc
- ☛ Vanilla Chai 48cc
- ☛ Ginger Spiced Chai 48cc

## Vanilla

- ☛ Vanilla Cream 48cc
- ☛ Vanilla Bean 53cc
- ☛ Neutral Base 53cc
- ☛ Yogurt Lover's Choice 48cc

## Mocha

- ☛ Ja' Mocha 48cc
- ☛ Decaf Ja' Mocha 48cc
- ☛ Cocoaçcino 39cc
- ☛ Decaf Cocoaçcino 39cc
- ☛ Milk Chocolate Mocha 39cc
- ☛ Mocha Java 39cc

## Specialty

- ☛ Whole Lotta Toffee 53cc
- ☛ Roasted Almond Mocha 53cc
- ☛ Truly Latte 26.5cc
- ☛ Decaf Truly Latte 26.5cc
- ☛ Matcha Green Tea Latte 48cc
- ☛ French Vanilla Cappuccino 53cc
- ☛ Caramel (Dulce de Leche) 53cc



## Scoop Legend

- ☛ 26.5cc 1¼ Tbsp
- ☛ 48cc 3¼ Tbsp
- ☛ 33cc 2¼ Tbsp
- ☛ 53cc 3½ Tbsp
- ☛ 39cc 2½ Tbsp

*Dr. Smoothie*

  
*Cafe Essentials*  
GOURMET SPECIALTY BEVERAGES

*Amino*

FRESH  FACE

*BioBar*

 smoothieceuticals™

Thank You

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*Dr. Smoothie*  
BRANDS