

William Fox®



WHERE TASTE CLEARLY MATTERS



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INTERESTING FACTS ABOUT SYRUP MARKET

**1 IN 5 COFFEES CONSUMED HAS A
FLAVOURED SYRUP & THE WORLD
CONSUMES CLOSE TO 2.25
BILLION CUPS OF COFFEE EVERY
DAY.**



ALL ABOUT WILLIAM FOX DRINKS

We are the only Colourless Syrup manufacturer in the World and we are taking the UK by storm.

Currently sold in over 600 outlets across the UK and being hailed as one of the best syrups to ever come to market.

The reason we are colourless is because we don't believe in adding anything to our syrups that doesn't need to be there. That includes colourings, preservatives and unnecessary flavours. Hence our company motto

"Where taste Clearly matters"

We use more Acacia Gum (a natural emulsifier creating a velvet soft texture to the liquid) per bottle than any other Gomme Manufacturer.

We currently have 56 flavours but are always expanding the range

All of our Syrups are Vegan and Vegetarian Friendly too

OUR MISSION

We are wanting to help change the way people think about syrups. Everyone is keen to have the highest quality coffee beans, spirits, juices and fruits but then overlooks one of the most commonly used products....the syrups.

We want to show you the full potential of your drinks and food and help you increase your sales.



COMMERCIALS

We are the only manufacturers of colourless, flavoured gomme syrups in the world. Our syrups on average are 20% sweeter than our main competitors therefore you use less per serve. Along with our product being sweeter the flavours are 100% natural and leave no artificial taste at all which means you get the flavour you want.

If you are serving one of the main syrup brands here is what we could save you per year.

	▼ Competitor ▼	▼ William Fox ▼
Cost Price	£ 5.90	£ 6.50
Size of Bottle (ml)	700	750
Recommended serve (ml)	25	20
Serves per Bottle	28	37.5
Cost Per Serve	£ 0.21	£ 0.17
<i>Saving/Costing</i>		
Saving per serve		£ 0.04
Saving per bottle		£ 1.40
Av. Bottles Sold/Wk		12.00
Saving / Week		£ 16.82
Saving / Month		£ 72.89
Saving / Year		£ 874.71

CURRENT CUSTOMERS INCLUDE

HAMMONDS OF KNUTSFORD
SPECIALITY DRINKS
HARVEY NICHOLS
WAGAMAMA
ALBERTS SCHLOSS, MANCHESTER
MASTER OF MALT, WEBSITE
REDS TRUE BARBEQUE GROUP
NEW WORLD TRADING COMPANY
DIRTY MARTINI GROUP, LONDON AND UK
ROSSO, MANCHESTER
WHISKEY EXCHANGE, WEBSITE
IKO VENTURES, NORTH WEST
INDIVIDUAL RESTAURANT COMPANY
AND MANY, MANY, MANY MORE.....





FLAVOUR, FLAVOUR, FLAVOUR...



We currently have over 60 flavours in the range but are constantly increasing this to keep up with the growing demand. Here is a list of what we currently offer.





ALMOND
BACON
BANANA
BLACKBERRY
BLACK CHERRY
BLUEBERRY
BUBBLEGUM
CARAMEL
CINNAMON
CHAMOMILE
CHERRY BLOSSOM
CHILLI
CLOVE
COCONUT
COLA
CREAM SODA

CUSTARD
DANDELION & BURDOCK
ELDERFLOWER
EUCALYPTUS
GERANIUM
GINGERBREAD
GINGER
GOMME
GREEN APPLE
GRENADINE
GUAVA
HAZELNUT
HIBISCUS
HICKORY SMOKE
JASMINE
JUNIPER

KIWI
LAVENDER
LEMON
MANGO
MARSHMALLOW
MILK CHOCOLATE
MINT
MULLED SPICE
NUTMEG
OAK MOSS
ORANGE
ORGEAT
PASSION FRUIT
PEACH
PINEAPPLE
PINE

POMEGRANATE
RASPBERRY
RHUBARB
ROSE
SAGE
SALTED CARAMEL
STRAWBERRY
THYME
VANILLA
WATERMELON

FANTASY RANGE:
UNICORN
EGGNOG
SANTA



EVEN MORE FLAVOUR, FLAVOUR...



CHAMOMILE



SAGE



BLUEBERRY



JUNIPER



BANANA



COLA



OAK MOSS



BACON



GREEN APPLE



WATERMELON



EUCALYPTUS



BLACKBERRY



GINGER



LEMON



THYME

OUR SOCIAL SIDE

INSTAGRAM

@WILLIAMFOXUK

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FACEBOOK

FACEBOOK.COM/WILLIAMFOXUK

LINKEDIN

LINKEDIN.COM/COMPANY/10891095/

THANK YOU FOR YOUR TIME

William Fox®

PLEASE LET US KNOW IF YOU NEED ANY MORE
INFORMATION BY CONTACTING
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