

Blendsmiths launches FLOW: A new era of quality, accessible hot drinks

8 months ago



Leading innovators of the beverage industry, Blendsmiths have announced the launch of *FLOW*, an exciting new product format crafted for use in automated machines.

FLOW is the first of its kind to come to market and has been created in order to transform the way consumers enjoy hot drinks. Built on the belief that exceptional taste and innovative drinks should be available to everyone, anywhere, anytime, the *FLOW* range includes four taste-driven blends: two hot chocolates, a matcha and a chai.

The range of effortlessly premium, automated machine-compatible blends marks the first time Blendsmiths' products are available in a new format, shifting from a focus on the consumer at home to different settings. Following rigorous testing, the products have also been approved by many of the top bean to cup machines.

As more and more consumers seek alternatives to coffee and tea, driven by a focus on products with functional benefits, the popularity of alternatives, such as matcha and chai, has skyrocketed in recent years.

Blendsmiths' offering of meticulously crafted matchas, hot chocolates, and chais has grown a loyal customer base over the past eight years, and now *FLOW* will allow them to share these products on a larger scale, and for consumers to enjoy these in new locations. Made with responsibly sourced ingredients, *FLOW* helps meet the demand for more sophisticated and diverse drink options in the office or in-store.

Ryan Moore, Co-Founder of Blendsmiths' said of the launch, "*We're proud to have created something truly*

innovative in the market. Customers today demand quality, value, and consistently good drinks. In an increasingly competitive market, offering a truly premium, indulgent drink experience is the key to driving revenue and reputation.

“Wherever and however you want to elevate your drinks offering, FLOW makes premium drinks accessible to everyone, anywhere, anytime.”

The *FLOW* collection is a carefully crafted selection based on Blendsmiths’ most popular products and designed to cater to a wide range of tastes:

- Energising Matcha – *Matcha Moments that Matter*
A subtly sweet, umami flavour to provide a boost without the caffeine crash.
- Vegan Chocolate – *Plant-Based Cocoa Pleasure, No Compromise*
Uniquely cocoa-rich, luxuriously smooth vegan hot chocolate.
- Irresistible Chocolate – *Just Can’t Say No to the Cocoa*
A perfectly balanced and moreish hot chocolate made with real Ivory Coast cocoa.
- Vibrant Chai – *Pretty Fly for a Spiced Chai*
A blend of real spice for a sweet and enlivening drink experience.

Made with responsibly sourced ingredients, perfectly formulated, and rigorously tested for automated machines, *FLOW* delivers a consistently excellent drinking experience, whether made by machine or hand. It is now available through Blendsmiths.com or by contacting the team hello@blendsmiths.com.