

BE THE
GOOD
NESS



ACCEPT
THE
GOOD





THE GOODNESS STORY

“So anyway, we started making some Chai and then these guys we were dealing with in Australia said they didn’t really want Chai because it wasn’t really a thing over there so we made them some cafe syrups, you know, caramel, vanilla, hazelnut and so on, and that was fine and then these other guys from Hong Kong who we met in a bar after getting lost in the wrong part of town (long bad story), ordered a range of on-premise syrups off us - which we said we made but actually that wasn’t anywhere close to being true - so to do what we said we did, but didn’t, we bought a bunch of machinery from Alfa Lavel in Sweden which did some things that Alfa Lavel hadn’t done before so they got all excited and sent some guys to New Zealand to figure it all out, which they did, and now they use it as something interesting to talk about in conferences and that’s how The Goodness came about”.

- Darryl

ANDREW

At the tender age of 23, Andrew Brodie acquired a very small coffee company in Auckland called Roasted Addiqtion. With a deliberate 'q' in the name but not much of a queue anywhere else. However the business was barely eighteen months old so there was only so much that could be expected of it, and Andrew backed himself to turn it into something. After a year that 'something' was a company that was worth less than what he bought it for.

But, like all young people, Andrew had the belief that if you just worked like a bastard everything would turn out all right in the end. And sure enough, over the following ten years the business became one of the largest volume roasters in the country. Most fair-minded people would agree that there was a fair bit of luck involved in this and it could have gone either way.

In 2011 Andrew sold Roasted Addiqtion and his two latter formed entities, Evolution Roasters and Evil Child Beverages, to Retail Food Group - a publicly listed Australian business. At the time they offered him a shareholding but he turned it down and now those shares are worth about twice as much.

Not that it mattered (other than financially) as Andrew was keen to start a syrup company instead. Which he did. And here we are.

Andrew lives in the bush. He married Miss Auckland. She could have done better. Is currently banned from most New Zealand Casinos.



TODD & DARRYL

Todd and Darryl are the other two guys involved in the company with Andrew. They met at 42Below Vodka where Todd was the Sales Manager and Darryl did all the marketing. Darryl knew Andrew because he also did all the marketing for Roasted Addiqtion Coffee.

Now Todd is the Sales Manager for The Goodness and Darryl does all the marketing.

In my head this was going to be a much more interesting page but I've already laid out all the facts and I'm not sure what else to add.

Todd can fly a plane.

GAFF

Chai

This chai is an entry level chai - a sweet chai that is good for more conservative tastes or for people that are just dipping their toes into the beverage pool that exists outside of tea and coffee.

Once they become accustomed to the chai experience they will most likely move across to a spicier chai, which luckily, we also make.

See what I did there? I'm selling you two different products for the same market at the same time.



Butterscotch

Butter and brown sugar melted and combined and then made into a syrup to give things that require a butterscotch flavour to have a butterscotch flavour. No secret ingredients here.



Vanilla

Creamy, balanced, and natural.

Vanilla is one of those flavours that is almost impossible to bugger up. You can put a bit too much or not quite enough vanilla in to anything and it still turns out OK. That's probably all you need to know about this one.



White Chocolate

Creamy White Chocolate is a good standby syrup. Go hard with a white chocolate mocha (that's a little white chocolate flavour on an espresso shot) or go the other way and have a white hot chocolate. Some call that a steamer – kids go crazy on them.



Caramel

We like it buttery with just a slight touch of that burnt note which comes from burning the sugar. Which is what caramel is. Burnt sugar.

To be authentic we played around with actually calling this syrup “Burnt Sugar” but in the end we decided if we did that then nobody would buy it.

People like their truths in pretty packaging.



Spicy Chai

Our most popular product in the Cafe Range. We are selling more and more of this so I suspect that the Chai sector is having a bit of a growth spurt.

We are getting lots of good feedback about this product, which is encouraging as there are some really great Chai's on the market right now and it's nice to think we are one of them.

Outside of cafes we are also hearing stories of restaurants using our Spicy Chai as an ingredient in marinades.



Hazelnut

We worked really hard to create a lightly toasted smooth Hazelnut flavour and this one offers that but also has an awesome aroma / fragrance / bouquet (what ever the trendy word for smell is) that completely changes the profile of what you're tasting.



Manuka Honey, Lemon & Ginger Toddy

Currently our most popular product. Pleasantly soothing when it's raining outside and surprisingly refreshing when it isn't.

It's the first product in our Toddy Range targeted at people that are indifferent to tea and coffee but frequently find themselves in cafes anyway.

I could bang on about it but it's easier if you just try some for yourself. Whoever is presenting this to you should have some because we told them to.



B **A** **R** **S**

Caipiroska Lime

Everyone loves the theatre of having fresh limes cut, squeezed and banged about as they watch their cocktail being created. But it's a huge pain in the arse for bartenders when the bar is four deep in people waiting to be served.

So it's quite handy to have this syrup on hand as it's basically just Lime Juice and Simple Sugar in a bottle. Which means you can serve more people and make more money.

Also, if you use it we make more money too.

*NOTE - This is a fruit syrup so needs to be refrigerated.



Elderflower

This is an elderflower made specifically for bars. It has a very similar taste and profile to elderflower liqueurs but at a fraction of the cost because it doesn't have Alcohol Tax as its main ingredient.

Using this instead of a traditional elderflower liquor could add anything from 50c to \$1.50 margin on any elderflower cocktail.

It also tastes great on Hokey Pokey or French Vanilla ice cream.



Lavender

This is a product that had zero market for it when we first made it but now has quite a following because it has a pretty colour and adds nice floral notes to gin based cocktails.

It turns out that there is quite a market for pretty colours and floral notes.



Pomegranate

Long story short. This is a really bad pomegranate. Its profile is so far off track you'd have to be an idiot not to realise. But being the idiots we are, we sent out a whole batch before we noticed.

We were naturally going to recall it all but then this strange thing happened - bars were ordering more. It turns out that it's a terrible pomegranate but a really good cherry. Specifically bars were using it as the cherry syrup that accompanies traditional Berliner Weisse style craft beers.

So now we have this problem of having a product with a mismatched label doing quite well as a product it isn't.



Lychee

Lychee is a product we originally made because we had told these guys in Hong Kong that we made it even though we didn't.

It's a big mover in Asia where a lot of the cocktails are lychee based. So we are pretty confident we got the profile spot on.

It would have been pretty embarrassing if we hadn't.



Mojito Mint

Making lime and mint based cocktails is way easier when you take lime and mint out of the equation and just use this. It gives a similar profile but in a fraction of the time.

However, if you are using it we still suggest you garnish drinks with a sprig of real mint. Mint is one of those weird flavours that is almost tasted with your eyes. The exact same cocktail will taste completely different with and without the garnish, not because it's doing anything but because your eyes are telling your taste-buds that it is. Which is quite cool.

*NOTE - This is a fruit syrup so needs to be refrigerated



FAIRTRADE

We're actually quite happy using Fairtrade ingredients. It feels nice to give money to people that appreciate it and even though it costs us a bit more we pass the cost on anyway so no real skin off our nose. The only real pain is having to jump through all the regulatory hoops that the Fairtrade people keep throwing at us to make sure we're not conning them somehow. Which we haven't figured out how to do yet.



ACCEPT
THE
GOOD

