



SWEETBIRD®

BRISTOL ENGLAND



Purple Haze

Bright, bold Ube – for unforgettable drinks

A syrup made to be seen

Turn drinks into showstoppers with new Sweetbird Ube syrup.

Vibrant purple yam from the Philippines has become a global food trend, loved for its naturally striking colour and sweet, vanilla-like flavour. With Sweetbird Ube syrup, baristas can serve drinks that are as Instagrammable as they are delicious.

But what does it actually taste like?

Ube brings a creamy, vanilla-nut flavour with subtle earthy notes, balanced to work in both hot and cold applications. The natural purple tone makes it a hero ingredient for adventurous drinks menus. Perfect for iced lattes, bubble teas, and frappés, as well as innovative seasonal creations.

Why Ube?

The Gen Z consumer is driving demand for drinks that are both visually bold and globally inspired. Ube, a staple in Filipino desserts, has taken off on social media for its vibrant colour and unique taste. With the rise of "eatertainment" and the growing café culture of drinks-as-experiences, Ube is the perfect addition to Sweetbird's range. It allows cafés to stay ahead of the curve, offering customers something new, exciting, and highly shareable.

Sweetbird Ube syrup

- Made in UK
- Free from GMOs
- 100% recycled plastic bottle
- Registered with The Vegan Society
- Natural colouring from sweet potato extract
- 1 bottle flavours 62 12oz/355ml drinks



Visit sweetbird.com for recipe ideas, inspiration & promotional material

Coconut Water with Ube cold foam

Ube cold foam

- Add cold skimmed milk to cover blade of a Blendtec cold foam jar
- Add 1 pump Ube syrup
- Put lid on tightly and blend on small milkshake setting.

Iced Matcha with Ube cold foam

- 1 pump Ube syrup
 - 1 mini scoop Matcha
 - Hot water
 - Ice / milk
- Add matcha to a glass with the syrup. Add a dash of hot water and stir into a paste. Fill glass 1/3 full with ice then fill glass with milk, stir and serve. Using the method above for cold foam, make that then pour over matcha.

OOH BAE...

Adding a pop of colour for those or-so-instagrammable drinks is now just two pumps away. Add to all your favourites, from shakes to iced lattes, chocolates and more. Here are just a few of our favourites to get your started...

~Dalgona~



- 2 pumps Ube syrup
- Double espresso
- Ice/ milk

Half fill glass with ice. Top with milk and syrup, then stir. Make cold foam, adding in 1 tsp instant coffee. Pour over milk and serve.

~Lemonade~



- 2 pumps Ube syrup
- 2 pumps Lemonade syrup
- Soda water
- Ice

Add syrup to a glass. Top up with still or sparkling water and stir. Add ice and garnish with lemon. Stir, add straw and serve

~Frappé~



- 1 scoop Vanilla Frappé powder
- 2 pumps Ube syrup
- Ice/ milk

Add ice level to the top of the glass. Pour milk over ice (to 1cm below the top). Pour contents of glass into blender jug. Add frappé powder and syrup. Put the lid on tightly then blend until smooth.

~Hot Chocolate~



- 1 scoop White Hot Chocolate powder
- 2 pumps Ube syrup
- Whipped cream
- White chocolate sauce

Mix hot chocolate powder into a paste with hot water. Add syrup and top with steamed milk stirring as you pour. Dress with cream and a drizzle of sauce.

The Sweetbird Creative Syrup Collection: Butterscotch, Chilli, Caramelised Almond, Cinnamon Bun, Coconut, Cookie Dough, Honeycomb, Maple and Pecan, Mince Pie, Pistachio, Popcorn, Praline, Pumpkin Spice, Rose, Salted Caramel, S'mores, Sticky Date, Toasted Marshmallow, Toffee Nut, Ube.