

# WHAT IS COLD BREW?

Cold Brew is unlike any other type of coffee.

Cold Brew is crafted, made by slowly steeping ground coffee beans in room temperature water for more than 10 hours and then filtering them to produce a coffee concentrate. That concentrate is diluted with cold water and served chilled over ice.

Steeped for many hours at room temperature, Cold Brew is created entirely without added heat. This slow, gentle process draws out the best of the beans, delivering a smooth end-cup with rich, clean coffee flavor and none of the bitterness and acidity of hot brewed coffees — a flavor profile particularly attractive to younger consumers.

## TRADITIONAL COLD BREW COFFEE PROCESS



Coarse Grind  
Roasted Coffee  
Beans



Soak in  
Room Temp.  
Water



Wait  
up to 24  
Hours



Filter



Serve with  
water and  
ice

# IS IT DIFFERENT FROM ICED COFFEE?

Yes. Iced Coffee is traditionally made by brewing coffee with hot water in the usual way, chilling that coffee under refrigeration, and then pouring it over ice. The heat of traditional brewing releases acid in the beans, and chilling brewed coffee tends to intensify that acidity.<sup>7</sup> Because Cold Brew is steeped without heat, it's sweeter, less acidic and less bitter than traditionally brewed coffee.

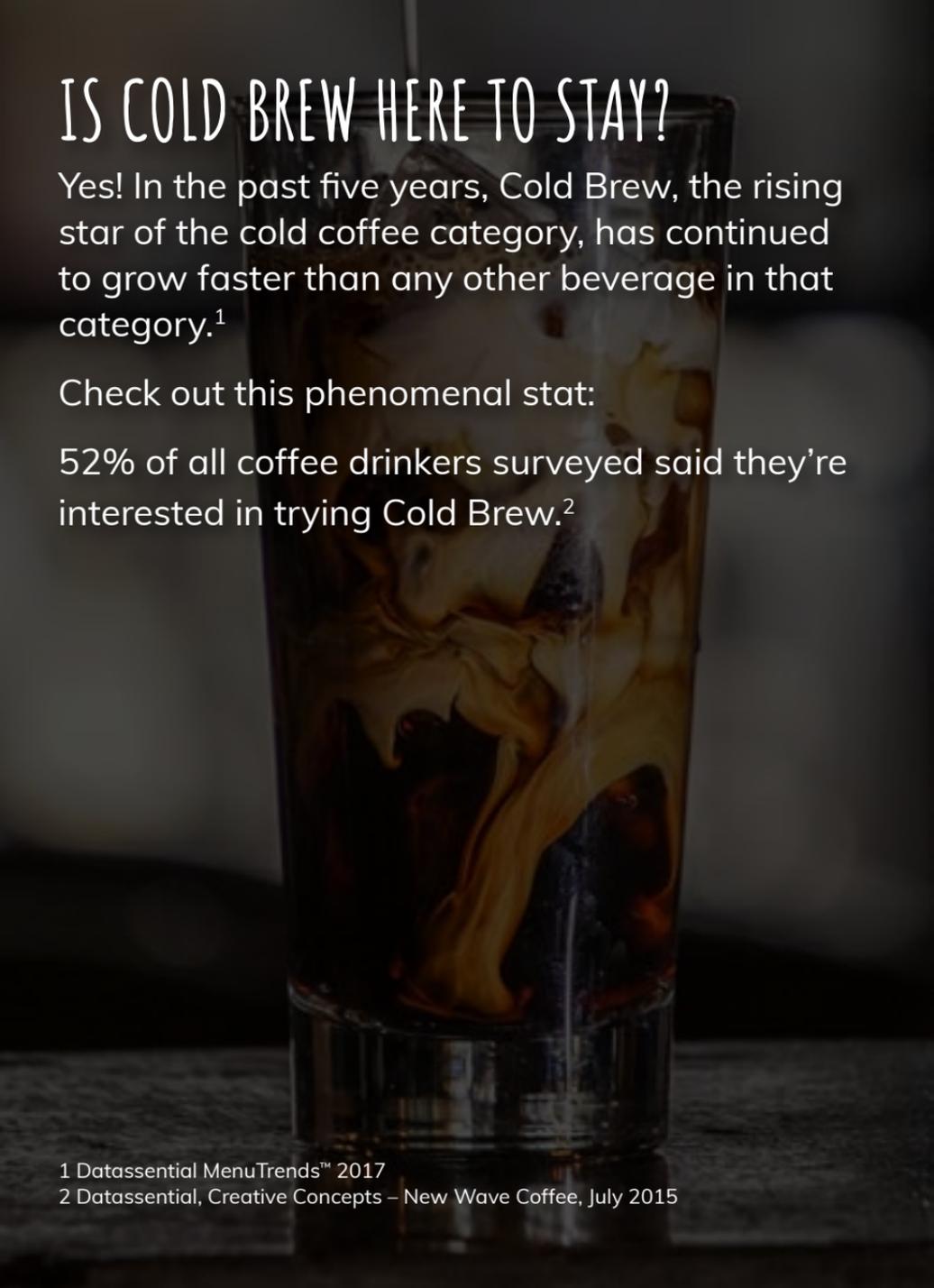


<sup>7</sup> The New York Times, 2017, How Cold Brew Changed the Coffee Business

# WHAT DOES COLD BREW TASTE LIKE COMPARED TO REGULAR BREWED?

Cold Brew extracts flavor slowly at room temperature. The result is coffee that's smooth, sweet, full-bodied and deliciously drinkable. It has the robust flavor and mouth-feel of brewed coffee without the acidity, bitterness or harshness that can result from making Iced Coffee from hot-brewed coffee. And that makes for a more pleasurable cold coffee experience, whether it's enjoyed black, or with sugar, creamer or other flavor accents.

# IS COLD BREW HERE TO STAY?



Yes! In the past five years, Cold Brew, the rising star of the cold coffee category, has continued to grow faster than any other beverage in that category.<sup>1</sup>

Check out this phenomenal stat:

52% of all coffee drinkers surveyed said they're interested in trying Cold Brew.<sup>2</sup>

1 Datassential MenuTrends™ 2017

2 Datassential, Creative Concepts – New Wave Coffee, July 2015

# HOW RAPIDLY HAS COLD BREW GROWN ON MENUS?

Cold Brew menu penetration has grown 635% since 2011<sup>3</sup> and experienced an incredible 401% growth on menus since 2013.<sup>1</sup>

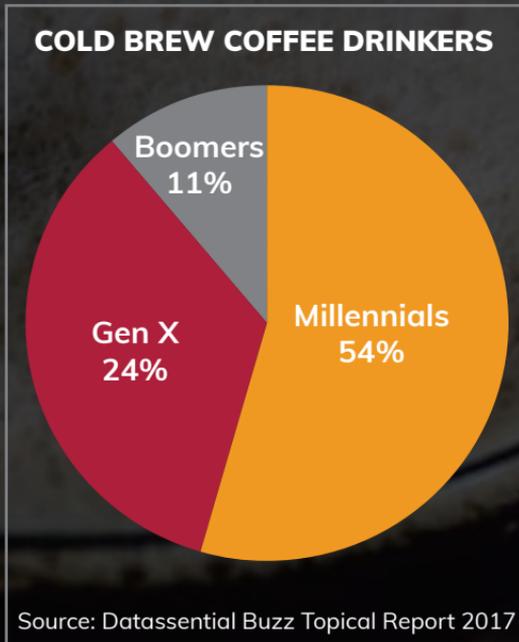
And the trend shows no signs of slowing down. Cold Brew is not just a fad, it's transforming the way the industry and consumers think of Cold Coffee.

1 Datassential, MenuTrends™ 2017

3 Datassential, Next Generation Coffee Rituals, August 2016

# WHO DOES IT APPEAL TO?

Millennials have been the early and passionate adopters of Cold Brew. In fact, more than 50% of Millennials have tried it!<sup>4</sup> 27% of coffee consumers aged 18-34 would consider ordering Cold Brew, and 19% of consumers over 35 are interested in it.<sup>5</sup>



As Cold Brew continues to take mainstream food and beverage outlets by storm, its appeal is quickly spreading to consumers of all ages. And that means more consumers who might have thought of Iced Coffee as “too bitter” in the past are entering the coffee market as they discover the easy-to-love smoothness of Cold Brew.

<sup>4</sup> Datassential, Buzz Topical Report 2017

<sup>5</sup> Technomic, Beverage Consumer Trend Report, 2016

# IS IT PROFITABLE?

You bet. Research shows that your guests are willing to pay more for the smooth taste of artisanal coffee.<sup>6</sup> And Cold Brew is no exception. It commands a significantly higher price point over traditional brewed coffee—in some cases up to 50% higher—as a result of its artisanal, small-batch reputation, smooth flavor profile, fresh aroma and lack of bitterness.<sup>1</sup>

1 Datassential MenuTrends™ 2017

6 NCA, 2016 – National Coffee Drinking Trends

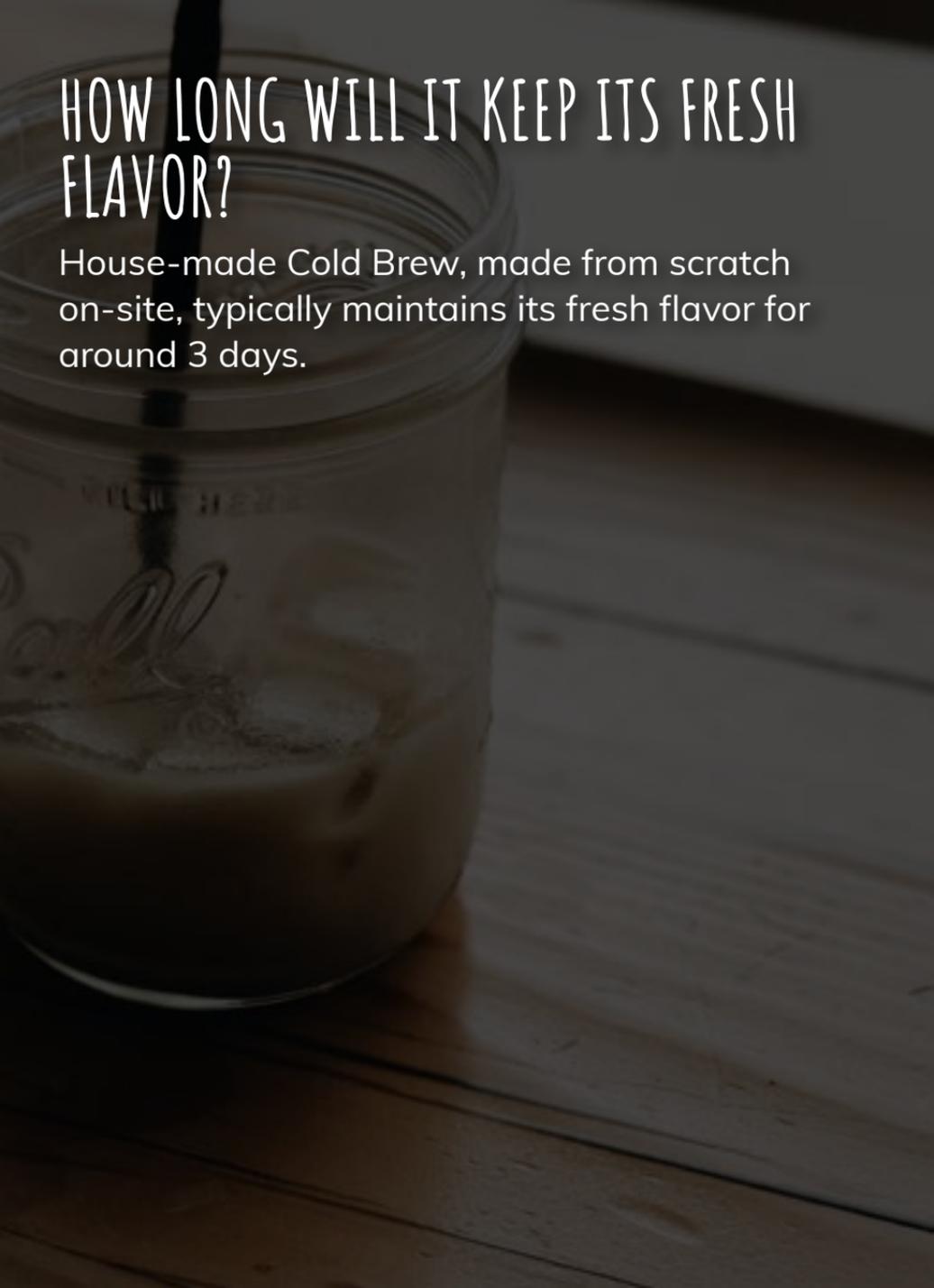
# WHERE DID THIS TREND START?

The practice of cold-brewing has been around for centuries all over the world, but the current cold-brewed coffee trend began in independent “third wave” coffee houses, where its small-batch, artisanal appeal and smooth flavor caught on rapidly over the last decade.

# IS IT HARD TO MAKE? DO I NEED SPECIAL EQUIPMENT?

Making Cold Brew consistently, from scratch, is not a simple process. It can require specialized equipment for dripping, steeping and filtering. And, most of all, it requires time, labor and training. Consistency can be an issue from batch to batch. And because the process takes more than 10 hours, it creates inventory challenges—when you run out, you can't quickly make more.



A glass jar with a lid and a black straw is shown on a wooden surface. The jar contains a light-colored beverage with a layer of foam on top. The text is overlaid on the top half of the image.

# HOW LONG WILL IT KEEP ITS FRESH FLAVOR?

House-made Cold Brew, made from scratch on-site, typically maintains its fresh flavor for around 3 days.

# IS THERE AN EASIER WAY FOR ME TO SERVE COLD BREW COFFEE?

Yes! Skip the slow, laborious brewing process with NESCAFÉ Cold Brew.

We've taken the time, labor and guesswork out of Cold Brew coffee, so you can focus on delighting your customers with every cup.



NESCAFÉ COLD BREW ►

# WHAT ELSE CAN COLD BREW DO?

Cold Brew as a concentrate, can be used in both beverage and culinary recipes to deliver a unique and trend forward flavor profile.

TASTE IT FOR FREE ►

COLD BREW RECIPES ►