

DELICIOUSLY SMOOTH,
INCREDIBLY SIMPLE.



Gaviña's cold brew program



BRINGING YOU THE CRAFT OF COLD BREW.



Today's consumers are enjoying their coffee every way you can imagine—from iced coffee to lattes and cappuccinos to the latest category craze—cold brew. Cold brew is quickly becoming a phenomenon, with its artisanal status appealing to many consumers. In fact, it's grown 115% since last year.¹ Don't miss out on capturing a bigger share of the coffee world with cold brew.

What is cold brew, exactly?

Not to be confused with iced coffee, cold brew is made by soaking coarse-ground beans in room temperature or cold water for 12-24 hours. The grounds are then filtered out and the concentrate is diluted with water, usually a ratio of 1:1, resulting in a smoother, less bitter and less acidic coffee. It can be served chilled, over ice, or used as a base with other ingredients for a delicious coffee drink.

37%
of
coffee drinkers
enjoy new styles
of coffee
preparation!

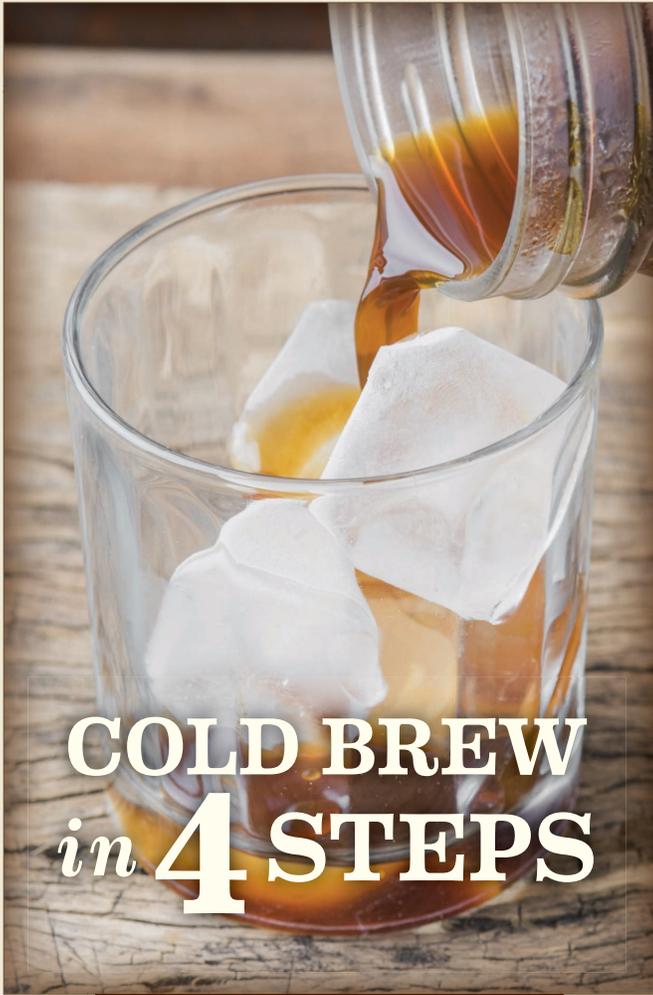
It's the new way to
drink iced coffee.

45%
of millennials
are interested in trying
cold brew!¹

Source: Mintel 2015

Why cold brew?

- It's the new way to drink iced coffee—45% of millennials are interested in trying cold brew.¹
- Consumers love the natural sweetness and smooth flavor.
- It's the perfect base for other coffee drinks or coffee cocktails, creating more options for consumers.
- Unique brewing process contributes to less acidity and bitterness, which coffee lovers with sensitive stomachs will appreciate.
- It can help round out sales throughout the day and summer.
- There's minimal equipment and labor required in the production.



COLD BREW *in* 4 STEPS

• STEP 1 •

Use Gaviña 100% Colombia Supremo or your favorite Gaviña coffee. Grind the coffee just before brewing. A coarse grind is recommended for making cold brew.

• STEP 2 •

Pour 5 lbs. of course ground coffee into a commercial cold brew system lined with a mesh bag and paper filter. Then add 3.5 gallons of spring water, ensuring all the grounds are evenly soaked.

• STEP 3 •

Refrigerate overnight, and brew for 18 hours.

• STEP 4 •

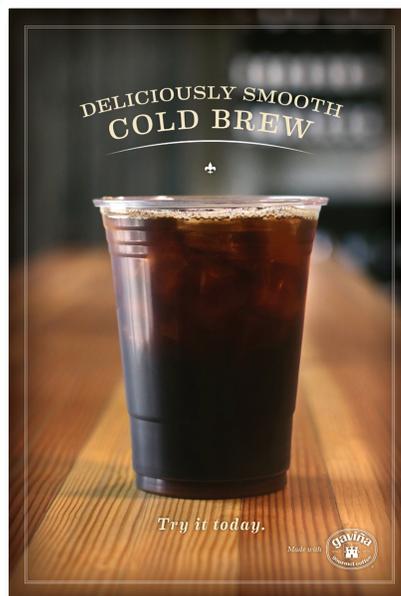
Drain concentrate into suitable storage container, and store in the refrigerator. Dilute with water and serve over ice. Use within 2 weeks.*

*Proper storage in a refrigerator is required.



Gaviña is your source for cold brew equipment.

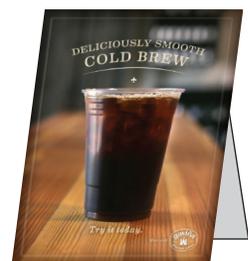
Serving cold brew is easy with our starter kits. Contact your sales representative for more information or to place your order.



POSTER: 19.5" x 28.75"

Show off your cold brew.

Merchandising is a great way to encourage your customers to try cold brew. We offer free merchandising materials to support your cold brew program.



COUNTER CARD: 8.5" x 11"

THE FINEST COFFEE FOR YOUR BUSINESS.



At Gaviña, we partner with our customers to grow their business. With more than 140 years of experience, our family brings you coffee that is guaranteed to satisfy your customers. We offer our partners:

- Expertise to build your business and profits •
- Equipment programs and service support •
 - Coffee and Barista training •
- Marketing and merchandising tools •

Contact us for your cold brew or any other coffee needs.
Orderdesk@gavina.com | 1.800.428.4627 | gavina.com

   @gavinacoffeeco

