

# What is Cold Brew Coffee?

Cold brew coffee isn't iced coffee, although it is usually served over ice. Iced coffee is generally made with coffee or espresso, brewed in hot water and then chilled—which is not cold brew. Cold brew refers to a process by which coffee beans are roasted, ground and steeped in water to deliver a flavorful coffee concentrate. The cold process preserves freshness yielding less acidity and bitterness. Cold brew is never heated so it has a higher naturally occurring caffeine content and a smooth taste profile consumers have grown to love.

## Market Size

**\$372,000,000<sup>1</sup>**

## Category Growth

Sales are projected to reach  
**\$1 billion by 2025.<sup>1</sup>**

1) Statista IRI 2) Mintel 2021

## Cold Brew Consumer

*Gen Z's* preference for cold coffees represents a major shift within the coffee market. **60% of Gen Z** consumers drink RTD coffee compared to 49% who drink brewed ground coffee because it is more convenient & flavorful.<sup>2</sup>

## Demanding a Premium

Cold brew coffee consumers agree that it's worth paying more for cold brew coffee compared to iced coffee.<sup>2</sup> Consumers drink cold brew for the **flavor & energy boost**, indicating opportunities for the further innovation.<sup>2</sup>

## Clean Caffeine Isn't Made. It's Harvested.

At Javo, we provide clean label, concentrated cold brew coffee extracts that provide **naturally derived clean caffeine** for your food or beverage application.

Unlike conventional methods, Javo's single process extraction method uses only purified water and clean raw materials resulting in **highly concentrated, authentic** extracts.

During our entire **proprietary process** – from research, to production, to delivery – our products are maintained in a cold supply chain. They arrive fresh, ready to use for your next **successful product launch**.

**We have clean taste down cold, so you can innovate.**

