

BEVERAGES (/BEVERAGES)

Offer Authentic Cold Brew Coffee With Less Labor and No Equipment

Sponsored content from our partner Javo Beverage Co. (/sponsor/javo-beverage-co) on Sep. 12, 2023



Javo Beverage

Cold brew coffee is disrupting the beverage landscape with younger generations driving the shift from hot to cold. Retailers who cannot invest in dispensed equipment or rely on the toddy method to prepare cold brew struggle to find an authentic solution to suit their unique needs.

Retailers are continually faced with the challenge of increasing foot traffic and sales. According to *SNAP! Keynote C-Store Foodservice 2023* data, two-fifths of all consumers would like cold brew offered at convenience stores.

Gen Z and Millennials are the consumers most frequently visiting c-stores on a daily and weekly basis. Their strong affinity for cold brew, and the general popularity and demand provides a lucrative opportunity to tap into the cold beverage market to attract new traffic and incremental sales growth.

Many retailers do not offer cold brew because they struggle to find a quality product that does not require dispensing equipment, and they do not have the time and resources to prepare it onsite. However, finding an authentic hand mix product that can cut labor, drive sales and meet consumer demand can have a big impact on the bottom line while helping stores evolve from a place of convenience to a cold coffee destination.

A ready-to-use, shelf-stable cold brew solution

For retailers who want to offer cold brew but don't have the equipment or staffing available to support it, there's a solution. Javo's Guatemalan Cold Brew Coffee is a shelf-stable concentrate that offers ease of use, menu flexibility and convenience.

Javo's patented extraction process creates authentic cold brew coffees with superior sensory appeal. Javo's Guatemalan Cold Brew Coffee provides scalability and is simple to prepare. Retailers can craft individual drinks or batch prep full pitchers, no equipment or barista needed.

A small case footprint of twelve 16-ounce bottles with the added convenience of shelf-stable storage allows retailers to offer cold brew without adding complexity to their operations.

For more information, recipes and samples of Javo's Guatemalan Cold Brew Coffee, visit <https://www.javobeverage.com/coffee-products/guatemalan-cold-brew-coffee/> ([https://www.javobeverage.com/coffee-products/guatemalan-](https://www.javobeverage.com/coffee-products/guatemalan-cold-brew-coffee/)