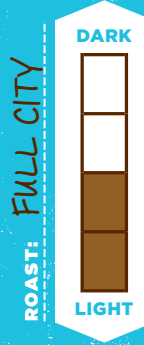




ORGANIC COLD BREW

AFRICAN ICED COFFEE BLEND



A BLEND FROM
ETHIOPIA & UGANDA

Naturally sweet, surprisingly creamy & rich, the cold brew method of making iced coffee is rightfully earning its place in café line-ups. Our Quality & Sales teams have been hard at work creating a custom blend that highlights the delicate flavor and balance of this remarkable brew method. Our new East African blend artfully combines both washed and naturally processed beans, for a refreshing cup with notes of milk chocolate and cooked berries.

CUPPING NOTES:

AROMA COCOA, MOLASSES, SWEET PIPE TOBACCO
FLAVOR SWEET MILK CHOCOLATE, RIPE BLUEBERRY
MOUTHFEEL SUPER DENSE & VELVETY

CASE SIZE: 2 Five Pound Bulk Bags

UPC CASE CODE: 7 45998 40840 6

THE METHOD WE RECOMMEND

Q. What is the cold brew method?

A. Cold Brew is an experiment in solubility. Coffee beans are packed with chemical compounds that dissolve when introduced to water—the solubility of these compounds is impacted by the temperature of the brew water. Traditional brew temperature (195-205°F) will extract more compounds in a shorter amount of time; Cold Brew takes a slower, more selective approach to solubility.

Q. What is the difference in the cup?

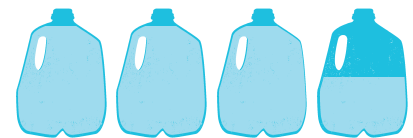
A. Cold brewing coffee reduces bitterness and the perception of acidity in the cup. The lower temperature allows more subtle & nuanced flavors in the coffee to shine—rich milk chocolate and red fruits take center stage. Be prepared to stock less cream and sugar, this velvety sweet coffee doesn't need much help!

Q. Sounds terrific. How do I use this method in my café?

A. Cold Brew is a steep and release method that creates a dense coffee concentrate. Coarsely ground beans are soaked in cold water and allowed to soak at room temperature for 12-24 hours. Grounds are then filtered, leaving a dense coffee concentrate that lasts up to 14 days refrigerated. Creative cold brew systems have been around for years, but for commercial brewing we like the Toddy™ 2.5 gallon brewer.



5 lb coffee



3.5 gallons of water



Toddy™ Brewer



2.5 gallons of concentrate
5 gallons of iced coffee
55 16oz cups of iced coffee



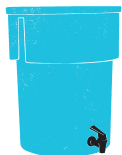
HOW TO COLD BREW

WHAT YOU'LL NEED



Time

Cold Brew takes from 12-24 hours.



Equipment

We recommend the Toddy™ Commercial 2.5 gallon brewer.



Coffee

Cold brew's concentrate requires a high ratio of coffee to water. For the 2.5 gallon brewer use 5lbs of coarsely ground coffee.



Water

Use clean, filtered water. For the 2.5 gallon brewer use 3.5 gallons of water.



Measurement

A scale for weighing coffee and a large (2 quart +) Food Service pitcher for water.

We asked Leif, the manager of the Equal Exchange Café in Boston, for her words of wisdom on making this method easy and economical.

Tips from the EE Café:

- Timing is everything. We set up the Toddys after closing, and they're done before we open again—we're not brewing while customers wait.
- Brew extra while you're figuring out daily volume. Concentrate is good for DAYS, better to have extra than run out!
- Strain and drain the mesh bag and filter. We sanitize the reusable mesh bag and compost the filter.
- Save refrigerator space by storing "concentrate" and "iced coffee" in clearly marked (and dated!) containers.
- Use the right serving equipment. We use Bunn's stainless steel 3.5 gallon dispensers, which are user-friendly and take up minimal counter space.

STEPS

- 1 Line the brewer with mesh fabric filter.
- 2 Place paper filter with coffee into mesh filter.
- 3 Slowly pour half of the water over ground coffee, evenly saturating the entire bed. Allow coffee to bloom and deflate as needed.
- 4 Tie the mesh bag. Knot should be firm, several inches above coffee to allow grounds to circulate.
- 5 Use a steady pour for the remaining water. Cover and store at room temperature.
- 6 Wait 12-24 hours.
- 7 Strain into Food Service container—avoid stirring during draw down.
- 8 Dilute. We use a ratio of 1 to 1 concentrate to water (we like our coffee STRONG.) Experiment with dilution ratios, steep time and grind size.
- 9 Serve over ice.