



COLD BREW COFFEE MARKET

First launched in coffee shops and natural retail channels, **cold brew coffee has expanded into the mainstream multi-outlet**. As awareness grows, so does the demand for cold brew which has seen **339% sales growth in the last 5 years** and expected to continue. The interest in this trendy beverage is based on its **smoother, less acidic taste** and **naturally sweeter, fruitier flavor**.

SYNERGY PURE™ COLD BREW COFFEE CONCENTRATE



SYNERGY™
INSPIRING TASTE™



WHAT IS COLD BREW?

Started in artisanal coffee shops, the cold brew process soaks coarse ground beans in cold to room temperature water to make a traditional cold brew coffee. The limiting factor with this process is the space, capital investment in equipment, and the time and energy required to soak large batches of beans to make only small amounts of finished cold brew coffee.

SYNERGY PURE™ CONCENTRATED ON COLD BREW

There is **no standard of identity for cold brew coffee**, therefore the quality on the market varies. Formulators sometimes increase concentration by adding coffee powder, compromising the authenticity of cold brew. However, Synergy Flavors' unique process not only meets the emerging standards of strict cold brew coffee purists, but also allows for large scale manufacturing.

The unique scalability of Synergy Pure™ 100% Cold Brew Coffee Concentrate

The number of cold brew cups made from the same amount of product:

TRADITIONAL COLD BREW



SYNERGY PURE™ CONCENTRATION



NOTHING, BUT COLD.



Ground
Coffee
Beans

Cold
Water
Soaking

Room
Temperature
or Colder

Proprietary
Concentration
Process

Highly
Concentrated
Cold Brew

Synergy Pure™ Cold Brew Coffee Concentrate Benefits

- 100% Pure Cold Brew Coffee
- No Adjuncts to Concentrate
- Clean Label
- All Natural
- Scalability up to High Volume National Distribution Levels
- Consistent

Certifications Available

- TTB Approval
- Non-GMO
- Kosher and Halal Approval
- Organic and Fair Trade

Customization

Synergy Flavors has a spectrum of cold brew coffee options across a number of price points and customization levels including the ability to make a custom concentrate using direct sourced beans with branded provenance.

Call us for a Synergy Pure™ Cold Brew Coffee Concentrate demonstration and learn how to gain a distinct advantage over your competition | (847) 487-1011

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