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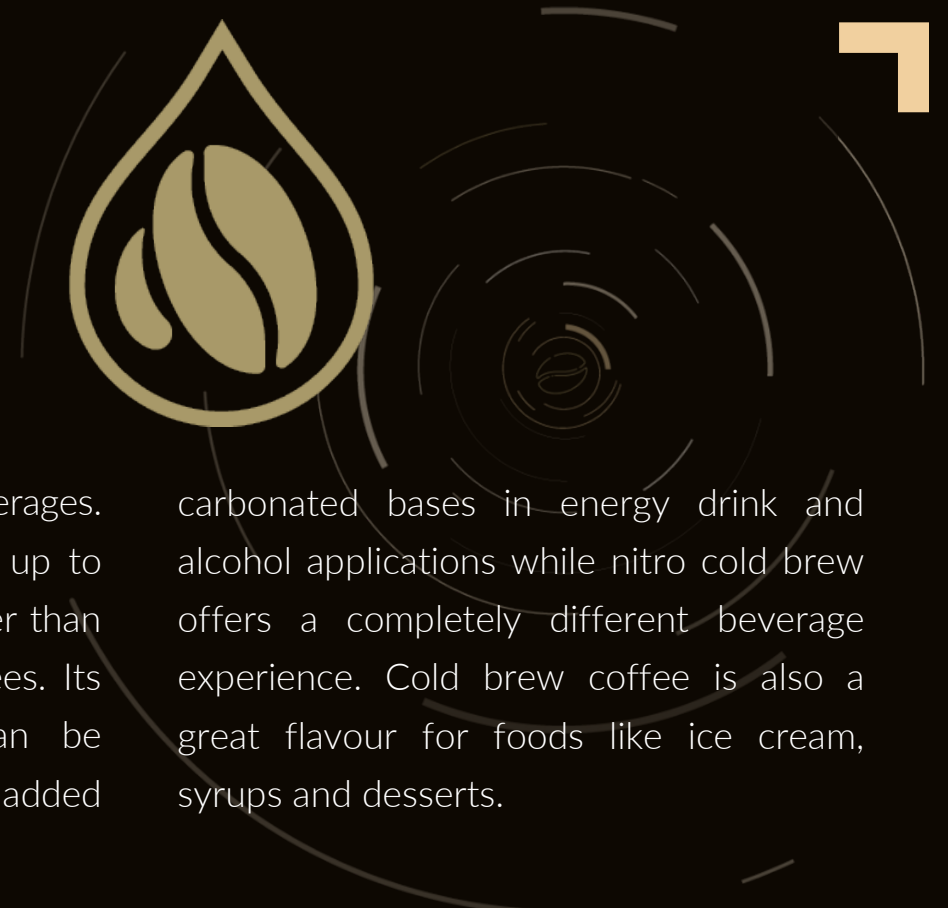
# COLD BREW

COFFEE

**BREWING UP A STORM.**  
COLD BREW RECIPES TO TRY.



# COLD BREW IS LEADING THE NEXT WAVE OF COFFEE CULTURE IN EUROPE.



Cold brew is the fastest growing segment in RTD/Iced Coffee and is expected to reach a category value of €90mn in Europe by 2025 following a period of +51% growth between 2017-2021.

Unlike other coffee extracts, cold brew coffee is made by gently steeping coffee in ambient or cold water for extended periods of time. This helps to extract the finest flavours from the bean, without using heat or pressure. This slow, gentle process creates a smooth, rich, roast and ground flavour profile. It is this premium, sensorial experience that differentiates cold

brew from other iced coffee beverages. Cold brew is also perceived to be up to 67% less acidic and is also less bitter than traditional hot brew and iced coffees. Its natural smoothness means it can be enjoyed black without the need for added sweeteners and syrups.

In addition, cold brew is hugely versatile across a range of applications. In traditional beverage formats it beautifully complements the creamy textures of dairy and plant based dairy alternatives. It also works well with fruit flavours and

carbonated bases in energy drink and alcohol applications while nitro cold brew offers a completely different beverage experience. Cold brew coffee is also a great flavour for foods like ice cream, syrups and desserts.

From oat milk lattes to espresso martinis, we've rounded up our favourite recipes, backed up with real insight, to help you create a cold brew offering consumers crave...

*Sources: GlobalData Plc 2021, Acidity and Antioxidant Activity of Cold Brew Coffee, 2018*



# BREWING UP A STORM. COLD BREW RECIPES TO TRY.



- COLOMBIAN COLD BREW AMERICANO
- COLD BREW OAT MILK LATTE
- COLD BREW WHIPPED CARAMEL LATTE
- CITRUS COLD BREW TONIC
- COLD BREW TEA FUSION LATTE
- NITRO COLD BREW



68% of consumers are looking for new coffee experiences that offer excitement and uniqueness



## **PURE AND SIMPLE.** **COLOMBIAN COLD BREW** **AMERICANO.**

Sometimes basic is brilliant. One of the best ways to enjoy the distinctly smooth, deliciously rich and full-bodied flavour of cold brew is the simplest of all – serve plain over ice.

Our Organic 100% Arabica Colombian blend captures the complex nuances of roast and ground coffee. It offers a smooth, rich and intense flavour profile with notes of cocoa, almond and peanut. Our Colombian blend boasts natural smoothness and can be enjoyed black without the need for additional sweeteners or syrups.

### **DID YOU KNOW...**

Finlays have been sourcing, blending and roasting coffee since 1911. We combine our deep expertise in coffee with our pioneering extraction technology to create truly exceptional cold brew solutions.

40% of Gen Z consumers prefer their coffee in chilled, RTD formats



## SMOOTH AND CREAMY. COLD BREW OAT MILK LATTE.

Our smooth, chocolatey Brazilian cold brew blend pairs brilliantly with velvety oat milk which is the UK's preferred dairy alternative in coffee shops. The result is a smooth, creamy yet refreshing treat perfect for any time of the day.

### INGREDIENTS

30ml Brazilian blend cold brew coffee concentrate  
220ml oat milk  
1 tbsp. of maple syrup

### RECIPE

1. Pour 30ml of cold brew and into a tall glass
2. Add 1 tbsp. of maple syrup and stir to combine
3. Pour in the milk or shake in a jar for around 20 seconds until lightly frothy
4. Pour over cold brew and serve

### DID YOU KNOW...

100% of our green beans are sourced directly at origin for quality assurance and full traceability. They are then masterfully roasted, blended and ground at our Yorkshire roastery before being extracted at our nearby facility in Hull.

83% of consumers expect innovative flavours and new experiences in convenient RTD formats



## INSTAGRAMMABLE INDULGENCE. COLD BREW WHIPPED CARAMEL LATTE.

From Dalgona Coffee to Starbucks secret menu hacks, TikTok is the go-to source of viral food trends. Now more than ever, consumers are constantly looking for exciting, over-the-top beverages worthy of sharing on social media.

### ingredients

50ml cold brew  
coffee concentrate  
25ml caramel syrup  
400ml whole milk  
2 tsp. sugar  
3 tbsp. instant  
coffee  
crushed ice

### RECIPE

1. Whisk together instant coffee, sugar and 3tbsp. of boiling water in a bowl for around 5 minutes until stiff peaks form and set aside
2. Drizzle the bottom of a tall glass with caramel syrup
3. Add cold brew
4. Top with milk and spoon over whipped coffee

### DID YOU KNOW...

Our carefully roasted and ground coffee is steeped in ambient temperature filtered water in a reduced oxygen environment to start the cold brew extraction with the best flavours possible.

Since 2016, the number of energy drink launches with an 'all natural' claim has increased by 178%



## PERFECT PICK ME UP. CITRUS **COLD BREW** TONIC.

In place of traditional energy drinks, which often contain high amounts of sugar and artificial ingredients, consumers are increasingly seeking out more natural alternatives like cold brew. Our cold brew is a natural source of caffeine, contains zero added sugar and works well with carbonated bases and fruit flavours to replicate traditional energy drink formats.

### INGREDIENTS

50ml Cold Brew Coffee Concentrate  
17ml tonic  
Lemon or lime wedges  
Ice cubes

### RECIPE

1. Fill a glass with a handful of ice cubes
2. Add the cold brew and top with tonic
3. Squeeze lemon or lime and top with wedges to garnish
4. Mix well to serve

### DID YOU KNOW...

Using a bespoke, fully automated, carefully calibrated process our cold brew is triple filtered and gently extracted to preserve the character and full-bodied flavour of the coffee.

56% of global consumers say reduced sugar is important when seeking indulgent food and drink



## GREEN GODDESS. COLD BREW TEA FUSION LATTE

'Permissible indulgence' is a trend that combines the indulgence of sweet treats with good-for-you ingredients, allowing consumers to enjoy treats as part of a healthy diet. Green tea is reported to be rich in antioxidants while cold brew is naturally low in sugar and calories. The smooth richness of cold brew combined with the grassy notes of green tea provides a caffeine kick with indulgent flavour.

### INGREDIENTS

25ml Cold Brew  
Coffee Concentrate  
2 tsp. green tea extract  
125ml milk  
Ice cubes

### RECIPE

1. In a bowl, mix green tea extract with 50ml of hot water and set aside
2. Pour cold brew into a tall glass and top with ice cubes and milk
3. Add the tea mixture and serve

### DID YOU KNOW...

Our cold brew is stored in an inert atmosphere to avoid oxygen contact which stabilises and enhances the shelf life. Our non-thermal concentration process ensures our cold brew is never exposed to heat to deliver consistent quality every time.



63% of European consumers actively seek premium beverages that offer quality, authenticity and sustainability



## SENSORY SENSATION. NITRO **COLD BREW**

Nitro offers a completely unique coffee experience. Infusing cold brew with nitrogen creates a silky smooth, velvety texture with enhanced sweet chocolatey notes, and a foamy head that resembles a Guinness. With its beer like appearance, nitro taps into craft brewing trends and appeals to coffee lovers seeking a premium, unique beverage experience. In hospitality venues, cold brew is hooked up to a keg and dispensed directly from a tap like beer. The experience can also be recreated in a ready-to-drink, grab and go can by installing a nitrogen-infused widget.

### DID YOU KNOW...

Our expansive global network and integrated supply chain ensures we can provide customers with risk-free traceability, reliability and scalable custom solutions.



# READY TO TAP INTO COLD BREW?

To discuss how Finlays can help you  
email [info@Finlays.net](mailto:info@Finlays.net)

