



# OPPORTUNITY IS BREWING

## IN FOOD SERVICE

### COFFEE TRENDS 2017

- Craft appeal
- Natural ingredients
- Experimental flavours
- Storytelling of coffee growers & roasters



*Contemporary consumers want their coffee shop feeling every time and everywhere*

# 1/3

of consumers  
**INDULGE A COFFEE SPECIALTY FROM TIME TO TIME**

### COLD BREW POTENTIAL IS ALREADY BEING RECOGNIZED

The New York Times | HOW COLD BREW CHANGED THE COFFEE BUSINESS



**RTD COFFEE EXPECTED TO GROW AT 9% CAGR THROUGH 2020**

### CONSUMER NEW GO-TO: COLD BREW

#### WHAT IS COLD BREW?

Essentially, it is the way coffee is extracted. Crafting authentic small-batch cold brew coffee is a time-honored brewing process that involves steeping grounds in cold water for 12 or more hours.

The result is a great tasting coffee:

- smooth feel
- velvety texture
- rich taste
- low calorie
- low acidity & bitterness



# OPPORTUNITY IS BREWING

WITH JAVA HOUSE AUTHENTIC  
COLD BREW COFFEES

Completing your existing iced coffee range or simply adding Cold Brew Coffee to your menu gives your customers an on-trend coffee experience and helps drive profits for you! And when you choose JAVA HOUSE Cold Brew Coffee, you're choosing an authentic, great tasting coffee that will fit easily into your service.



## BARISTA BLACK Pure Concentrate 3:1 JAVA HOUSE COLD BREW

- ☪ Highest quality 100% Arabica
- ☪ Authenticity on demand
- ☪ No additives, derivatives or preservatives
- ☪ Quality Cold Brew Coffee crafted by hand in small-batches

- 🕒 *JAVA HOUSE Pure Concentrate easily makes any size batch on demand without making a mess*
- 📅 *Aseptically bottled to provide a 15 month shelf life without refrigeration*
- 💰 *Premium cold brew coffees can command a higher price*
- 👍 *100% authentically brewed without reconstituted coffee, coffee additives, coffee derivatives or preservatives*

PLEASE GET IN TOUCH FOR A PERFECT CUP OF COFFEE AND SALES INFORMATION:  
HEARTLAND FOOD PRODUCTS GROUP EMEA | CASABLANCAWEG 12 | 1047 HP  
AMSTERDAM | THE NETHERLANDS | +31 85 7731931 | SALES.EMEA@HEARTLANDFPG.COM