COLD BREW COFFEE
TREND PRESENTATION & FRAGRANCE COLLECTION
OCTOBER 2016
Overview

Cold brew is a trend that has taken off, originating roughly five years ago at small outfits like Stumptown Coffee Roasters. It percolated in cities like Seattle and San Francisco, where coffee connoisseurs are drawn to new, supposedly richer coffee.

37% of US consumers are interested in cold brew because they enjoy trying new styles of coffee preparation.

How big is this cold brew craze? Research firm Mintel estimates cold brew alone grew by 338.9% from 2010-2015.
What is Cold Brew?

A traditional iced coffee is made with hot-brewed coffee that has been cooled down. Cold brew is steeped in room-temperature or chilled water, allowing the coffee to slowly infuse over time without the use of any heat.

Fans say the method results in a mellower, less acidic coffee. People who get heartburn from coffee tend to find cold brew a little easier to digest.
The History Behind Cold Brewed Coffee

The process of creating a concentrated coffee through steeping grinds in cold water for elongated periods of time is said to have originated with the Dutch, as far back as the 1600s.

It is known that the Japanese were cold-brewing tea at that time and may have also been among the first to cold brew coffee. Other claims point towards similar practices taking place in areas of Latin America as well.

It was the French who provided the earliest example of a coffee concentrate served cold. The Mazagran, the first iced coffee of its day, was named for a fortress in Algiers granted to the French in 1837.

In the mid 20th century, British’s Camp Coffee (coffee concentrate used in a military setting) was used as leverage to began the commercialization of bottled coffee beverages.

However, it wasn’t until the late 1960s that true success in commercialization or ready-to-drink brewed coffee would emerge. In Japan, local business Ueshima Coffee Co. changed the game by flipping the ingredient ratio of milk and coffee to be mostly coffee with a touch of milk and sugar and from then on cold-coffee history was made. Shortly after, a number of companies across the globe joined in and began the trend towards the packaging of ready-to-drink coffee beverages, bringing some beverages into the mainstream.

In the decades to come, a proliferation of coffee-focused businesses entered the scene, all competing to satisfy consumer demand from the grocery store to the drive-through. Now there’s a spectrum of cold-brew products wider and more creative than ever.
The 90s brought us Starbucks and incredible demand for its iced frappuccinos and lattes. That paved the way for third-wave coffeeshops that brought coffee geekdom, with its Chemexes and Aeropresses, into the mainstream.

In 2011, the next big leap came from the brand Stumptown, which bottled its cold brew. "They put the cold brew in these stubbies bottles, like a Red Stripe," Giuliano said. "That played on the sort of cold brew pun - is cold brew a coffee or a beer? - and that really engaged people.

Starbucks began to tinker with cold brews in 2014 with small test runs in a few cities before expanding that version of coffee across the entire fleet of U.S. The chain has since introduced a vanilla-flavored cold brew coffee, as well as cold brew infused with nitrogen.

September 18th 2015, according to Mintel, US cold brew coffee sales grow 115% from 2014-2015. Overall, 24% of consumers currently drink retail-purchased cold brew coffee. Older Millennials, those age 29-38 (55 percent), and men (30 percent) stand out as groups most likely drinking this type.

July 26, 2016 – The trend has since accelerated as big players like Starbucks and Dunkin’ Brands plotted their own national launches. Starbucks has been especially aggressive in bringing cold brew to market — selling it at grocery stores, as well as the company’s restaurants.

“We are too fancy for iced coffee anymore. Now we drink cold brew, the magical caffeinated elixir that is suddenly everywhere, from your fussy, independent coffee shop to the most proletarian of Dunkin' Donuts. It's the drink of young people.”
In June 2015, because of the popularity among millennials, Peet's Coffee makes the cold brew process the ‘new standard’ for all Peet’s iced coffee drinks.

In April 2016, High Brew Coffee, out of Austin Texas, announced a new distribution partnership with Dr. Pepper Snapple Group.

Pepsi leaped into the space by way of its North American Coffee Partnership with Starbucks, which debuted its own RTD cold brew earlier this summer.

In June 2016, Dunkin Donuts adds cold brew to their menu. Dunkin Donuts’ cold brew is marketed as “crafted by hand ... in small batches and served each day while supplies last,” which resonates with the current consumer demand for “distinctive, limited-time experiences and hand-made, artisanal products.” In September 2016, Dunkin Donuts released a new “Runnin’ On a Cold Brew” music video from New York Giants superstar Odell Beckham Jr.

In the first quarter of 2017, the Coca-Cola Company will make its move into the cold brew coffee with Gold Peak, known for its premium line of teas and coffee product.
The Brands – Other Players

• In August, 2106, The “West Texas Investors Club”, gets a visit from the owners of Happy Tree Maple Water and invests in the company. As opposed to coconut water, maple water has half the calories and sugar and comes in lemon and ginger flavors, as well as a cold brew coffee.

• Artisan brand Blue Bottle Coffee, source great coffees, roast them to perfection, and get them to you fresh within 48 hours of roasting. Their website gives step by step instructions on how to make the perfect cold brewed coffee.

• Uncommon Coffee Roasters is a small batch specialty coffee roaster in West Michigan who partnered with Guernsey Farms Dairy. Together they have produced 3 luscious cold brewed drinks that every coffee lover will enjoy!

• Wandering Bear coffee came to be when two friends in grad school showed up to class one day carrying a mason jar of homemade cold brew coffee. A fast friendship, over 100 experimental batches, and many weekends in the kitchen later, they created delicious cold brew iced coffee.

• KonaRed® is uniquely sourced from Hawaii Coffee, where it has developed for over 175 years. Their cold brew was awarded Editor’s Pick in 2016 for “best new product.”

• Califia Farms mission, “to innovate delicious plant-powered foods for mindful nourishment through sustainably-sourced natural ingredients. They claim to be the pros when it comes to coffee, the slower it’s brewed, the better it tastes.
Lifestyle & Culture

The three-day New York Coffee Festival in September, 2016 featured 70 boutique, gourmet and micro brands that are shaking up the industry.

Coffee Fest, a coffee and tea trade show, hosted in cities across the US, offers “Cold Brew U,” a one stop shop for all of the information needed to jump into the exciting world of Cold Brew & Nitro Coffee. Coffee Fest will be hosted in Chicago in June 2017 at Navy Pier.
Inspiration

Cold Brew
According to Stumptown, “Coffee is the most chemically complex food we ingest – it contains 2 to 3 times as many flavor compounds as wine. The tasting notes we include on our bag cards are a way to delineate subtle underlying aromas and flavors that emerge when tasting coffees side by side – but they aren’t arbitrary. The flavors we taste in our coffees correspond with the foods we describe – so when we taste notes of chocolate or green apple in a coffee, it’s because the coffee contains the same flavor compounds as the foods they remind us of.”
Our Inspiration. . .

Just as cold brew coffee brands are developing new flavors to broaden its appeal, particularly to the 18-35 demographic, this growing trend in cold brew invites new opportunities for creativity in fragrance development for perfume, candles, personal care and air care. The gourmand/edible scents are considered a subcategory of the modern family of fragrance. These scents consist of notes such as honey, spices, chocolate, coffee, vanilla or candy. Just as in the artisan coffee world, gourmand fragrances can be reimagined with other perfumery notes to create new sensorial experiences. In the prestige market these scents are considered olfactory desserts or foodie fragrances.

As our infatuation with coffee continues, what better way is there to enjoy the decadent aroma than with unique fragrances created by our talented perfumers at Belle Aire Creations. We invite you to enjoy the sweet smell of coffee in our new . . .

“Cold Brew Collection”
“Cold Brew Fragrance Collection”

Presented by Belle Aire Creations
Sweet vanilla cream and warm maple flow through a blend of slow-steeped brewed coffee with a touch of nutmeg and dark cocoa.
Fragrant Mediterranean lavender sprigs, a hint of orange, Indonesian coconut cream brew together to create this interesting twist on cold brew coffee.

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<thead>
<tr>
<th>TOP</th>
<th>MIDDLE</th>
<th>BASE</th>
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<tbody>
<tr>
<td>Coffee</td>
<td>Lavender Sprigs</td>
<td>Vanilla</td>
</tr>
<tr>
<td>Orange Peel</td>
<td>Coconut Cream</td>
<td>White Musk</td>
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<td></td>
<td>Heliotropine</td>
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Boba Cold Brew

A delicious recipe using boba or tapioca pearls inspires this wonderful cold brew delight. The boba is sweetened with coconut sugar, then blended with fresh cold brewed coffee and a smidge of maple syrup.

**TOP**
- Coffee
- Maple Syrup

**MIDDLE**
- Coconut Sugar

**BASE**
- Creamy Vanilla
- Simple Syrup
New Orleans Cold Brew

Enjoy a scent, inspired by a New Orleans's classic coffee. A perfect blend of roasted chicory root, vanilla beans and warm woods sweetened with coconut flakes and agave nectar.

**TOP**
- Coffee
- Agave Nectar
- Cocoa Powder
- Coconut Flakes

**MIDDLE**
- Chicory
- Ground Cinnamon

**BASE**
- Vanilla Bean
- Patchouli
- Amber
Pink Passion Cold Brew

Coffee cherries sweetened by the Brazilian sun blended with tangy Sicilian orange, pink passion fruit and floral accents of jasmine and hibiscus.

**TOP**
- Orange
- Lemon
- Grapefruit
- Passionfruit

**MIDDLE**
- Rose
- Jasmine
- Hibiscus

**BASE**
- Vanilla
- Mocha
Butter Rum Cold Brew

Bourbon vanilla beans & roasted mocha coffee sweetened with a blend of yummy toffee crunch & buttery rum liqueur.

**TOP**
Butter Rum
Anise

**MIDDLE**
Café Noir
Mocha

**BASE**
Toffee Crunch
Vanilla
Brown Sugar
Maple Vanilla Cold Brew

The aroma of rich and creamy cold brewed coffee drizzled with vanilla-infused maple syrup and spruced up with a sprinkle of cinnamon and a twist of lemon.

**TOP**
Lemon Zest
Cinnamon Leaf

**MIDDLE**
Cold Brew Coffee
Coconut milk

**BASE**
Creamy Vanilla
Musk
Vermont Maple
Honey Cinnamon Cold Brew

A cold brew sensation sweeten up with honey and vanilla before finishing it off with a sprinkle of cinnamon.

**TOP**
- Coffee

**MIDDLE**
- Chocolate
- Cinnamon

**BASE**
- Honey Blossom
- Vanilla
Cinnamon Dolce Cold Brew

This cold brew is a delightful mix of creamy milk and smooth, rich espresso dazzled with sweet honey praline and dark chocolate.

**TOP**
Cinnamon Chocolate

**MIDDLE**
Coffee Miel Praline

**BASE**
Dulce De Leche Vanilla
Thank you!
http://www.cstoredecisions.com/2016/09/05/stirring-coffee-innovation/
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Coca-Cola’s Gold Peak brand to debut cold brew coffee and tea latte lines, keeping up with growing $2bn RTD coffee market