



**TASTE THE DIFFERENCE!  
OUR ICED COFFEE IS  
EXCLUSIVELY COLD-BREWED  
FOR SUPERIOR FLAVOR.**

Brewing coffee with hot water uses a chemical reaction (with heat as the catalyst) to extract a variety of flavor compounds from the coffee bean. Some of these flavor compounds taste great when hot, but are bitter once they cool down. That's why many people douse their iced coffee with lots of cream & sugar.

Cold-brewing coffee, on the other hand, replaces heat with time—the brewing process takes 16-24 hours. Thus, rather than changing the profile of the coffee through chemical reactions, flavor is literally “infused” into the water at room temperature. Cold-water brewing extracts the delicious flavor compounds from coffee beans, but leaves behind the oils and fatty acids that become bitter at cool temperatures.

Test it out—we're confident you'll taste the difference.