

KAFFEROSTERIET  
**LÖFBERGS**  
ETABLERAT  
1906

# Cold Brew





## THIS IS COLD BREW

Coffee brewed with cold fresh water over a long time gets unique flavour characteristics. Cold Brew is already a hot trend in USA and Japan. Now we offer the Swedish market an innovative product that matches an exciting and growing coffee trend.



## COFFEE FOR THE TRENDSETTERS

The group of conscious consumers who are sensitive to trends are growing. Urban and modern women and men who like to be first with the latest. Who search for natural products rich in flavours. Who look for inspiration and good experiences. Who value the craftsmanship behind a Cold Brew and who like the energy boost it gives.

# THIS IS HOW WE MAKE COLD BREW

Our Cold Brew contains 100% Arabica beans. Pure premium coffee from our project Next Generation Coffee in Colombia – where we work to improve the belief in the future for the young generation of coffee farmers. Through education and trade, we improve the prerequisites for young coffee farmers who live and work in Colombia, on the steep slopes of Antioquia.



## The best beans

100% Arabica from Antioquia, Colombia.



## The roasting brings out the flavours

110 years vocational pride and experience in every package.



## Carefully selected water

The water quality is crucial to bring out the right character of the coffee.



## Everything comes to those who wait

16 hours, that is how long it takes to brew our Cold Brew to perfection.



## The temperature determines

Cold and long. The result is a sweeter and rounder coffee flavour than hot brewed coffee.



## The package

Sustainable and recyclable, of course.

# NEWS WEEK 15



## Cold Brew Ginger

The sweetness of the coffee emphasizes the taste of ginger. Offers a powerful aftertaste.



## Cold Brew Licorice

A full-bodied coffee with a mild and soft acidity. The sweetness of the coffee balances the taste of licorice.



## Cold Brew Antioquia Reserve

A full-bodied coffee with a mild and soft acidity, a light honey sweetness in the aftertaste.





# Versatile Cold Brew