

SERVICE IDEAS

INFORMATIONAL WHITE PAPER

# *Commercial Cold Brew Coffee*





# Where in the world did **COLD BREW** come from?

17TH CE.

## Netherlands

**At first, it was all about the caffeine.**

Like many good things, this new trendy beverage has deep historical roots, brought to Japan by the Dutch traders in the 17th century. It's said these Dutch sailors used the cold brew coffee concentrate as a way to preserve and store caffeine during their long journeys.

19TH CE.

## Japan

**The Kyoto Drip was introduced. Similar to today's pour over.**

Sometime in the in the 1600s, the Japanese were influenced by this practice and created a unique method called Kyoto-Drip. This more artistic form of cold brew involves passing water through coffee grounds, drop by drop. This method evolved into the elaborate towers you see today.

## America's

**America, meet cold brew concentrate.**

By the mid-1800s, cold brew spread to the colonies of the Americas, becoming the go-to brew method for military provisions.

20TH CE.

## France

**Mazagran: Cold Brew & Lemon**

Meanwhile, the French created a drink called the Mazagran that resembles the modern cold brew drink, consisting of sweetened coffee concentrate diluted with water. The drink is thought to be named after the Mazagran fortress in Algiers, who came under French control in 1837.

21ST CE.

## Peru

**At-home cold brew system was introduced.**

In the 1960s, the first cold brewing system was created, inspired by a Peruvian cold brew coffee. This made cold brew coffee simple to brew at home.

## Everywhere

**Cold Brew. It's everywhere.**

It wouldn't be until after 2010 that cold brew coffee would become the success story that it is today. In 2015, coffee shop giant, Starbucks, added cold brew coffee to their menu. Other coffee shops followed, developing their own cold brew coffee drinks. It's now common to find cold brew coffee on coffee shop menus everywhere.





# THE BIG DEAL ABOUT COLD BREW

## COLD BREW

Made by immersing coarse ground coffee in cold or ambient water, and letting steep for 12-36 hours. The grounds are then filtered out, resulting in a highly concentrated cold brew solution that is often diluted and then served over ice.

VS

## ICED COFFEE

A traditional drip coffee brewed with hot water, then cooled and poured over ice to create a cold coffee drink. The result has all of the same flavor profiles as a standard hot brewed cup of coffee, just served at a cooler temperature.

### FIVE BENEFITS OF THE COLD BREW METHOD

1

**Lower Acid.** Hot brewed coffee gets its distinct taste from the acidic oils that are released when exposing coffee grounds to hot water. Without all of this acid, the bitterness we taste in hot coffee is eliminated, and the natural fruitiness of the coffee shines through. Not to mention, it is much easier on your stomach and teeth.

2

**Sweeter Taste:** Less acid = sweeter taste. This is great news for those who love the coffee smell but are turned off by the bitterness. The natural sweetness of cold brew coffee also allows for fewer extras, like cream and sugar, making it an excellent choice for those looking to reduce calories.

3

**Longer Shelf Life:** Day-old coffee doesn't exactly sound appealing to a traditional coffee drinker. Many roasters will recommend disposing of hot brewed coffee after it's been sitting in a thermal serving vessel for more than 4 hours. But with the cold brewing method, it's suggested to let the brewed coffee sit for hours, even days! After a 12- to 36-hour long steeping process, you can confidently serve a fresh batch of cold brew coffee for up to 7 days with proper refrigeration of 37°-40°.

4

**Caffeine Content:** When comparing ounce-to-ounce, cold brew concentrate has a much higher caffeine content than hot brewed coffee. But no worries for those trying to limit caffeine—once prepared into a 12-ounce serving, it ends up having similar or even less caffeine than a regular iced coffee. Because the concentrate is diluted with water, and frequently, cream and sugar before serving, the overall caffeine level is reduced. If you are looking for an extra boost to your morning, drink it straight up!

5

**Easy to Brew:** The recent rise in cold brew's popularity has sparked interests of both coffee roasters and coffee suppliers. As a result, the equipment used to make cold brew coffee is becoming easier and more sanitary to use in commercial settings. What started as a rudimentary plastic bucket and filter bags, has evolved into the all-in-one brewer and dispensing systems, on the market today.



TODAYS LESSON:

# Cold Brew

# BEHIND THE BAR

## Best Cold Brew Practices

### EXTRACTION & COMPLETE SATURATION

The term “cold brew” is derived from the actual brewing method, rather than the way it’s served. With this being said, it’s critical to use cold water and completely saturate all the coffee grounds during the cold brew process to ensure proper extraction. Other variables that may influence the extraction include roast, grind size, pressure, steeping time, and temperature.

### SANITARY ENVIRONMENT

With any restaurant or coffee shop it’s important to work in a sanitary environment. If serving cold brew, the FSMA requires that the establishment complete a food safety plan and Current Good Manufacturing Practices. This is required for the brewing process, and ready-to-drink cold brew.

### PROPER STORAGE

By following a food safety plan, one should participate in proper storage and shelf-life testing. When testing the cold brew extraction, identify the following: product type (dry grounds or liquid concentrate), packaging (plastic, glass, etc.), temperature stored, pH and water activity, and processing conditions. After analyzing these factors, confirm a best-by-date, which guarantees optimal quality of the product.

### WATER QUALITY

Water is the number one ingredient in cold brew coffee. Using the right water can significantly affect your product. To determine the quality of specialty coffee, a water quality test was completed to show the difference between using low, medium, and high mineral water. Low mineral water resulted in the highest quality coffee. By using low mineral water, there was a significant difference in the coffee’s flavor, acidity, and balance affecting the overall coffee quality.





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