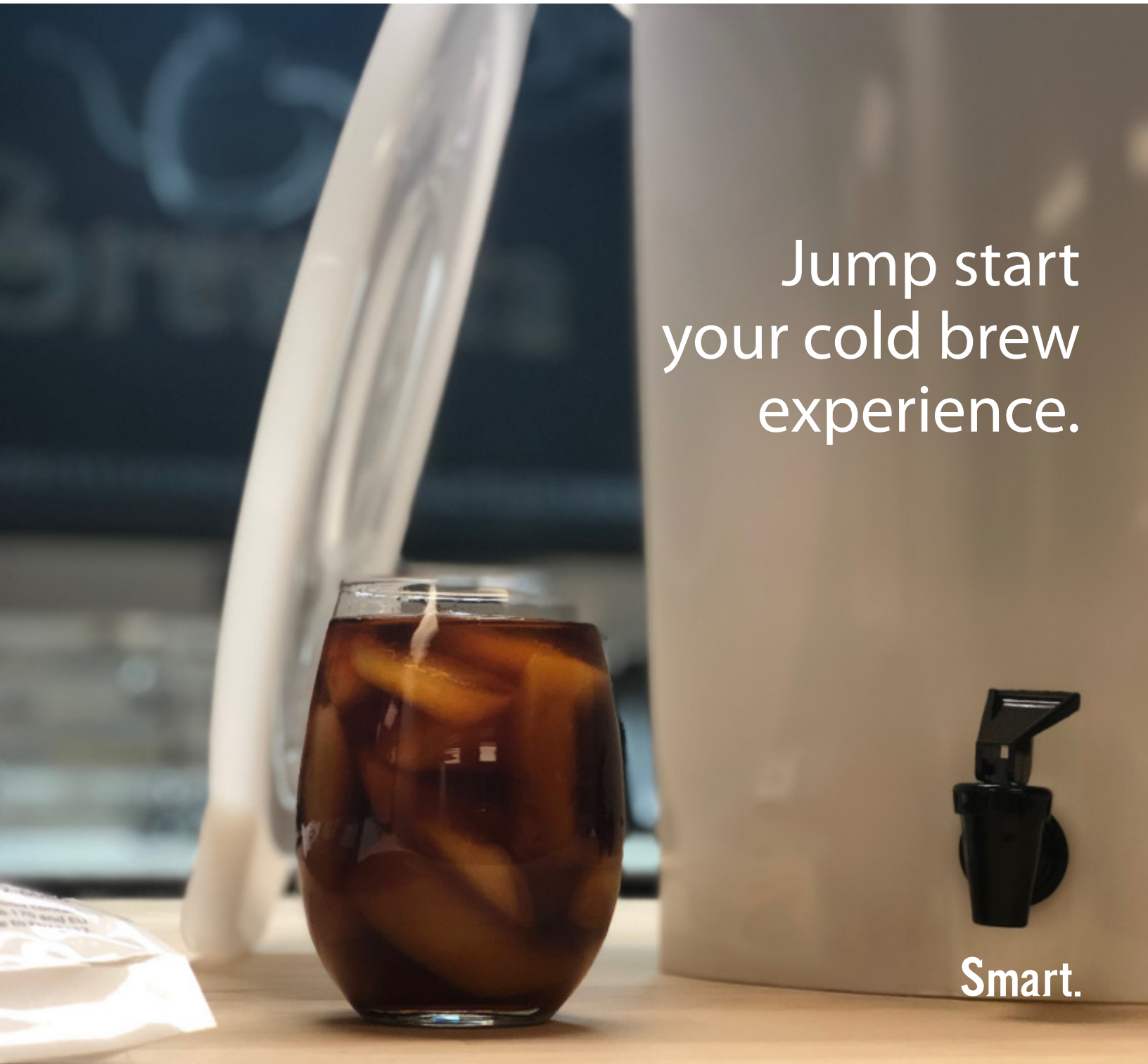
The

Cold Pro™

by Brewista®

Guide to Cold Brew Coffee

an introduction



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Questions? Comments?

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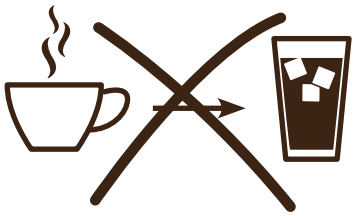
What is Cold Brew?

Cold brew coffee is a term you hear a lot lately, especially if you are in the coffee industry. It seems to be available everywhere you go from Starbucks to Dunkin' Donuts, the local coffee shop to your grocer's refrigerated section. But what exactly *is* cold brew coffee? To better understand what cold brew is, we must dismiss some of the misconceptions about what cold brew is not.

- Cold Brew is **not** yesterday's coffee placed in the refrigerator and served chilled today.
- Cold Brew is **not** hot brewed coffee that is served cold or over ice.



Iced coffee has its place, but it's not the same as cold brew.

Cold brew is not simply a type of coffee, but also the brewing method used to prepare it. Methods of hot brew coffee preparation include:

- Espresso
- Drip Coffee
- French press
- Pour-over
- Immersion with a Steeping filter
- Single Serve (a.k.a. Keurig®)
- Percolator
- ...and a few others.

The preparation of cold brew is closest to using a steeping filter, also known as an immersion dripper. Both methods steep, or immerse, coffee grounds in water for a period of time before draining them to extract the desired beverage.

Making cold brew coffee is really quite simple:

Coarsely ground coffee is placed into a filter.

The coffee is submersed in cool or room temperature water for an extended period of time (Typically 12-24 hours).

Extract is drained through the filter after steeping.

In cold brewed coffee as well as pour-over coffee, a hot brew method, five of the primary variables are:

Time
Length of time water remains in contact with the coffee grounds

Temperature
Degree of heat in the water

Load
Ratio of water to coffee grounds

Grind Size
How finely or coarsely the coffee is ground

Turbidity
Amount of agitation in the coffee grounds when water is introduced

The difference is the amount of influence these variables have on the flavor profile in cold or hot brewed coffee. In a pour over, turbidity is controlled by the rate of the water pour. In cold brew, the grounds are primarily at rest throughout the steeping process, so turbidity's influence is decreased. Since the grounds and water are in contact for up to 24 hours when making cold brew, grind size plays a more impactful role as opposed to the relatively short water contact time in a hot brewed pour over. Typically, a coarse grind similar to a French press is used in cold brew. If coffee is ground too finely, bitter flavors are more easily extracted over cold brew's extended steeping time.

Cold brew preparation is very similar to making tea with tea bags. The difference is that with cold brew, the water is not heated. Since cold or room temperature water does not have as much energy as hot water, the process of extracting anything from the coffee grounds takes much longer than if heated water were used. It is not a completely linear relationship, but in essence, the lower the temperature, the longer the time required for extraction. To put it into comparative mathematical equations:

Time + *Heat* + *Water* + *Coffee Grounds* = *Steeping filter prepared coffee*

Time + *Heat* + *Water* + *Coffee Grounds* = *Cold brew prepared coffee*

A Brief History of Cold Brew

Hot coffee is pretty amazing, so why did anyone brew it cold in the first place?

There is a great deal of speculation as to the origin of cold brew coffee. As 17th century Dutch traders were the first documented consumers of cold brew, they are often given credit for its creation.

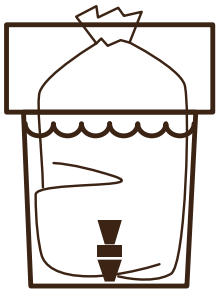
Ahoy! Cold Brew makes our long voyage bearable!

In the 1600s sailing the open ocean presented enough difficulties without adding open fires to the mix, so starting one for the purpose of brewing coffee was frowned upon. Going without caffeine wasn't an option either, so coffee that was cold brewed was developed to make a concentrate that could last the period of long voyages. It could also be brewed on board.

Example of cold brew lab equipment, er, the Kyoto drip method

It is speculated that these same Dutch traders introduced the process to the Japanese, and that the Japanese made it their own by developing the Kyoto drip method. This method differs from the cold brew steeping method since cold water is slowly dripped through coffee grounds to make a concentrate as opposed to immersing the grounds in cold water.

Since the Japanese had already been cold brewing tea at the time, it makes sense that they were early adopters of cold brew, if not the inventors.



Toddy® Cold Brew System circa 1964

Other sources point to Central America as the origin of cold brew. Unquestionably that region influenced the modern history of cold brew, which is largely attributed to Todd Simpson. In the 1960s Simpson was a chemical engineer on a plant gathering trip in Central America. While there he tasted a coffee-concentrate made according to a Peruvian process. When he returned to the U.S., he developed a cold brewing system using that process, giving birth to the name Toddy®.

Cold Pro™ System by Brewista®, 2016

After many years of a stagnant product offering for brewing cold brew coffee, Brewista® introduced the Cold Pro™ Commercial Brewing System in 2016. The innovative lift-and-twist filter design allows baristas to drain their cold brew hands-free so they can take care of customers. This innovation is making an impact in the commercial cold brew market.

Regardless of its history, the future of cold brew is bright. According to a 2016 study by the research group Mintel, the domestic cold brew coffee market grew 580% from 2011 to 2016. And thanks to a 460% increase from 2015–2017, cold brew sales in the U.S. generated $38 million in 2017 alone according to *Roast Magazine*.

Why Should you offer Cold Brew?

Why **not** offer cold brew? There are many reasons to add cold brew to your menu offering, but here are the most important ones:

1. **Double your menu with an investment of less than $100 for equipment!**

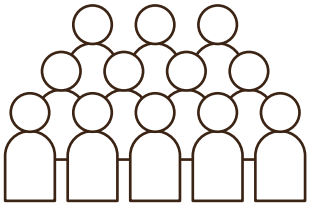
   When it's hot outside and all you offer is hot beverages, you're going to have a lonely day and abysmal sales. Using the same coffee, syrups, milks and non-dairy alternatives you've already got in your shop, the addition of cold brew multiplies the drink options you can offer!

2. **Cold brew coffee provides options to a larger audience.**

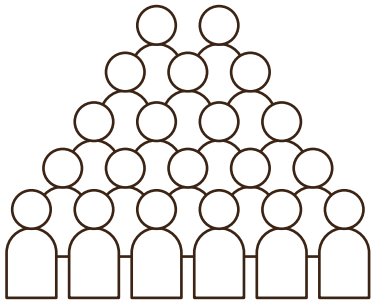
   Since there is no heat in the brewing process, only the compounds that are soluble in ambient room temperature water are extracted. Certain oils and acids are only extracted with the addition of heat, so many people consider the acid content of cold brew to be lower than that of hot brewed coffee. That perception paired with similar claims by cold brew retailers have spurred the belief that cold brewing coffee may reduce gastrointestinal issues such as acid reflux or GERD, often attributed to drinking hot coffee.

   Recent studies reveal that any blanket statement about the acidity levels of cold brew vs. hot brewed coffee may have merit in some regards, but is unsubstantiated in others. The pH levels of identical coffees were measured after brewing hot and cold. Those pH levels were nearly identical for both brewing methods. However, the measured TA (titratable acidity: an approximation of the Total Acidity of a solution) revealed higher concentrations of extracted acids and additional acidic compounds in the hot brewed coffee that were not found in the same coffee brewed cold.

   Regardless of whether acid levels are higher or lower, if someone that has adverse reactions to hot brewed coffee is able to drink cold brewed coffee, then serving cold brew opens your shop to that customer! **Perception is reality.**



Your potential audience with hot-brewed coffee



Your potential audience with hot-brewed AND cold brew coffee

Starbucks

Dunkin' Donuts

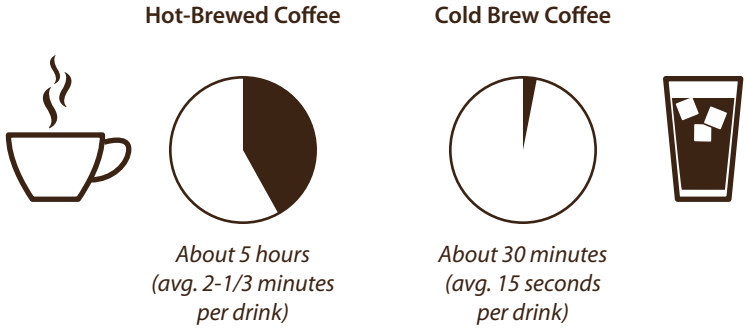
3. Cold brew coffee requires far less preparation time than an equal number of hot beverages.

It may take a barista 1½ to 3 minutes or more to make a single hot beverage. Once cold brew is prepared, it is simply a matter of pouring it into a glass, with or without ice, sweeteners or cream. With less time spent preparing a beverage, the barista is freed to make and sell the next drink.

The Cold Pro 2™ System allows you to make up to 6½ gallons (24.6 L) of ready-to-drink cold brew or concentrate in one batch with far less waste and mess than other methods. Diluting the concentrate one-to-one yields up to **13 gallons** (49.2 L) of cold brew.

With only 20-30 minutes of active time spent preparing the cold brew (not including time to steep) one barista can make up to 128 twelve-ounce (355 ml) servings of cold brew coffee. How long would it take the same barista to prepare 128 hot beverages? **Time is money.**

Time to prepare 128 twelve-ounce (355 ml) servings:



If your barista's hourly wage is $13, labor costs for 128 servings of cold brew would be $7.50 while labor costs for the same number of servings of hot brewed coffee would be $65 — 867% higher than with cold brew!

4. All the cool kids are doing it!

Several big chains have created huge marketing campaigns to promote cold brew coffee. Most notably Starbucks and Dunkin' Donuts. They have done the leg work for you, and spent millions creating awareness of cold brew. Now that people know the term "cold brew" they are demanding it. Your competition is offering cold brew, shouldn't you?

The Science of Cold Brew: Fundamentals

As you know by now, cold brew is a brewing method and end product; but how do you actually go about making it? What are the potential variables and factors to consider? How do you approach the brewing process and crafting brew recipes from a scientific perspective?

First, it's important to note that each factor influences the others in practice; if you adjust your grind size, you might want to adjust your brewing temperature and time accordingly. While a holistic approach to the brew process is important, only changing one variable at a time is paramount when dialing in your recipes. This process equips you to truly observe and understand the influence of each specific variable on your brew.

Time

The first and simplest variable we'll consider is time - it's certainly the easiest one to modify! Keep in mind "longer equals stronger" as a rule of thumb. If you let your cold brew steep for too short of a time, it will turn out underdeveloped and thin. If you steep it for too long, it will turn out over-extracted and bitter. The typical recommended window of brewing is 12–24 hours, but the middle window of 15–21 hours gives you the best chances of a good cold brew while minimizing the risk of under- or over-extraction. The lighter, sweeter notes are typically the first to impart, while the more rich, bitter ones are extracted later on. Keeping all other variables constant, a happy medium can be struck at around **18 hours**. We recommend starting with small batch trials to experiment and really make this process and brew your own.

Load *(Ratio of coffee to water)*

One of the most daunting yet important aspects of cold brew is finding the best ratio of coffee to water to fit ideal flavor profiles; surely it's not as simple as the infamous 1:17 ratio for pour overs! There are two schools of thought in regard to brewing ratios in cold brew—namely the modern ready-to-drink (RTD) methods vs. the more traditional concentrate. RTD brews can be served without diluting but require more frequent brewing, while brewing it as a concentrate permits you to turn out a lot of volume and stretch the coffee further. So, how do you decide which method is right for you?

When starting out with cold brew, some basic guidelines will help you navigate the path to your best brew. To brew a concentrate, we recommend a very simple 1:1 ratio—one pound (0.45 kg) of coffee for every gallon (3.8 L) of water coffee. This concentrate solution can be diluted on a 1:1 ratio—one gallon (3.8 L) of fresh water for every gallon (3.8 L) of concentrate—to make it ready-to-drink (RTD). To brew a ready-to-drink batch, the simplest ratio is 1:2 —one pound (0.45 kg) of coffee for every two gallons (7.6 L) of water.

Those volumes may be intimidating, but don't let them scare you. It's easiest to state 1:1 using gallons and pounds as opposed to 8.46 ounces of coffee: 2 liters of water, which is technically the same ratio. The measures stated here can all be scaled down to make smaller batches to get your perfect brew dialed in. For that testing procedure, we recommend the Cold Pro Jr.™ that makes up to a ½ gallon (2 L) per batch. They can also be scaled up once you've got your recipe perfected. Once you're there, we have the Cold Pro 4™ that brews up to 3½ gallons (13.25 L) of concentrate or RTD or the Cold Pro 2™ that yields up to 6½ gallons (24.6 liters) of concentrate or RTD per batch! These are all the simplest, cleanest and easiest systems to use for cold brewing coffee.

While concentrated cold brew is certainly the more common practice, we'll begin by exploring the ready-to-drink world because our concentrate recommendations build off of it. RTDs are brewed with less grounds and a shorter time than concentrates. The 1:17 ratio mentioned earlier is actually not far off! It turns out that proportions of 1 pound of coffee to every 2 gallons of water is just under that ideal weight ratio. Two gallons of water weigh 16.68 pounds, meaning our "1:2" ratio is actually 1:16.68 by weight. This applies to RTD cold brew extremely well, allowing for a similar TDS to a good pour over.

Cold Brew Concentrate Ratio

Ready-to-Drink Cold Brew Ratio

Concentrates are brewed with more grounds and for longer periods of time. They are made to be diluted when served, which permits the same batch to yield twice as much cold brew (with the addition of fresh water) as an RTD one. While recipes vary, we recommend doubling the coffee used in our RTD recipe and diluting with an equal volume of water when serving. A simple online search for cold brew recipes will yield countless variations in the ratios used.

The ratios listed below are written as grams of coffee : milliliters of H_2O

1. Toddy®'s recommended concentrate recipes
   - Home brewer
     - 12 ounces (340 g) coffee
     - 56 fl. oz. (1.65 L) of H_2O
     - Steeping time: 12–24 hours
     - 1 : 4.85 ratio
   - Commercial brewer
     - 5 lbs. (2 kilograms) coffee
     - 14 quarts (1.65 L) of H_2O
     - Steeping time: 12–24 hours
     - 1 : 5.84 ratio

These ratios and recipes have worked for Toddy® and Ridge Roasters, but they may not be right for you and your shop. ***Experiment with your ratios!***

2. Ridge Roasters recommended ready-to-drink recipe has
   - 5.8 pounds (2.6 kg) coffee
   - 6 gallons (22.7 L) of H_2O
   - Steeping time: 12 hours
   - 1 : 8.73 ratio

Grind Size

When it comes to grind size, most recipes call for the coarsest grind your grinder can produce. All of the other variables we've considered and will consider are assuming a course grind, but we'll definitely explore the use of finer grinds later on. A coarse grind provides the greatest margin for error—it impacts the brew less if one of the other variables changes (e.g. you forgot about the brew and accidently let it go an hour or two longer than you meant to or you're brewing at ambient temperature rather than refrigerated). This is due to a reduced quantity of fines, which also means that your final brew will be less cloudy and have a longer shelf life before the brew's flavor begins to alter.

Finer grinds are by no means a bad thing, but the rest of the brewing process has to be adjusted to account for it. Finer grinds mean more fines are able to get through the paper filter and clog the finishing filter, resulting in longer draining times and less finishing filter reuses. Fine grinds do make more flavor components available for the brew, but this applies to both the good and undesirable flavors so we suggest waiting to experiment with finer grinds until you've mastered coarse-grind cold brew recipes.

Temperature

Fundamentally, the temperature at which you brew your cold brew needs to be ambient room temperature or cooler. While there is certainly some wiggle room for methods such as hot blooming, we'll focus on the basics here. Ambient room temperature brews are a little more difficult to control, as the temperature in the room may fluctuate if you aren't controlling it meticulously. Generally, ambient room temperature is around 70°F (21°C). At this temperature, the coffee extracts more quickly than it would at refrigeration temperature (around 40°F/4°C). This difference in coffee extraction time means that the brew risks having a resulting bitterness at ambient room temperature or weakness under refrigeration. To combat these risks, we recommend brewing for less time at ambient room temperature and a more time if when brewing in the fridge.

~18 hours brew time *70°F (21°C)*

~24 hours brew time *40°F (4.4°C)*

Assuming all other variables are the same (grind size and coffee to water ratio), expect brew times to be longer as temperatures decrease.

Exceptions

As is often the case, there are exceptions to all of these rules. For example, we have a relationship with a coffee shop that brews an RTD by using a recipe that is much closer to our recommended concentrate ratio, but only lets it steep for 12 hours. At the end of the day, it is all about tweaking each variable until you figure out how each one affects your end product and then adjusting them to dial in your unique flavor profile. Once you have a recipe you and your customers are happy with, record it, and try to keep it consistent from batch to batch. If you want to tweak it further, simply do some test batches with a smaller brewer like the Cold Pro Jr.™ and offer samples to your customers until you find another recipe they like!

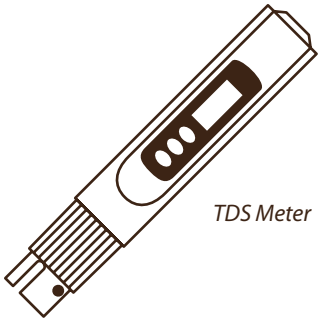
Measurements

"If you can't measure it, you can't improve it."
- Peter Drucker

To better understand what is happening in your cold brew (both good and bad), it is important to measure what is going on in that brew. Three of the most common measurements are TDS, Brix, and pH. However, TDS is by far the most useful of the three, telling us the most information with one unit of measurement.

- **TDS** stands for Total Dissolved Solids, and essentially measures what percentage of a given solution is not water. While this is also influenced by the mineral content of your water, it is generally a good indication of the strength of your brew.
- **Brix** is more specific—it only measures sucrose, which is a good indicator of your brew's sweetness.
- **pH** will help determine acidity. While cold brew was originally touted as being far less acidic than hot brewed coffee, recent studies indicate that there is not as drastic of a difference as previous studies claimed.

For starting out with cold brew, we suggest starting out with a TDS meter and progressing to the other measurements later on. Inexpensive TDS meters can easily be found for purchase online.



TDS Meter

The Importance of Cleanliness

No matter how you are preparing coffee, cleanliness of your equipment and environment is essential. This is even more important in cold brew since there is no heat to kill bacteria and pathogens. Since hot coffee is brewed at near boiling temperatures, hot coffee is pasteurized (not sterilized). The difference is that sterilization kills all the organisms present, while pasteurization kills those organisms that can cause harm to humans.

The effectiveness of pasteurization is directly related to temperature and time. For example, milk is commonly pasteurized at 149°F (65°C) for 30 seconds, or 280°F (138°C) for at least two seconds. Studies report that 99.999% of waterborne microorganisms are killed at 149°F (65°C) in five minutes of exposure. As cold brew coffee is brewed at room temperature, any bacteria present is not exposed to these temperatures, and the risk of bacterial growth is greatly increased over hot-brewed coffee.

Shops should always follow Best Food Safety Practices. There are lots of helpful resources detailing these procedures from the National Coffee Association (NCA) and the Food and Drug Administration (FDA):

- NCA Cold Brew Toolkit: http://www.ncausa.org/Industry-Resources/Cold-Brew
- The Food and Drug Administration's Food Safety Modernization Act (FDA's FSMA): https://www.fda.gov/food/guidance-regulation-food-and-dietary-supplements/food-safety-modernization-act-fsma

Some quick tricks for minimizing these risks include:

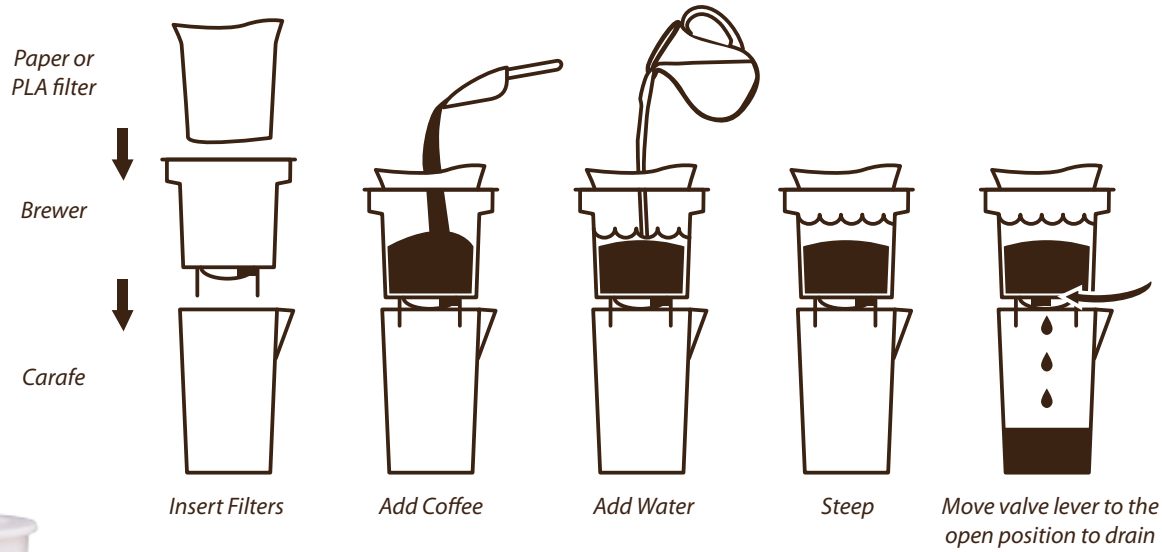
1. Brew your cold brew in a refrigerator rather than at room temperature.
2. Thoroughly clean your brewing vessel and other brewing equipment including spoons, finishing filters, etc.
3. Ensure that any growlers, cans, bottles, and serving lines are well sanitized before cold brew enters them.

Please note that this is not legal advice. Please ensure your shop is following all protocols as defined by the FDA and Food Safety Modernization Act (FSMA).

Basic Cold Brew Recipes

Making cold brew coffee is a simple process. We've compiled the following cold brew recipes based on our experience brewing with our 3 models of Cold Pro™: The Cold Pro 2™, the Cold Pro 4™, and the Cold Pro Jr.™

Steps of Brewing with the Cold Pro Jr.™



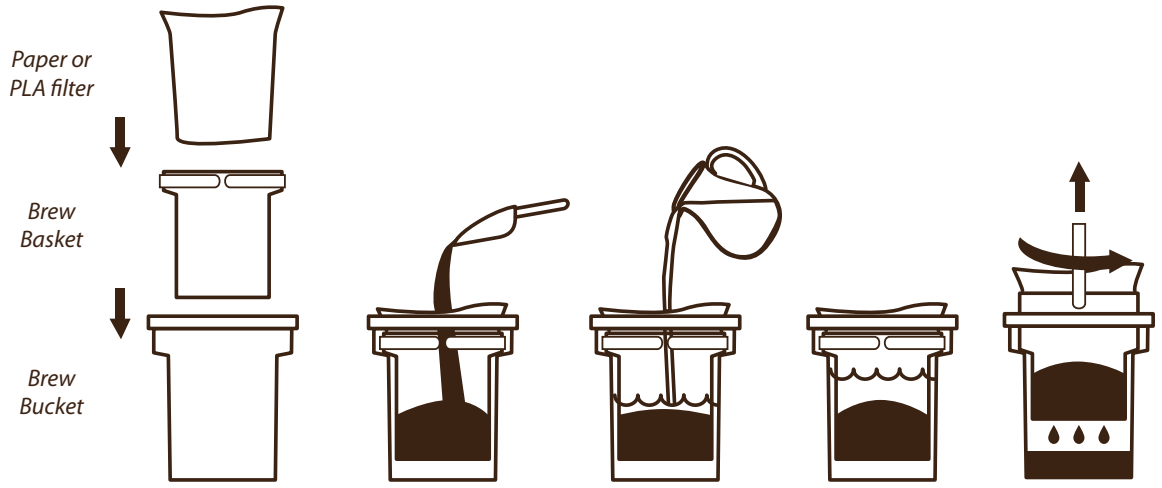
Cold Pro Jr.™ by Brewista

Recommended Recipes for the Cold Pro Jr.™

Use the ratios and times below as a starting point for developing your own cold brew recipe. The Cold Pro Jr.™ is a convenient size for brewing test batches of new recipes for your staff and customers to try before brewing in large batches.

Type	Water		Coffee		Steeping Time	Ratio	Initial Yield		Total RTD Yield	
Concentrate	0.5 gal	1.9 L	0.5 lb	225g	8-12 hrs	1 : 8.44	~0.4 gal	~1.5 L	~0.8 gal	~3 L
RTD	0.5 gal	1.9 L	0.25 lb	113g		1 : 16.81	~0.4 gal	~1.5 L	~0.4 gal	~1.5 L

Steps of Brewing with the Cold Pro 2™ and Cold Pro 4™



Recommended Recipes for the Cold Pro 4™

Use the ratios and times below as a starting point for developing your own cold brew recipe. The Cold Pro 4™ can brew a maximum of 3.5 gallons (13.25 L) of concentrate or ready-to-drink (RTD) and is a great way to brew larger volumes of cold brew for your shop once you have your recipe finalized.

Type	Water	Coffee	Steeping Time	Ratio	Initial Yield	Total RTD Yield
Concentrate	4 gal 15.1 L	4 lbs 1.8kg	12-24 hrs	1 : 8.39	~3.5 gal ~13.25 L	~7 gal ~26.5 L
RTD	4 gal 15.1 L	2 lbs 0.9kg		1 : 16.78	~3.5 gal ~13.25 L	~3.5 gal ~13.25 L

Recommended Recipes for the Cold Pro 2™

Use the ratios and times below as a starting point for developing your own cold brew recipe. The Cold Pro 2™ can brew up to 6.5 gallons (24.6 L) of concentrate or ready-to-drink (RTD) and is ideal for brewing large batches for high-volume cold brew sales.

Type	Water	Coffee	Steeping Time	Ratio	Initial Yield	Total RTD Yield
Concentrate	7 gal 26.5 L	7 lbs 3.2kg	12-24 hrs	1 : 8.28	~6.5 gal ~24.6 L	~13 gal ~49.2 L
RTD	7 gal 26.5 L	3.5 lbs 1.6kg		1 : 16.56	~6.5 gal ~24.6 L	~6.5 gal ~24.6 L

What is Nitro Cold Brew?

To answer this question, we must first understand what nitro or Nitrogen is. It is a colorless, odorless, tasteless and non-flammable gas. About 78% of the air we breathe is nitrogen.

Nitro cold brew, or nitro coffee, is cold brew coffee that has been infused with nitrogen. The resulting appearance and mouth feel are quite similar to a stout beer like Guinness. Cold brew coffee does not have the aromatic qualities of hot brewed coffee since those tantalizing scents aren't wafted to the olfactory nerve on rising steam. Some people also feel that cold brew lies flat on the tongue, as opposed to hot coffee that envelops the taste buds. The effervescent qualities imparted in cold brew through nitrogen infusion compensate for those absent sensory experiences.

Infusing coffee with nitrogen brings out natural, sweet flavors from within the beverage and allows for a smooth finish. People often assume that nitro cold brew has been sweetened with syrup or sugar when it has not.

Nitro cold brew has a much thicker mouth feel than still cold brew. This is the result of the tiny, tiny bubbles that create a thick, creamy, cascading head on top of the cold brew. Unlike carbon dioxide (used in sodas or regular beer), nitrogen bubbles are so small and compact, it makes it hard for them to dissolve in water.

While we're on the subject, nitro coffee is not infused with CO_2 (carbon dioxide). This is one of the biggest mistakes a beginner can make. CO_2 is used to carbonate beer or soda and will create a harsh, stinging mouth feel. Nitro cold brew is also best **not** served over ice. When those aforementioned bubbles collide with ice, they quickly dissipate and the visual appeal of nitro cold brew is lost.

Why Should you offer Nitro Cold Brew?

Over the past few years the nitro cold brew market has exploded! It is the most profitable, fastest growing segment in the coffee industry. Nitro allows you to expand your cold brew line up and upsell a drink that is essentially the same thing as your current cold brew.

Starbucks is currently setting the tone for the industry. Cold drinks account for over 50% of their total revenue and that number is expected to continue to grow over the next few years. From 2015–2017 their cold brew sales alone increased 370% with the introduction of nitro. Nitro cold brew is expected to be in 100% of Starbucks locations in the United States before the end of 2019.[1]

So, what does this mean for your cold brew? It means that if you do not already have nitro cold brew, you should seriously consider it adding it. Cold brew can easily be the most profitable drink on your menu. With the introduction of nitrogen (gas that is in the air we breathe anyway), you are selling the same cold brew for at least $1 more.

cold brew *addition of nitrogen* *increased profits!*

[1] https://www.forbes.com/sites/michelinemaynard/2018/05/21/cold-brew-coffee-breaks-out-of-coffee-bars-and-grocery-stores-and-onto-to-restaurant-menus/#10909fa07d42

What is Necessary to offer Nitro Cold Brew?

When implementing a nitro cold brew program, there are several equipment options to consider. Ask yourself these questions to guide your decision:

1. How much space is available in my shop?
2. What is my budget for equipment?
3. How much volume can I realistically expect?
4. Is my staff responsible enough to operate new and potentially expensive equipment?
5. How important are recurring costs?
6. Are there applicable local health codes for nitro cold brew?

Once you have answered these questions it's important to weigh the pros and cons of each type of system.

Kegerators

The term "kegerator" is essentially a contraction of the words "keg" and "refrigerator". A kegerator is quite simply a refrigerator with taps to store kegs and serve from.

To use a kegerator for dispensing cold brew, that cold brew must infused with nitrogen when it is stored in the keg, typically at a bottling facility. Nitrogen does not enter liquids easily and requires effort. If the keg is filled on site rather than at a bottling facility, tricks for infusing the nitrogen into the cold brew include rolling the keg on the ground or using what is known as a diffusing stone. To push the cold brew out of the keg up through the dispensing tap head, food grade nitrogen is required. So, you are storing your beverage with nitrogen and using nitrogen to push the beverage.

Benefits for kegerator systems are that the dispensed product is typically very consistent once you have your process in place and a staff that is procedurally well-educated. Space permitting, once a kegerator system is installed, multiple towers can be used to allow for more than one nitro cold brew tap. Since kegs have been used by the beer industry for ages, there are plenty of retailers who can supply all the connectors and fittings needed to get up and running.

Kegerator systems do have drawbacks as well. External nitrogen canisters must be refilled at a cost of $40-60 per fill and typically require a contract with a gas company. Kegs require storage space and monitoring to make sure the beverage is being pushed correctly and that the beverage inside is not running out. Additionally, the nitrogen tanks must be safely stored and monitored as well.

The recurring costs of nitrogen and kegs should be considered when determining which option is best for your shop. Initial costs for a kegerator system run anywhere from few hundred dollars for DIY kits to well above $10,000 for commercial equipment. The less expensive systems often benefit from the addition of a nitrogen infusion system.

Nitro infusers are small adapters used in conjunction with a kegerator set up. The biggest benefit of a nitro infuser is that it helps regulate the flow and adds the perfect amount of nitro into each beverage. It's basically a consistency regulator for your kegerator set up. Nitro infusers cannot be used alone and have some additional costs. Keep this in mind when deciding on the right system for your shop.

Nitro Whip or Nitro Press Canisters

For customers who are just testing the nitro market and don't want to fully invest in a nitro program immediately there are nitro whip or nitro press canisters. Similar to a whip cream dispenser these can be used to create individual drinks on a very small scale. They require a new nitrogen canister (similar to a CO_2 cartridge) every pour and serve on average 400–500 ml. Whip canisters are mainly used for cold brew cocktails or in an office setting looking to spice things up! These are not a long-term solution for cafes or coffee shops looking to build and sustain a nitro program.

Countertop Systems

The fastest growing nitro cold brew serving option on the market is the countertop system. Real estate in a coffee shop is typically at a premium and there is rarely much space available for new equipment. That is one of the biggest advantages of a countertop unit, they have a very small foot print, taking up roughly the same space as an oval iced tea dispenser.

Single Tap Model

The best feature of these countertop units is that they don't require nitrogen tanks. They use atmospheric nitrogen, pulling it from the ambient air and infusing it into the cold brew at the dispensing head. With adjustable gas flow and temperature control, countertop units allow for an extremely consistent pour every time.

Countertop systems like the Cold Pro Nitro 2™ allow for versatility. You can use a traditional keg, corny kegs, a bag-in-box set up, or just about any jug you can think of. The system has a pump and will draw from any storage vessel. Best results are achieved using an air-tight connection such as bag-in-box bladders.

Another benefit of the countertop system is portability. Operating on a standard household current, these units allow you to bring your operation on the road. Think food trucks, festivals stands, farmers markets, and pop-up operations at sporting events, etc. The possibilities are endless! Countertop systems are a one-time investment and when used correctly have extremely quick payoff potential. Want to learn more about ROI on nitro? Check out this ROI example on our website: https://thecoldpro.com/blogs/cold-pro-journal/when-will-the-brewista-cold-pro-nitro-2-pay-off

Double Tap Model

Most countertop units have built-in cooling systems similar to the water dispenser in refrigerator doors, but that is not necessarily a replacement for storing the beverage cold. A lack of storage is the main drawback to a countertop system. While the cooling system may hold 0.1 gallons (0.5L) of beverage when it is being dispensed, the majority of the cold brew needs to be stored in another refrigerated container. During extremely high-volume times, countertop systems can slow down and experience variance in temperature of the final beverage if the cold brew is not stored cold.

With space at a premium, you can see why countertop systems like the Cold Pro Nitro 2™ are becoming the new industry standard.

Serving Nitro Cold Brew

After you have selected the perfect equipment option for you and your business, you'll need to decide how to actually serve nitro cold brew. If you are not purchasing pre-filled kegs, you will need a way to make your cold brew. Depending upon the volume you need, you can make either a ready-to-drink (RTD) brew or a concentrate. If you brew a concentrate, it is possible to increase your volume by double or more simply by diluting with water. Any cold brew that is served through a nitro dispenser or is kegged needs to be RTD and very well filtered to prevent clogging the lines. We recommend 5-microns and this can be accomplished easily using our Cold Pro™ systems. All of our systems filter down to 5-microns so they are perfect for nitro-ready cold brew.

Based off customer feedback and industry standards, we've compiled a list of Dos and Don'ts for serving Nitro Cold Brew:

DO

- ! **Offer nitro cold brew in two sizes:** 12 ounce (355 ml) and 16 (475 ml)
- ! **Use clear glass** to highlight the natural cascade and crema. Many coffee shops take it a step further and serve nitro in-house out of tulip glasses. Clear plastic can work too, but glass is better at enhancing the visual beauty of this beverage!
- ! **Price your nitro at least $1 above** the price of your still cold brew. This may seem high at first but this is what the industry is used to. By undercutting prices you run the risk of killing your profits and the profits of the market in general.

DON'T

- X **Add creamer or milk then shake** This prevents the theatrical cascading effect for which nitro is known.
- X **Serve nitro over ice** This can also prevent the aforementioned cascade effect.
- X **Hide your Nitro or draft offerings** quietly on your menu. These are premium beverages that should be promoted!

Along with serving comes cleaning! Make sure your staff is practicing proper and effective cleaning procedures. This is extremely important when dealing with tap lines on any set up. For best practices we recommend daily cleaning as part of your shut down procedures. All Cold Pro™ cold brew equipment can be cleaned with Cold Pro™ Cleaner. Kegerator lines require tap line cleaning solution. Commercial systems may require outside contracted cleaning services in some municipalities. Check with your local health department to be certain your shop is compliant with all codes.

Marketing your Cold Brew

Now that we have a better understanding of cold brew coffee and why you should be serving it, lets discuss ways to promote it. Although cold brew and nitro are the trend right now and practically sell themselves, it's important to understand how to make them work for you.

In a mobile/digital world, it's important to have both in-person marketing and online marketing. Here are some examples of both physical and digital marketing techniques to consider:

The Physical

- **Signage**
  This could include sidewalk signs, banners inside your shop, window clings, and table tents. Make their message big, bold, and easy to read.

- **Free Samples**
  Any regular customer of an iced coffee is a potential customer of cold brew. Offer a free sample of cold brew or nitro cold brew. Hold tasting events on a regular basis to bring more feet in the door.

- **Theatrics**
  Create a presentation out of serving your beverages. Display your cold brew or nitro serving method proudly on the countertop in your space. Use your customer's first name and thank them when presenting their order.

- **In-store Displays**
  If appropriate, display the variety of your cold brew and nitro cold brew drinks in a refrigerated case so customers can see what they'd get with their purchase. Be sure to keep these updated and replaced daily!

- **Engage with customers**
  Interact with customers on *their* side of the counter, when possible. Ask them about their experience that day and try to make them feel welcome. Encourage your employees to do the same as time allows.

- **Rewards Programs**
  Rewards programs are a popular way that the big players entice their customers to keep coming back. These programs can be set up quickly with a physical punch card or other method of keeping track of purchases. A simple example would be to offer a free beverage after 5 beverage purchases or five purchases over a minimum amount. Most of these programs are moving to their digital equivalent in the form of mobile apps that are scanned with each purchase.

The Digital

- **Get a website (and keep it updated!)**
  Websites are essential pieces of small business promotion in today's digital age. Be sure to have it optimized for mobile use and local Google search listings as well. Update your site with upcoming events, menu changes, current promotions, and any other relevant information.

- **Online Advertising**
  There are many platforms for purchasing online ads including Google, Bing, Facebook, Yahoo and more. Be sure to have your ads targeted to your local market to make the best use of your investment. Ads should have a clear and concise message, just like your physical signage.

- **Videos**
  YouTube and other online video platforms are incredibly popular and powerful ways for customers to gain insights into products and businesses before making purchase decisions - even for coffee! Anyone with a smartphone or digital video camera can create a fun, light-hearted video that will encourage customers to visit and engage with your shop.

- **Social Media**
  Social media has become ubiquitous in today's marketing world. Maintain a consistent presence on at least one of these platforms to engage with customers and offer them an easy way to provide feedback.

No matter the cold brew offerings or marketing methods you chose to promote them, make sure they all fit within your business' mission and goals. Keep your brand's image and message consistent across all platforms. Enlisting the help of a graphic designer can be invaluable in this portion of your business. Most of all, the business of cold brew coffee should be **fun** and **profitable**! Please don't hesitate to reach out to us if you have any comments or questions about the content of this publication. We appreciate your feedback!

Questions? Comments?

Feel free to drop us a line!

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