



# **THE NEW BREW**

**Refreshing Flavour Creations for  
Cold Brew Coffee Sodas**  
Bell Flavors & Fragrances

**Get in touch with taste.**

# THE NEW BREW

## Cold Brew Coffee – a global success story

Coffee experiences a real hype all over the world. The hot beverage is almost a status symbol, especially amongst Millennials. But sometimes a mug of hot coffee isn't the right thing, especially on hot summer days. What consumers ask for is something lighter and more refreshing than standard coffee. **And this is where the Cold Brew Coffee kicks in – a coffee with both mass-market appeal and craft credibility.**



It started in the early 2000s, when Cold Brew Coffee was adopted by innovative coffee shops in America.

A regionally limited curiosity in parts of the U.S. can now be found throughout the whole world.



Cold Brew Coffee was still a niche market until 2015, when Starbucks introduced the drink in a number of stores.

# THE NEW BREW

## Cold Brew Coffee – a global success story

Cold Brew Coffee has entered the mainstream. Today, you can find the innovative coffee variety at a craft coffee shop but also at a Dunkin' Donuts branch. The coffee variety is expanding rapidly, from Cold Brew Coffee as a ready-to-drink iced coffee with milk, nitro coffee infused with nitrogen to Cold Brew Coffee sodas. And there is more to come, as the Cold Brew Coffee Hype is here to stay!

**The global success story will continue.**

Sales of Cold Brew Coffee in the U.S. jumped from 7 million Euro in 2015 to **32,9 million Euro** in 2017

**+76%** average annual growth rate of Cold Brew Coffee retail products (global, 2013-2017)

Cold Brew Coffee has an estimated global market value of **1,2 billion Euro** in 2023

---

# THE NEW BREW

## All about Cold Brew Coffee

### What's the secret behind Cold Brew Coffee?

It is not simply a regular coffee served on ice or chilled coffee.

Essentially, it is a traditional preparation technique based on two steps.



01

**Steep** coffee grounds in room-temperature water for **six to 20 hours**.

02

Take the concentrate and **dilute it with water**, serve it over ice or create delicious and **refreshing Cold Brew Coffee sodas**.



---

# THE NEW BREW

## All about Cold Brew Coffee

Cold Brew Coffee creates a complete new coffee experience – with its refreshing characteristics it hits the spot of coffee fans, but equally targets new consumer groups.

Mild and equally intense taste profiles open manifold opportunities for beverage manufactures to innovate around Cold Brew Coffee.

„Cold Brew Coffee is so much more than a slowed down version of hot coffee due to its **complex flavour profiles**“, Coffee Lover

„It's a great way to energize me by its high **caffeine** content“, Night Worker

„I love the **mild** taste and **reduced bitterness**“, Tea Lover

„Did you know it's got **85% less acidity** than a regular coffee?“, Barista

„Cold Brew Coffee tastes **smooth, fruity** and creates a **great mouthfeel**“, Product Developer



# THE NEW BREW

## Cold Brew Coffee Soda – A special treat

Bell combines the **unique and complex flavours** of Cold Brew Coffee with the **refreshing fizziness** of carbonated soft drinks or the **thirst-quenching smoothness** of still beverages.

Fruit classics like orange or cherry in particular, but also floral notes like elderflower round off the taste profile of Cold Brew Coffee.

**Get in touch with taste** and discover Bell’s flavour creations for Cold Brew Coffee sodas and treat yourself with **a special daily coffee fix.**



Natural Flavours and extracts based on consumers’ needs for naturalness and clean labelling



Intense and well-balanced taste profiles, delivering full aromas with a special twist



High quality flavours and extracts allowing for reliable product properties and innovative range extensions



Fully in-line with consumer needs and expectations for pure, fresh coffee and the individual daily caffeine kick



Natural alternative to energy drinks with a high caffeine content and full flavour



Healthier option to sugary soft drinks – delivering a refreshing image and taste

# THE NEW BREW

## Flavour Creations for Cold Brew Coffee Sodas

<div><div><div>1. Cold Brew Orange</div><div>Cold Brew Coffee Extract</div><div>0009100 Orange Oil Extrol</div></div><div><div>Carbonation g/l3,0</div><div>°Brix refr.8,0</div><div>as. Citric Acid g/l2,0</div><div>Caffeine mg/100ml30</div><div>Juice %2,9</div></div><div><div>Ingredients: Carbonated Water, Sugar, Cold Brewed Coffee Extract (2,4%), Lemon Juice from Lemon Juice Concentrate (2,9%), Orange Extract, Antioxidant Ascorbic Acid</div><div>Recipe No. 18PW270</div></div></div>	<div>Notes:</div>
<div><div><div>2. Cold Brew Grapefruit</div><div>Cold Brew Coffee Extract</div><div>0411395 Grapefruit Flavour</div></div><div><div>Carbonation g/l3,0</div><div>°Brix refr.8,0</div><div>as. Citric Acid g/l2,0</div><div>Caffeine mg/100ml30</div><div>Juice %2,9</div></div><div><div>Ingredients: Carbonated Water, Sugar, Cold Brewed Coffee Extract (2,4%), Lemon Juice from Lemon Juice Concentrate (2,9%), Natural Citrus Flavour, Antioxidant Ascorbic Acid</div><div>Recipe No. 18PW281</div></div></div>	<div>Notes:</div>

# THE NEW BREW

## Flavour Creations for Cold Brew Coffee Sodas

<div><div><div>3. Cold Brew Ginger-Lime</div><div>Cold Brew Coffee Extract</div><div>0009600 Lime Extrol</div><div>0528712 Ginger Flavour</div></div><div><div>Carbonation g/l3,0</div><div>°Brix refr.8,0</div><div>as. Citric Acid g/l2,0</div><div>Caffeine mg/100ml30</div><div>Juice %2,9</div></div><div><div>Ingredients: Carbonated Water, Sugar, Cold Brewed Coffee Extract (2,4%), Lemon Juice from Lemon Juice Concentrate (2,9%), Lime Extract, Natural Ginger Flavour with other Natural Flavourings, Antioxidant Ascorbic Acid</div></div><div><div>Recipe No. 18PW280</div></div></div>	<div>Notes:</div>
<div><div><div>4. Cold Brew Ginger</div><div>Cold Brew Coffee Extract</div><div>0528712 Ginger Flavour</div></div><div><div>Carbonation g/l3,0</div><div>°Brix refr.8,0</div><div>as. Citric Acid g/l2,0</div><div>Caffeine mg/100ml30</div><div>Juice %2,9</div></div><div><div>Ingredients: Carbonated Water, Sugar, Cold Brewed Coffee Extract (2,4%), Lemon Juice from Lemon Juice Concentrate (2,9%), Natural Ginger Flavour with other Natural Flavourings, Antioxidant Ascorbic Acid</div></div><div><div>Recipe No. 18PW307</div></div></div>	<div>Notes:</div>



# THE NEW BREW

## Flavour Creations for Cold Brew Coffee Sodas

<p><b>5. Cold Brew Cocoa-Vanilla</b></p> <p>Cold Brew Coffee Extract 0418859 Vanilla Flavour 0506535 Cocoa Flavour</p> <table><tr><td>Carbonation g/l</td><td>3,0</td></tr><tr><td>°Brix refr.</td><td>8,0</td></tr><tr><td>as. Citric Acid g/l</td><td>1,9</td></tr><tr><td>Caffeine mg/100ml</td><td>30</td></tr><tr><td>Juice %</td><td>2,9</td></tr></table> <p><i>Ingredients: Carbonated Water, Sugar, Cold Brewed Coffee Extract (2,4%), Lemon Juice from Lemon Juice Concentrate (2,9%), Natural Flavouring, Antioxidant Ascorbic Acid, Natural Cocoa Flavour with other Natural Flavourings</i></p> <p><i>Recipe No. 18PW276</i></p>	Carbonation g/l	3,0	°Brix refr.	8,0	as. Citric Acid g/l	1,9	Caffeine mg/100ml	30	Juice %	2,9	<p><b>Notes:</b></p>
Carbonation g/l	3,0										
°Brix refr.	8,0										
as. Citric Acid g/l	1,9										
Caffeine mg/100ml	30										
Juice %	2,9										
<p><b>6. Cold Brew Cherry</b></p> <p>Cold Brew Coffee Extract 3450135 Cherry Flavour</p> <table><tr><td>Carbonation g/l</td><td>3,0</td></tr><tr><td>°Brix refr.</td><td>8,0</td></tr><tr><td>as. Citric Acid g/l</td><td>2,0</td></tr><tr><td>Caffeine mg/100ml</td><td>30</td></tr><tr><td>Juice %</td><td>2,9</td></tr></table> <p><i>Ingredients: Carbonated Water, Sugar, Cold Brewed Coffee Extract (2,4%), Lemon Juice from Lemon Juice Concentrate (2,9%), Natural Flavouring, Antioxidant Ascorbic Acid</i></p> <p><i>Recipe No. 18PW278</i></p>	Carbonation g/l	3,0	°Brix refr.	8,0	as. Citric Acid g/l	2,0	Caffeine mg/100ml	30	Juice %	2,9	<p><b>Notes:</b></p>
Carbonation g/l	3,0										
°Brix refr.	8,0										
as. Citric Acid g/l	2,0										
Caffeine mg/100ml	30										
Juice %	2,9										

# THE NEW BREW

## Flavour Creations for Cold Brew Coffee Sodas

<p><b>7. Cold Brew Rose</b> Cold Brew Coffee Extract 0412747 Rose Flavour</p> <table><tr><td>Carbonation g/l</td><td>3,0</td></tr><tr><td>°Brix refr.</td><td>8,0</td></tr><tr><td>as. Citric Acid g/l</td><td>2,0</td></tr><tr><td>Caffeine mg/100ml</td><td>30</td></tr><tr><td>Juice %</td><td>2,9</td></tr></table> <p><i>Ingredients: Carbonated Water, Sugar, Cold Brewed Coffee Extract (2,4%), Lemon Juice from Lemon Juice Concentrate (2,9%), Antioxidant Ascorbic Acid, Natural Rose Flavour with other Natural Flavourings</i></p> <p><i>Recipe No. 18PW286</i></p>	Carbonation g/l	3,0	°Brix refr.	8,0	as. Citric Acid g/l	2,0	Caffeine mg/100ml	30	Juice %	2,9	<p><b>Notes:</b></p>
Carbonation g/l	3,0										
°Brix refr.	8,0										
as. Citric Acid g/l	2,0										
Caffeine mg/100ml	30										
Juice %	2,9										
<p><b>8. Cold Brew Elderflower</b> Cold Brew Coffee Extract 0550184 Elderflower Flavour</p> <table><tr><td>Carbonation g/l</td><td>3,0</td></tr><tr><td>°Brix refr.</td><td>8,0</td></tr><tr><td>as. Citric Acid g/l</td><td>2,0</td></tr><tr><td>Caffeine mg/100ml</td><td>30</td></tr><tr><td>Juice %</td><td>2,9</td></tr></table> <p><i>Ingredients: Carbonated Water, Sugar, Cold Brewed Coffee Extract (2,4%), Lemon Juice from Lemon Juice Concentrate (2,9%), Natural Flavouring, Antioxidant Ascorbic Acid</i></p> <p><i>Recipe No. 18PW285</i></p>	Carbonation g/l	3,0	°Brix refr.	8,0	as. Citric Acid g/l	2,0	Caffeine mg/100ml	30	Juice %	2,9	<p><b>Notes:</b></p>
Carbonation g/l	3,0										
°Brix refr.	8,0										
as. Citric Acid g/l	2,0										
Caffeine mg/100ml	30										
Juice %	2,9										

---

# YOUR PARTNER IN FLAVOUR EXCELLENCE

Bell's tailor-made flavours are created by combining the most diverse of components: the creativity and technological expertise of our flavourists, the development of market-relevant applications and focus on lifestyle-driven consumer demands.

Delivering solutions based on consumer needs and market-trends such as authenticity, naturalness and indulgence, Bell's portfolio of flavour profiles and botanical extracts for Cold Brew Coffee sodas provides both, excellent taste and innovative drive.



## Get in touch with taste.

Bell Flavors & Fragrances  
Schimmelstrasse 1  
04205 Leipzig, Germany  
[www.bell-europe.com](http://www.bell-europe.com)

