

Tupperware Cold Brew Carafe



What is Cold Brew?

The cold brew process is a method of infusing coffee grounds with cold water, usually between 12-24 hours. This delicate process enhances the sweet, deeper flavors in coffee and extracts much less of the bitter acidic compound. The end result is a smooth and naturally sweet cold coffee that is super versatile and is 70% less acidic than hot-brewed coffee!

THE RISE OF THE COFFEE MOVEMENT

Consumer expectations around coffee are at an all-time high, spurring brands and baristas to innovate at a faster pace to keep up with demand and cold brew is king on the coffee scene!

US\$ 83 billion

Retail coffee sales in
2017

2.3 million cups

Of coffee are
consumed every
minute worldwide

4th beverage

Most consumed in
the world considering
total volume sales



COLD BREW POSITIONING

Cold Brew Carafe, a modern and elegant design to making, serving and storing cold brew coffee to your taste. Enjoy the smoother, refreshing flavor that cold brew coffee has to offer, giving a twist to traditional coffee.

Sales Force Proof!

Everyone meets for coffee. When you want to meet your friends out, you usually say let's grab a cup of coffee! With the Cold Brew Carafe, we wanted to give our Sales Force a tool to date parties and invite their hosts and guests for a coffee workshop to make, drink and learn different recipes along with coffee knowledge



WHY COLD BREW

Cold Brew Industry 2011-2017 Growth: +580%

2017 cold brew Sales: **\$38M & growing** \$8m in 2015

Coffee Shop industry: **\$23.4B** (+41% since 2011)

10 Billion Servings Annually



PRODUCT DETAILS

Product Markings

Serve as a guide for consistency brewing. Markings for **concentrate** and **ready to drink** are integrated into the design of mesh holes design so it can be seen at from inside or outside of the insert.

Water fill line at the outside of the insert .

Efficient Draining

Metal Insert features drainage holes at the base for quicker/efficient draining when removing insert.

Plastic and Clear

Virtually unbreakable and clear to easily identify its contents.

Water Fill Line

Concentrate

Ready to Drink

Sophisticated Design

It's a Cold Brew maker in carafe design.



Dual Purpose Cover

Cover provides a cleaner solution. It can be flipped over and used as a coaster for you to clear the grounds without creating a mess.

No Mess Preparation

Big opening on the insert to allow easy filling and removal of coffee grounds

Fridge Door Friendly

Sleek design to fit in most fridge doors.



HOW TO USE

1



Place the insert into the carafe and let it sit on the neck of the carafe

2



Fill the insert with grounds until the desired marking. Markings for **concentrate** and **ready to drink** are integrated into the design as well as **water fill line**. Type of coffee grind: We recommend using **coarse or medium coarse** grinds for making the best cold brew coffee.

3



Pour clean room temperature water over the insert and wait for the water to seep through the grounds and goes into the carafe. Continue this process until it fills up to the **water fill line** appeared on the insert.

4



Place the cover to close the carafe.



HOW TO USE

5



Let the carafe sit on the countertop or refrigerate for at least 8-12 hours, depending on personal preference

6



Open the carafe and remove the insert and hold it on top of the carafe for a few seconds for draining.

7



Turn the cover upside down and use as a coaster to bring the insert to the compost or trash for cleaning

8



Compost your coffee grounds.



2 DRINKS IN ONE

READY TO DRINK

When choosing to fill grounds up to the ready to drink mark, you can pour the coffee directly into your glass for drinking



CONCENTRATE

When choosing to fill grounds up to the concentrate mark, you can diffuse your drink with water or milk according to preference.



COST



STARBUCKS
proudly announces a
brand new size...
It's BIGLY!

				
Short 8 oz.	Tall 12 oz.	Grande 16 oz.	Venti 20 oz.	Covfefe 45 oz.
	\$3.15	\$3.68	\$4.00	\$4.21



Ready to drink 1L \$1.49
Concentrated 1L \$2.66

