

PRESS INFORMATION

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Big News Brewing From Heartland Food Products Group

JAVA HOUSE™ Authentic Cold Brew Coffee Debuts This Spring to Bring Foodservice Industry Fast, Authentic Cold Brew

Carmel, IN – Heartland Food Products Group has been in the business of making coffee taste better for decades. As the maker of SPLENDA® Brand Products, creamers and flavors, Heartland is now bringing the smooth taste of 100% authentic cold brew coffee to the masses. Built on a commitment to a strict brewing standard, JAVA HOUSE™ Authentic Cold Brew Coffee makes it easy and affordable for foodservice operators to serve the smooth taste of authentic cold brew coffee to their customers with its 4:1 concentrate blend. The popular beverage also comes in convenient ready-to-drink options.

Even with wide distribution, JAVA HOUSE™ Brand remains committed to delivering authentic small batch quality throughout its range of cold brew products. That means knowing where the beans come from and starting with two simple ingredients: air-roasted ground 100% Arabica coffee beans and water. This attention to detail translates to bold flavor, less acidity and unique flavor notes naturally released from the beans such as walnut, cocoa and molasses.

“Establishing a close relationship with an outstanding specialty coffee roaster is key to making authentic cold brew coffee but it’s just one part of the extensive process we follow when creating each batch,” said Ricardo Reyes, VP, Global Quality, Research and Innovation at Heartland Food Products Group. “We slowly steep the coffee to perfection and do not use coffee additives or preservatives, making it 100% authentic.”

The commitment to authentic small batch quality is what sets the brand apart from other cold brew coffees around the country, and JAVA HOUSE™ Brand wants to make sure as many people as possible experience the smooth taste of its cold brew.

“Our belief is if we’re going to do the amount of work to get our cold brew perfect, then we’d like to share it with as many people as we can,” said Ted Gelov, Chairman and CEO at Heartland Food Products Group. “With our authentic cold brew concentrate, we’re making it easy for foodservice operators and restaurants around the country to serve high quality cold brew with a smooth feel and consistent rich taste to their customers at an affordable price.”





JAVA HOUSE™ Authentic Cold Brew Coffee is currently available in concentrate, ready-to-drink and private label varieties.

The concentrate, which has a twelve month shelf life in ambient conditions (refrigerate after opening), is a 4:1 concentration with 20 servings rendered per 32 ounce bottle. The concentrate allows for minimal labor, with no-mess to clean and can be diluted with hot or cold water or milk. It is available in two different sizes. Currently, the concentrate is exclusively sold to foodservice operators. Sizes include:

- 10 fl. oz.: makes 50 fl. oz. of cold brew per bottle (approximately 6 – 16 oz. servings with ice)
- 32 fl. oz.: makes 160 fl. oz. of cold brew per bottle (approximately 20 – 16 oz. servings with ice)

The 10 fl. oz. ready-to-drink bottles include four varieties at a MSRP of \$1.99. Flavors include:

- Colombian Black
- Cold Brew Frappe
- Vanilla Cold Brew Frappe
- Mocha Cold Brew Frappe

For more information please visit: javahousecoldbrew.com

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About Heartland Food Products Group

Based outside of Indianapolis, Heartland Food Products Group is a global leader in the production of low-calorie sweetener products, creamers, beverage concentrates, coffee, and nutritional drinks. Heartland acquired The SPLENDA® Brand in 2015. The SPLENDA® Brand is the most recognizable and iconic low calorie sweetener (“LCS”) brand in the world. Today, The SPLENDA® Brand is the clear #1 LCS brand in the \$72 billion global sweetener market with market shares that are more than twice those of its nearest competitor. Visit Heartland at www.heartlandfpg.com.