



brewista®

Commercial Coffee Cold Brewer



“COLD BREW” COFFEE

National specialty coffee retailers report consistent increase in the use of cold brewed coffee extracts for reasons of both taste and economy.



Americans, on average, drink 3 cups of coffee per day.



50% of the population prefer espresso, cappuccino, latte and iced/cold coffees to drip coffee.

* BRANDON GAILLE MARKETING AMERICAN COFFEE TRENDS SURVEY, 2013



Unlike iced hot coffees, Cold Brewing produces a smooth, sweet flavor that isn't watered down.

Working from a concentrate saves time and money.

And for the last 50 years, the industry standard has been this plastic bucket.



brewista®

"Is it easy to use?"

"Describe the process you use here to cold brew coffee."

"What would you change most in a product re-design?"

"What do you dislike most about the current design?"

"I hate that filter bag. It breaks nearly every time that I have to lift it out, but if I don't take it out it blocks the damn drain."

"[We brew] maybe 3 a day on average in the summer and about 1 most days in the winter, so it's not like that thing isn't ever not on the counter."

"Oh my God. The handles. More than once the whole thing has just slipped out of my grip and spilled all over the floor."

"You have to tilt the thing forward if you want to get the last few inches of coffee, which is hard to do when you also have to hold the pitcher."

"It's hard to lift, but I guess we only move it the once, and most times I can get one of the guys to do it for me."



"I'd love to be able to brew it without the filters bags because they effect consistency, but the grounds always clog up the spout if I try that."

"I can't tell you the last time we took the spout off to clean it; it's just so much work to make sure it's back on tight enough."

"I can't move the bucket by the handles. I have to bring it up to the counter and then hug it to my chest to move it. And it always spills"

HANDLES

Should be designed to facilitate all of the movements associated with cold brewing on a commercial scale:

LIFTING from floor to counter.

CARRYING from station to station.

SLIDING across counters, shelves & floors.

BUCKET

5 Gal. minimum size

Design to minimize spillage in transit

Design to fit standard walk-in shelf height

Account for water weight



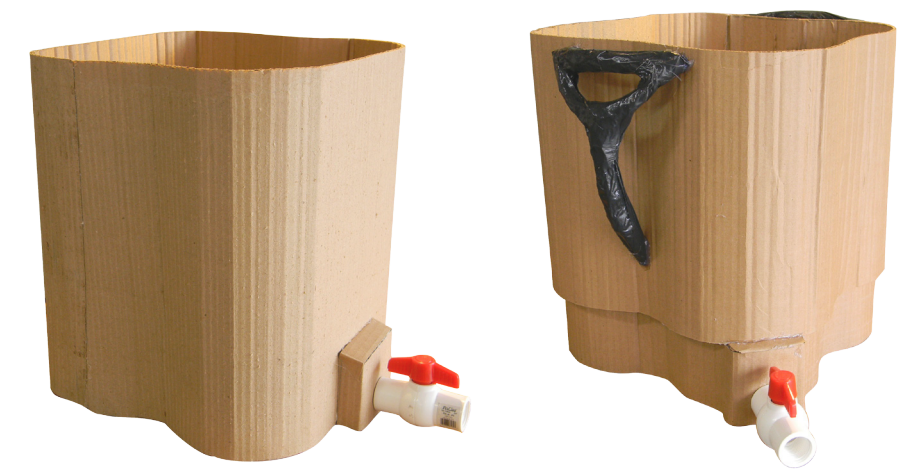
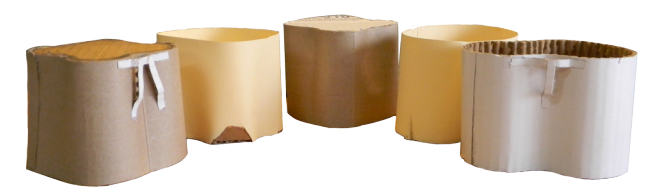
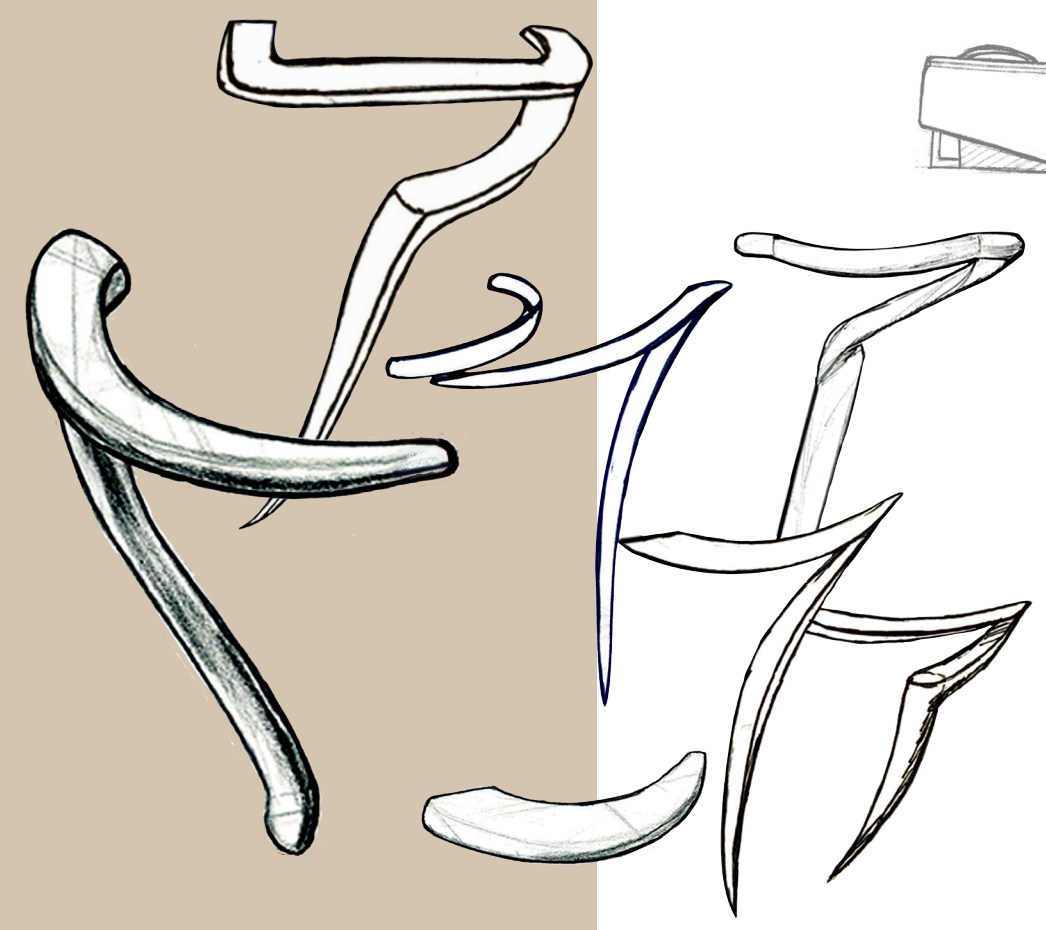
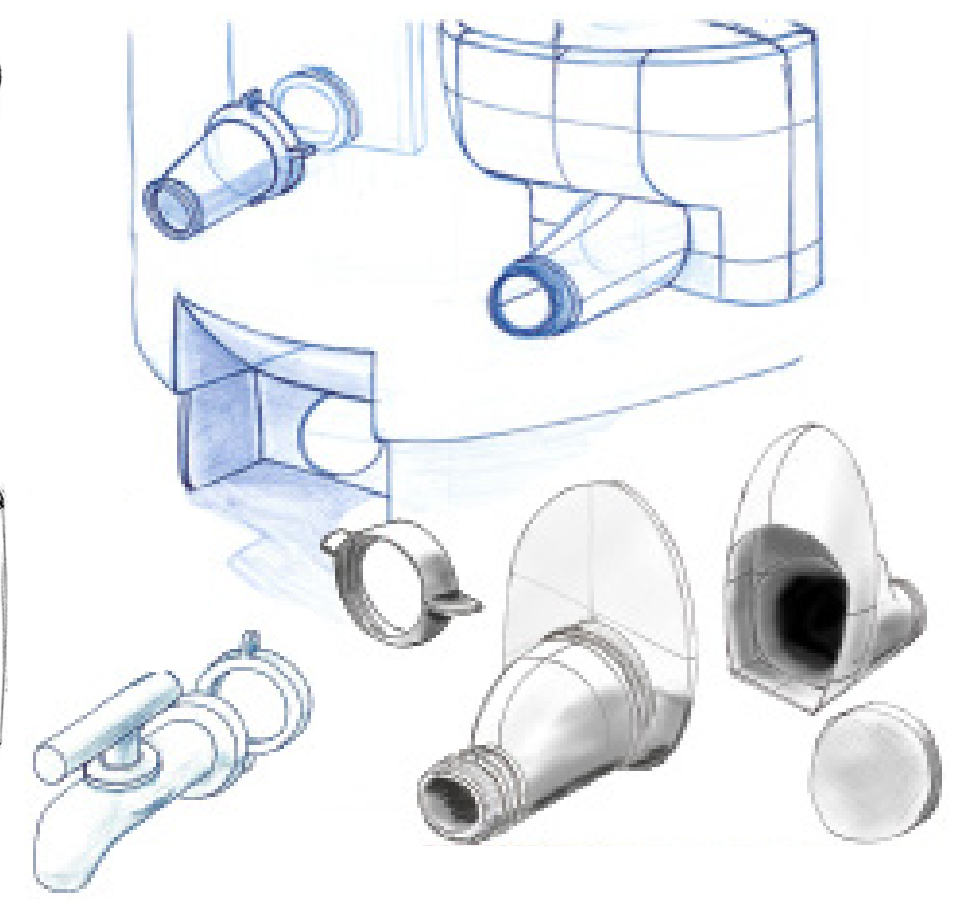
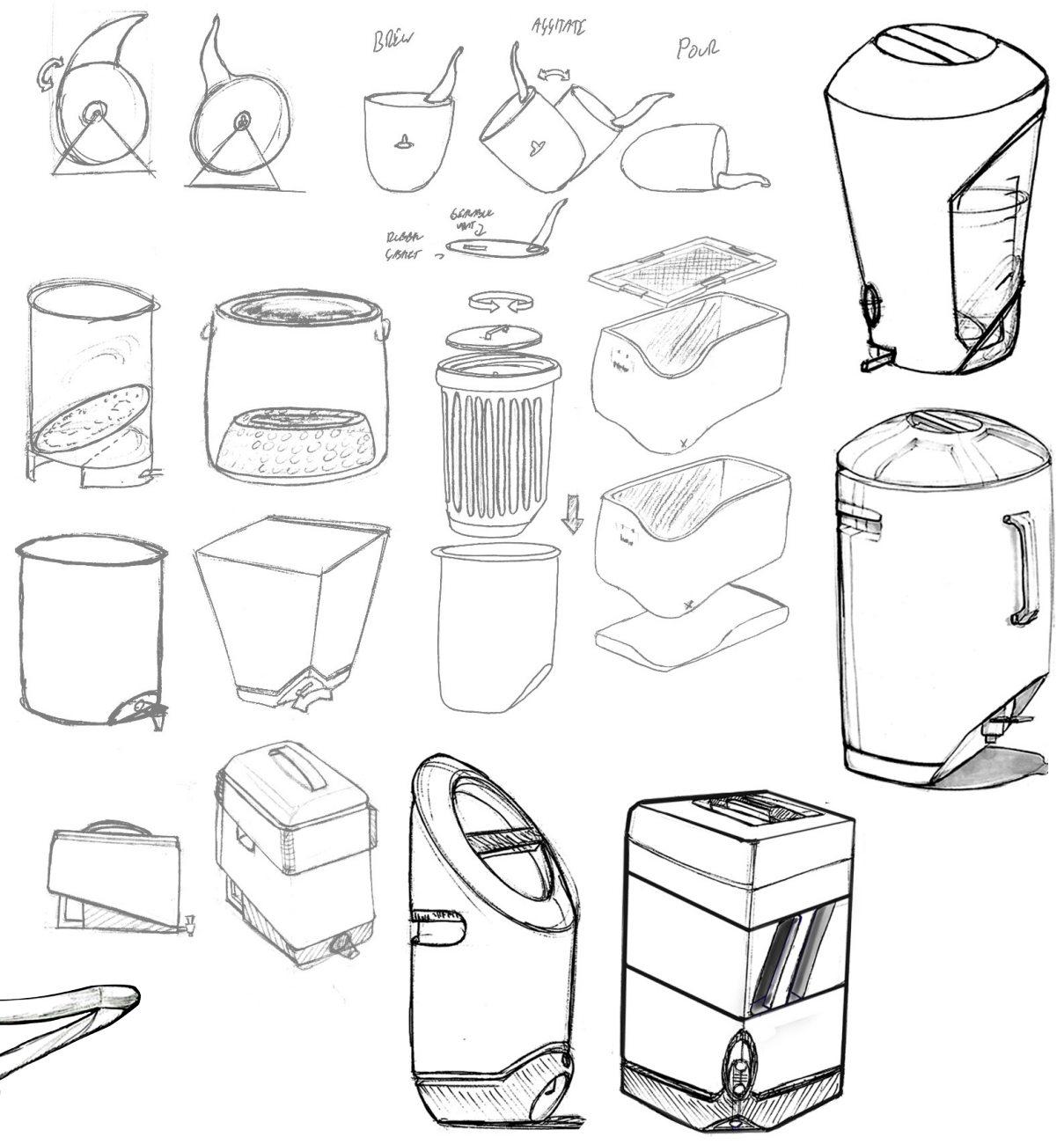
Must meet NSF Certification

Easily removable and cleanable spout

Food grade Stainless Steel



SKETCHES
&
MODELS



brewista®



LID

LDPE
Vented

FALSE BOTTOM

Stamped 20 Gauge Stainless Steel
Prevents damage to filter bag
(optional usage)

HANDLES

Black Anodized Aluminum

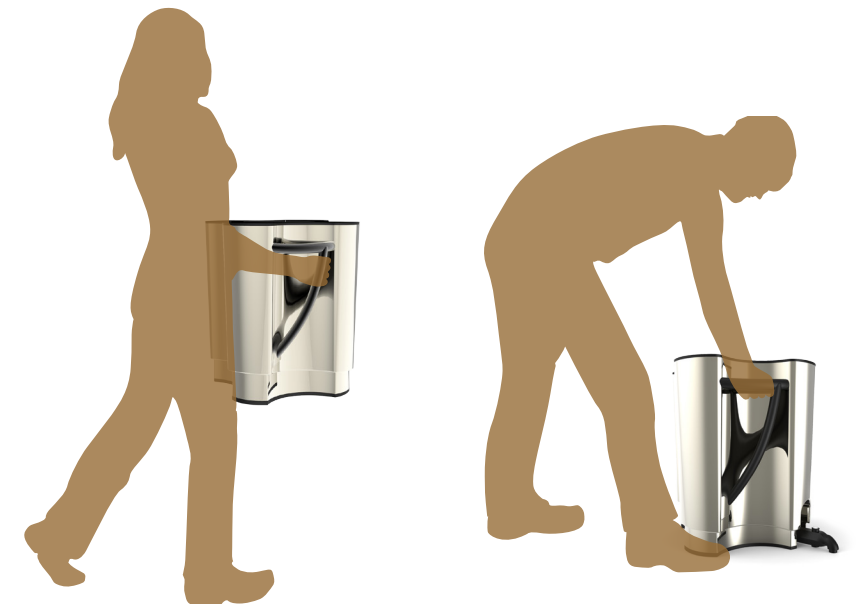
BUCKET

20 Gauge Stainless Steel
22 Qt. size yields 2.5 Gal. per brew cycle
15" Diameter 14" Tall

DRAIN ASSEMBLY

Molded ABS gasket 3" PET filter
Molded HDPE spout Silicone gasket
Push button shut-off

Included serving cap
fits wide mouth mason
jars up to 1/2 gallon



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