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Zingerman's Coffee Company to Patent Cold Brew
Signature Cold Brewed Coffee Granted Patent Pending Status by US Patent Office

Zingerman's Coffee Company is seeking a patent for their new shelf-stable, ready-to-drink Cold Brew and plans to launch the product in late spring, according to President Steve Mangigian. "We knew we wanted to be a part of the national offering for cold brewed coffee, but we wanted to use our existing distribution network," says Steve. The Coffee Company decided against participating in the refrigerated supply chain used by other cold brews on the market because they wanted to ensure the quality of their brew. "At Zingerman's, everything we do is about creating a full-flavored and traditionally made product," says Steve. "And this ruled out the use of any additives or preservatives for shelf stability. We certainly didn't want to sacrifice any of the great taste, or incur any of the negative effects that various bottling processes can have on flavor. So we did the research necessary to produce a shelf-stable brew without additives." The results speak for themselves. Zingerman's new Cold Brew is smooth, sweet, and chocolaty, with a big body and a touch of brightness. "It's nothing short of fantastic" Steve says. "It's very refreshing, and of course, caffeinated."

Zingerman's Coffee Company filed for patent protection with the U.S. Patent and Trade Office on February 14th, 2016, and the "patent pending" product is scheduled to launch in late spring. Zingerman's Cold Brewed Coffee will be served in a 10 oz. glass bottle, available in single servings or in a 4-pack. Retail pricing for the bottles will be in the \$2.99-\$3.49 range, while the 4-packs will retail from \$9.99-\$12.99.

About Zingerman's Coffee Company

Zingerman's Coffee Co. is a wholesale coffee roaster supplying cafes, specialty grocers, restaurants and businesses. We also serve our coffees at our Coffee Bar located in Ann Arbor. Founded in 2004 with the goal of sourcing and roasting the great coffees of the world and the philosophy of making coffee as accessible and approachable as possible, we seek to be the conduit between the producer and the consumer, delivering always not just outstanding coffee but a tremendous education and service experience too. For more information, please visit our website: <http://www.zingermanscoffee.com/>

About Zingerman's

The Zingerman's Community of Businesses is a family of ten independently operated businesses all located in the Ann Arbor, MI area. Paul Saginaw and Ari Weinzweig founded Zingerman's Delicatessen in 1982. Following a successful decade that brought Zingerman's national attention for their signature sandwiches and for their selection of olive oils, meats and cheeses from all over the world, Paul and Ari pondered various avenues for growing their business. Rejecting the franchising model, they opted to develop new enterprises with

entrepreneurs that would follow the Zingerman's guiding principles and commit to doing business in and around Ann Arbor. The new business would provide goods and services that would support and be supported by each other. In 1992, Paul and Ari partnered with Frank Carollo to open Zingerman's Bakehouse. That was followed by other partnerships that brought forth Zingerman's Training, Inc. (1994), Zingerman's Mail Order (1996), Zingerman's Creamery (2001), Zingerman's Roadhouse (2003), Zingerman's Coffee Co., (2004), Zingerman's Candy Manufactory (2009) and Zingerman's Cornman Farms (2014). Today, the Zingerman's Community of Businesses has annual sales of almost \$60 million and has received national coverage and attention for both their food and their business philosophy from the *New York Times*, *Saveur*, *USA Today*, *The Oprah Winfrey Show*, *News Hour with Jim Lehrer* and many other outlets. In 2008, Paul and Ari were given the Lifetime Achievement Award from *Bon Appetit*. For more information, please visit our website: <https://www.zingermanscommunity.com/>