

12-Hour Cold Brew Iced Coffee

What is Cold Brew?

Cold Brew refers to a brewing method for making iced coffee that extracts the flavor of coffee over a 12-hour period without any hot water, yielding a coffee concentrate.

Why Cold Brew?

Cold Brew captures the flavor complexity of the beans, leaving behind 70% of the acidity that is extracted in hot brewing. Since it is brewed cold, there is also no need for ice and the watery dilution it creates. Finally, cold brew saves you time, since we do all the brewing.

How much does Cold Brew Cost?

Joyride sells Cold Brew by the 1/2 gallon for \$9.75 (pre-mixed), \$19.50 (concentrate).

How to Enjoy:

Delivered in a 1/2 gallon growler, Joyride's 12-hour cold brew should be stored in the refrigerator. Pre-mixed is ready for immediate enjoyment. For concentrate, mix with water into your glass at a 50/50 ratio. Add sugar, milk, & ice to taste.



"The coffee itself is delicious, sweet and clean. Even though it's chilled there's no ice, so the flavor is pure and undiluted."

Oliver Strand, NYT

Quick Facts:

Zero set-up, zero clean-up

100% Stumptown Coffee House Blend.

12 hour, heatless, brewing process forming a concentrate.

1 part water + 1 part concentrate = cold brew iced coffee

Delivered in 1/2 gallon, either pre-mixed (\$9.75) or concentrate (\$19.50)