

Brew Up Success With This Planning Checklist!



- How will you hold the cold brew?
 - Cold brew brewer
 - Other large storage container with lid
- How will you serve or dispense the cold brew?
 - Cold brew brewer with spout
 - Pre-portioned amount of cold brew in cup (using 2-ounce condiment cup, 2-ounce jigger, etc.)
- What will you use for cold brew?*
- Decaffeinated ground coffee ([Video tip](#): Use ratio of 1:1 ground coffee pounds to gallons of water then steep at least 12 hours)
 - Decaffeinated cold brew concentrate
 - Caffeinated ground coffee ([Video tip](#): Use ratio of 1:1 ground coffee pounds to gallons of water then steep at least 12 hours)
 - Caffeinated cold brew concentrate
- What flavoring will you use ([Recipe ideas](#))?*
- Sugar-free flavored syrups
 - Flavored syrups with sugar
- How will you dispense your flavorings?
 - Pump ([Video tip](#): For new bottles, partially insert pump, draw a full pump of flavoring, then fully insert pump to avoid flavoring spilling out of bottle)
 - Pre-portioned into separate souffle cup
 - Pre-portioned into the serving cup
- What ingredients will be pre-portioned into the serving cup for students?
 - Cold brew
 - Flavoring
 - Ice
- What 16 oz. clear plastic cup accessories will be provided?
 - Lids
 - Straws
 - Sleeves
- Which, if any, additional toppings will you offer?
 - Spices
 - Whipped topping
- How will you promote your Moo Brew?
 - Sampling with students or a group of students
 - Posters
 - Table tents
 - Announcements (Bonus: [promotional video!](#))

*It is recommended you consult with your district school nutrition director or state agency