

## You asked, we answered. Announcing Royal Cup's new ready-to-drink cold brew!

It's time. We're letting the lion out of the cage. It is with great pleasure and excitement we announce that on April 2, 2018, we will release our first-ever line of shelf-stable, ready-to-drink cold brew coffees! This brand-new line will be available in single-serve bottles, with no setup or brewing required.

An addition to our esteemed Signature Brand, the line features three delicious flavors: French Roast, French Roast Lightly Sweetened and Rain Forest Bold, a Rainforest Alliance (RFA) Certified cold brew. Each flavor profile carefully was selected through extensive tasting research and testing of multiple cold brew blends and competitive products.

Last year, we acquired Richgood Gourmet LLC, the manufacturer and distributor of Icebox Coffee, one of the nation's first shelf-stable, cold brew coffees. With the incredible demand for ready-to-drink and cold-brew beverages, we jumped at the opportunity to join forces with Icebox Coffee so that, together, we could create products of the highest quality that our customers would certainly love.

Following the acquisition, Bebe Goodrich, the founder and former president of Icebox Coffee, joined our team as director of liquid product innovation where she now leads Royal Cup's liquid-manufacturing vertical. She, along with an amazingly talented team of experts, spearheaded the development of our new cold brew line.

If your eyes were immediately drawn to the vibrant yellow bottles, that's because our cold brew line is the first to feature our revamped branding. Now is the perfect time to introduce a bold, refreshing new look as we continue to develop innovative products and progress into different markets. In the coming months, we also expect to announce the launch date of a new line of shelf-stable, ready-to-drink teas, available in sweetened, unsweetened and peach flavors.



The release of our ready-to-drink cold brew line also marks our first significant move into the retail market after 50 years operating exclusively with a B2B business model. Stay tuned, as these products will soon be available for sale direct to consumers in select stores later this year!

So please, join us by raising a bottle of deliciously refreshing Royal Cup ready-to-drink cold brew and toasting to the (new) newest member of the Royal Cup family!

If you're ready to bring cold brew to your business, [click here](#) or contact your local Royal Cup representative.