



## FOR IMMEDIATE RELEASE

### Coffee Science Foundation Secures Funding to Begin New Cold Brew Research

**January 30, 2020**— The Coffee Science Foundation (CSF) has announced that it will begin a new research project, "Towards a Deeper Understanding of Cold Brew Coffee." The project will define the parameters of the cold brewing method, including chemical and sensory analysis.

The market for cold-brewed coffees has grown remarkably over the past decade, and innovations in style and process have meant that there is a broad diversity of sensory experiences available to consumers. This latest research project is aimed at understanding cold-brewed coffee extraction, preparation, storage, and consumer value, in a more comprehensive way than ever before. The CSF is a research organization dedicated to advancing the understanding of coffee and securing its future through research, knowledge-building, and outreach. The foundation is the research arm of the Specialty Coffee Association (SCA), since April 2019.

The research plan includes:

- Two years of research projects led by PhD coffee researchers trained in sensory science, chemistry, physical and consumer science.
- A thorough exploration of cold-brewed extraction techniques including temperature during brewing, brewing time, extraction percentage and concentration, documenting their impact on sensory and chemical attributes using various specialty coffees and roasts.
- A thorough exploration of the effect of time elapsed during and post brew on the sensory and chemical attributes of cold-brewed coffee.
- An in-depth look at domestic and international consumer preferences of the various extraction and holding parameters, including preference mapping and potentially price tolerance and premiums.
- A series of publications for the coffee and popular press, sharing research results, including a cold-brewing handbook.
- A series of lectures (20+) at various coffee events, by coffee researchers and project leaders.
- Research findings integrated into the SCA Education Curriculum.

Financial support for this project is led by Toddy and the project will start in the first quarter of 2020.

"Cold-brewed coffee has become an important part of the Specialty Coffee landscape, and we are excited to investigate the sensory and physical properties that make it so special. We look forward to sharing this research openly with the community, and are thankful to Toddy in supporting this mission," said Peter Giuliano, SCA's Chief Research Officer and Executive Director of the CSF.

"For years we've known that cold brewing coffee produces a very different cup than traditional hot brewing methods - but it has been difficult for anyone to explain how and why. We're excited to support this project that will help to understand the science behind the brewing method and shed light on what makes cold brew unique from both a chemical as well as a sensory perspective," said President of Toddy, LLC Julia Leach. "Much of the research in the cold brew space over the past several years has been proprietary. We felt it was important for Toddy to take a leadership role in supporting research that will benefit the overall industry."



Research outputs from the Cold Brew Research Project and other Coffee Science Foundation research projects will be presented at upcoming SCA events, webinars, and publications. To learn more about the Coffee Science Foundation, visit [coffeesciencefoundation.org](https://coffeesciencefoundation.org).

**Contact**

Sierra Hatcher  
Communications Coordinator  
Email: [press@sca.coffee](mailto:press@sca.coffee)

**Note to Editors**

- Cold brew photos [here](#)

**About Toddy**

Since the 1964 release of the Toddy® Cold Brew System, Toddy has been at the forefront of the cold brew segment in the U.S. and internationally. Today the privately held company provides cold brew solutions for both commercial and home use. Toddy, LLC is based in Loveland, Colorado. To learn more, visit [ToddyCafe.com/business](http://ToddyCafe.com/business).

**About Coffee Science Foundation**

The Coffee Science Foundation (CSF) is the research arm of the Specialty Coffee Association (SCA), since April 2019. It is a non-profit organization dedicated to advancing the understanding of coffee and secure its future through research, knowledge-building, and outreach. The CSF is a unifying force that drives collaborative, pre-competitive, and scientifically rigorous research that benefits the entire coffee community, including the coffee consuming public. The results of CSF-managed projects are then disseminated to the global coffee community at events, through publications, and coffee education programs.

**About the Specialty Coffee Association**

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. SCA's purpose is to foster global coffee communities to support activities to make coffee a more sustainable, equitable and thriving activity for the whole value chain. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at [sca.coffee](http://sca.coffee).