

CALIFIA FARMS®



Califia Farms Expands Best-Selling Line of Pure Black Cold Brew Coffees with Pantry-Safe Offering

LOS ANGELES, May 1, 2022 – Inspired by the success of its popular, refrigerated Pure Black Cold Brew Coffees, leading dairy-free beverage company [Califia Farms](https://www.califiafarms.com) is introducing a shelf-stable version of its best-selling Pure Black Medium Roast Cold Brew Coffee. This pure, unsweetened cold brew coffee is brewed-to-blend and ready-to-drink. It's perfect for those looking to re-create a café-quality experience at home with their daily cup. Consumers can pour over ice and drink it straight, or mix and match with their favorite Califia creamer, plant-milk or Barista Blend.

Pure Black Medium Roast Cold Brew Coffee is made with 100% Arabica beans – with slight notes of apple, caramel and cocoa – that are cold brewed for a smooth and balanced coffee without the bitterness. Available in non-refrigerated packaging, this cold brew coffee is the perfect base to stock up on for all your coffee creations and mixes perfectly with any of Califia Farms' dairy-free, plant-based milks and creamers. Like all Califia Farms coffees, Pure Black Medium Roast Cold Brew Coffee is Rainforest Alliance Certified, so you can rest easy knowing your coffee is as ethical as it is delicious.

Available in a pack of six cartons, the shelf-stable version of Pure Black Medium Roast Cold Brew Coffee is rolling out now on [Amazon.com](https://www.amazon.com) and other online retailers. For more information, visit [califiafarms.com](https://www.califiafarms.com).

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