

# La COLOMBE®

FOR IMMEDIATE RELEASE

## La Colombe Coffee Roasters® Introduces Cold Brew Shandy Lemonade

*Nitrous-infused and made with light-roasted Colombian organic coffee and lemonade from real Sicilian lemons for a bright, refreshing flavor*



**(Philadelphia, August 14, 2018)** – Joining La Colombe Coffee Roasters’ curated collection of cutting-edge, innovative ready-to-drink beverages, the coffee brand introduces the first-ever Cold Brew Shandy Lemonade, a delicious hybrid of smooth cold-pressed coffee and sweet lemonade made from real Sicilian lemons, then infused with microbubbles for that texture only found in La Colombe beverages.

First introduced in July 2018 on-tap as a pilot program in select La Colombe cafes, the one-of-a-kind drink is now launched in a convenient ready-to-drink can on August 13th nationwide for purchase on [www.lacolombe.com](http://www.lacolombe.com). Cold Brew Shandy Lemonade offers a new, unexpected take on the perfect pick-me-up coffee with the subtle sweetness of lemonade blending with the brand’s new light-roasted organic Pure Black Colombian cold brew.

Historically, citrus notes are often found in the highest-quality coffee beans, lending a natural fit to pair the smooth taste of Pure Black cold brew with the refreshing citrus flavor profile of traditional lemonade. La Colombe’s Cold Brew Shandy Lemonade utilizes lemons sourced from centuries-old groves along the Mediterranean coast in Sicily, Italy, where for more than 1,200 years, residents have been cultivating the tart citrus and living among verdant orchards speckled with the sunshine-colored fruits.

“It’s the result of tinkering with lemons and lemonade concoctions in my home kitchen with my children. We are lemonade people. I proudly took the result to work to share with the team and it didn’t take long before we were adding cold brew to it,” recalls La Colombe Co-Founder and CEO Todd Carmichael. “We tested the concept in our cafes, on-tap, and it was a rage from the beginning. Turns out that the right lemon and coffee are a dream together - a perfect twist on a classic summer drink.”

Each can of Cold Brew Shandy Lemonade has 90 mg natural caffeine and is an excellent source of vitamin C (180% Daily Value). For more information on Cold Brew Shandy Lemonade, the nutritional value, or to find out which retailers is carrying the can, [visit our website](#). Cold Brew Shandy Lemonade is now available at select La Colombe cafes and online at [www.lacolombe.com](http://www.lacolombe.com) for \$2.99 beginning August 14, 2018.

#### **ABOUT LA COLOMBE**

La Colombe ([www.lacolombe.com](http://www.lacolombe.com)) is a leading coffee roaster known for ethical, long-term trade practices with growers. Considered one of the pioneers of the third wave of coffee, it provides signature classic blends and exceptional single-origin coffees to cafés, hotels, restaurants and retailers around the world. In addition, the company owns and operates 30 cafés in Philadelphia, New York, Chicago, Boston, Los Angeles and Washington, D.C. – with additional locations and new markets scheduled to open in 2018. The company has also made headlines in the ready-to-drink business with its DRAFT LATTE – the world’s first-ever textured cold latte.

###