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### **Shamrock Farms Launches New Cold Brew Coffee and Milk**

*Dairy Innovator Enters Premium Cold Brew Market at Retail and Convenience Stores*

**(September 14, 2016)** – It’s a match made in coffee heaven. Shamrock Farms is introducing new Cold Brew Coffee and Milk, combining 100% Colombian coffee with pure, fresh, Shamrock Farms milk with no added hormones.

A hot new product for the refrigerated beverage case, Shamrock Farms is capitalizing on the rapid growth of the ready-to-drink coffee category by pairing its quality milk with the on-trend cold brew taste consumers are craving. In fact, the refrigerated coffee category is up by 48 percent (IRI), while the cold brew products category is up by 115 percent (Mintel). The innovation was driven by consumer insight that an overwhelming amount of cold brew drinkers prefer the taste when the cold brew coffee is combined with milk.

“Refrigerated, ready-to-drink coffee is one of the fastest growing beverage categories,” said Ann Ocaña, Chief Marketing Officer for Shamrock Foods Company. “Our research revealed the opportunity to pair the smooth taste of cold brew coffee with our farm fresh milk, creating a taste profile that is spot on for both the cold brew fan and those just discovering the trend.”

Millennials in particular are driving the growth of cold brew coffee, enjoying the smoother, less acidic taste of cold brew to its iced coffee counterpart. With reverence to the craft of fine cold brew coffee, Shamrock Farms creates its Cold Brew Coffee and Milk using Colombian coffee beans that are roasted to perfection, then ground and steeped in cold water for more than 10 hours to achieve a rich flavor, also providing two times the natural caffeine of regular coffee. Shamrock Farms’ wholesome, fresh-from-the-farm milk is then added along with a touch of real cane sugar to provide a deliciously smooth and slightly sweet finish.

“We always have something new brewing for our milk and this time that can be taken literally,” said Ocaña. “Coffee and milk has long been the perfect match, but we’re making it easier and tastier to enjoy them together.”

Available in Original, Mocha and Vanilla in ready to drink on-the-go bottles, Shamrock Farms Cold Brew Coffee and Milk distribution begins this fall throughout Shamrock Farms’ home state of Arizona at retailer partners including QuikTrip, Albertsons, Safeway, Bashas’, Sprouts and major university campus stores. The product is expected to roll out nationally in early 2017.

For more news and updates about Shamrock Farms, visit [www.shamrockfarms.net](http://www.shamrockfarms.net), [www.facebook.com/shamrockfarms](https://www.facebook.com/shamrockfarms) and follow at @shamrockfarms.

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#### **About Shamrock Farms**

Shamrock Farms, one of the largest family-owned and -operated dairies in the U.S. and boasting its own farm with more than 10,000 traditional and organic milking cows, produces and distributes a wide variety of farm-fresh dairy products to nourish families. Shamrock Farms mmmilk can be found in over 35,000 SUBWAY®, Arby’s and Wendy’s restaurants nationwide. All Shamrock Farms products are made with milk from cows not treated with the artificial growth hormone rBST. Shamrock Farms, which has facilities in both Arizona and Virginia, is a division of Shamrock Foods Company, a family-owned and -operated business founded in 1922 in Tucson, Ariz. For more information, visit [www.shamrockfarms.net](http://www.shamrockfarms.net).