



FOR IMMEDIATE RELEASE

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**HIGH BREW COFFEE BREAKS INTO OUTDOOR ADVENTURE CATEGORY AT THIS YEAR'S
OUTDOOR RETAILER SUMMER MARKET TRADESHOW**

High Brew Cold Brew Coffee To Exhibit Their Line of Portable Cold Brew Coffees At Seasonal Tradeshow

SALT LAKE CITY, UT (August 3, 2016) –**High Brew Coffee®**, a Fair Trade, cold-brew coffee, is pleased to present its line of 100% Arabica ready-to-drink coffees at this year's Outdoor Retailer Show in August. High Brew Coffee will offer attendees and outdoor enthusiasts the opportunity to sample the brand's full line of portable, shelf-stable and low-calorie coffees that offer an alternative to the traditional energy options for outdoor adventurers.

High Brew Coffee®, creator of the bold, smooth, low calorie cold-brew, will showcase its line of ready-to-drink coffees at the upcoming Outdoor Retailer, a trade show known for showcasing innovative and world-class products for the outdoor enthusiast. High Brew Coffee's portable cold brew allows you to take your coffee anywhere. Whether you're biking through the mountains, hitting the trail or canoeing down the rapids, High Brew is the natural, refreshing boost of energy you can take along in any excursion. The mouth-watering *Double Espresso*, *Mexican Vanilla*, *Salted Caramel*, *Dark Chocolate Mocha* and *Black and Bold* cold-brews are made from 100% Fair Trade Arabica coffee beans using an extensive no-heat cold-brewed production process. Each cold-brew offers a, high-quality smooth taste with 67% less acidity than the average cup of joe. Ranging from 20-60 calories per can, **High Brew Coffee®** offers a cold brew for everyone's taste preferences with low sugar, high anti-oxidants, and 130-155 grams of natural caffeine.

"We are proud to showcase our revolutionary line of cold-brew ready-to-drink coffees with the attendees of Outdoor Retailer. We are excited to highlight our coffees to those avid adventurers and attendees who support a healthy, active and adventurous lifestyle," said David Smith, Founder and CEO of **High Brew Coffee®**. "With a **High Brew Coffee®** in hand, we hope to instill a can-do, good-vibe lifestyle for all that drink our cold-brews."

The Outdoor Retailer Summer Market Tradeshow will be held August 3-6, 2016 at the Salt Palace Convention Center located at 100 SW Temple, Salt Lake City, UT 84101. **High Brew Coffee®** invites attendees to come by booth #PV1165 for a sampling of the **High Brew Coffee®** cold brew line. For more information on the trade show, please visit www.outdoorretailer.com. For more information on **High Brew Coffee®** please visit www.highbrewcoffee.com.

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About High Brew Coffee®

After working tirelessly for 13 years to turn his tiny tea company into a household name, David Smith, co-founder of Sweet Leaf Tea, embarked on the sailing adventure of a lifetime. Discovering the benefits of refreshing cold-brewed coffee during warm nights navigating rough waters, the idea for High Brew Coffee® was born. Founded in 2014, High Brew is an all-natural 100 percent Arabica blend ready-to-drink cold brew coffee made from Fair Trade coffee beans. Brewed with zero heat, High Brew Coffee® offers premium low-calorie cold-brews in smooth, delicious flavors such as *Double Espresso*, *Mexican Vanilla*, *Salted Caramel*, *Dark Chocolate Mocha*, and *Black & Bold*. High Brew Coffee is shelf stable to perfectly accompany an active and on-the-go lifestyle. For more information, please visit www.highbrewcoffee.com.