

Organic Coffee Savr[®]

Keeps Coffee Fresh Tasting
Long After Brewing



Organic Coffee Savr[®]



**83% of Americans drank
coffee in the last year**

It's easy to find hot coffee

990,000 Restaurant Locations

143,000 Convenience Stores

5,000 Kiosks

1000 Carts

2,300 Roasters/Retailers

Thousands of Supermarkets and
Grocery Stores

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Consumers want their coffee to taste good and to stay that way. But The Coffee Board has a challenge.

- Once coffee is brewed, its volatile oils are exposed to oxygen. As time passes, the coffee loses its fresh flavor and takes on an off-flavor.
- If coffee is kept in a heated dispenser to keep it hot, the process is accelerated, and the loss of flavor becomes more noticeable.
- The result: coffee begins to lose its fresh brewed flavor quickly after brewing, and the negative impact can be a problem for everyone.



For the consumer: A potentially unsatisfactory experience if they buy a cup of coffee that's been sitting around for 30 minutes or more

For the coffee provider: Blame for the negative consumer experience along with the adverse financial impact of having to throw out "old" coffee in order to provide consumers with fresh tasting coffee

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Today, coffee savers rely on two options: The traditional glass or Long's stainless steel coffee savers.

- Dispose of coffee that is still in a pot after 20 to 30 minutes. Sure, the temperature of coffee is almost always dropping – but

it's not always easy, there are often too many other things going on in the morning.

Useful occasionally, and many savers cannot or will not absorb the loss.

- Use vacuum thermoses to remove it from the accelerating oxidation impact of heat and slow down the overall deterioration process

While this helps slow down the oxidation process, as coffee in the thermos is used up, the rate at which the coffee oxidizes accelerates, thus increasing the risk that it will lose its fresh flavor



Organic Coffee Savr®



Keeps Coffee Fresh Tasting Long After Brewing

Our patent pending proprietary formulation organically slows down the process of coffee deterioration.

Acts immediately to inhibit oxidation of various coffee components, including its oils

Keeps coffee fresh tasting for well over an hour after brewing

100% safe GRAS and Food Chemical Codex ingredients

Meets Kosher and Halal standards

Can be used with any of the traditional additives that consumers use with coffee – milk, cream, sugar, liqueurs, natural and artificial sweeteners, and flavorings – without any adverse impact on flavor

Highly cost effective

Works with iced coffee

Works with all types of brewing methods

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Dosing: 1 – 2 drops per 6 – 8 ounce cup

¼ teaspoon per carafe

or 1/2 cup with test still ongoing for

Packaging: 4 oz. bottle with dropper

16 oz. bottle method are

currently in development

One 4 ounce bottle is good for about 2,300 cups of coffee. One 16 ounce bottle is good for over 9,000 cups of coffee.

Patent #9,480,268



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