

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 they can't always change the way coffee is brewed.

- Once coffee is brewed, its volatile oils are exposed to oxygen. The longer the coffee sits, the more it loses of its fresh flavor and takes on an off-taste.
- Coffee brewed in a heated dispenser to keep it hot is brewed at a higher temperature, which accelerates the loss of flavor, becoming noticeable after 30 minutes.



The result is coffee that loses 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 technologies: The first is called Long Life Saver.

- Dispose of coffee grounds still in a pot after brewing. The higher the temperature coffee is almost always better – but

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

□ Wonderful 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



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Keeps Coffee Fresh Tasting Long After Brewing

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

- ☐ 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

Packaging: 4 oz. bottle with dropper

16 oz. bottle

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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