



Cold Brew Is Moving Beyond Coffee. It's a Platform.

Cold brew is evolving from a single menu item or SKU into a versatile platform for flavor, function, and differentiation. We help brands translate this shift into scalable, high-impact product strategies that win in market from everyday energy to next-generation functional beverages.

What We're Seeing

COLD BREW IS SHIFTING FROM PRODUCT TO PLATFORM

No longer just a standalone SKU, cold brew is being used as a base for layered flavor and function.

Innovation Opportunity: Build versatile platforms that support multiple formats and occasions.

FUNCTION IS ELEVATING VALUE

Consumers are looking for more from their coffee—energy, focus, mood, and beyond.

Innovation Opportunity: Enhance cold brew with functional ingredients that increase perceived value and differentiation.

INDULGENCE + FUNCTION ARE CONVERGING

Cold brew is bridging everyday routine and “treat culture” through flavors, textures, and formats.

Innovation Opportunity: Deliver products that balance flavor experience with functional benefits.



Ready-to-Activate Opportunities

We've already mapped the cold brew landscape—from growth drivers to functional innovation and whitespace opportunities—so we bring ready-to-activate insights and concepts that accelerate innovation.

Foodservice • RTD • Beverage Systems • Functional Coffee • Indulgent Formats

Why Vibrant?

We turn cold brew insights into formulation-ready concepts, connecting flavor, function, and format to create beverages that perform in market.

Let's build your cold brew roadmap.

Share your focus areas: RTD, foodservice, functional, or indulgent, and we'll tailor a session around your highest-growth opportunities.

PURELY
Better