

# COLD BREW PRODUCT CATALOGUE

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2023





# Hello you Silly Goose

We're a coffee company founded on a love of sustainability, beautiful design, and a belief that the world could use a healthy dose of silly.

Why? Well, we grew up in the UK, New Zealand, and South Africa with a love of the outdoors, nature, and good times; bare feet and sunburn featured heavily. Now we're a bit more grown up, but we reckon the world's gotten way too serious and stressed out.

In 2020, being firm believers that you have to be in the game to make a difference, we founded Silly Goose, with a vision of sustainability and putting some silly back into the world.

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# Silly Goose. Serious about giving back.

Consumers are crying out for brands with a sense of humour, and a commitment to making a positive difference in the world.

And as luck would have it, that's what we love doing.

We start with ourselves; our coffee is ethically farmed and our packaging is sustainable. We work with Ecologi to offset our footprint and we don't even have a private jet.

We also work with other good eggs, whether it's reducing ocean plastic or encouraging conversation around mental health. We love getting involved, and while we may not save the world on our own, we want to be part of the team that does.

Turns out doing good tastes great.

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# We plant trees with every sale.



Making coffee takes from the planet, so we give back to it by partnering with Ecologi to plant trees and fund other sustainability projects around the world.

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# The Market

The iced and ready-to-drink (RTD) coffee market is currently the fastest growing segment within the UK soft drinks market. Moving annual total (MAT) value growth has reached 28.4%, with a predicted minimum Compound annual growth rate (CAGR) of 15% over the next three years.

The growth for RTD is driven by:

- Young consumers, and the working population's demand for convenient sources of instant energy to support busy lifestyles
- RTD coffee being a healthy substitute to sugary carbonated drinks
- Manufacturers focusing on new product development with different flavors as a key strategy to expand their businesses and improve sales and distribution of RTD coffee
- Fourth wave coffee consumers' interest in new formats, and demand for quality products.

Our cold brew cans have been developed in conjunction with the world's largest buyer of organic and Fairtrade certified green coffee beans, representing over 100 years of market and product knowledge.

Together we have analyzed coffee trends and competitor brands to develop a range of products positioned to capitalise on the growth in the RTD market.

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# Cold Brew for the people

We love cold brew; it's tasty, healthy and convenient,  
but the cold brew market is too serious.

Long the exclusive domain of coffee nerds, we want to bring the beauty of cold brew to everyone, with a suite of cans that appeal to the tastes of the masses, with the benefits of cold brew

- A premium canned cold brew, bridging the gap in the market by appealing to the mainstream iced coffee drinkers tastes but also using proper coffee for the coffee connoisseur sensibilities
- Proper coffee is a healthier choice with less sugar than extract based iced coffee drinks with the cold brew process preserving the natural sweetness and flavour of the bean
- Packed full of premium features like organic Fair Trade beans and priced competitively at less than the artisanal players makes this can accessible to the mass market
- Quality cold brew delivers numerous health benefits over extract iced coffees
- A brand people love built on sustainability, ethics, personality, and design

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# Proper coffee in a can

A lot of canned coffees out there are made with coffee extract rather than real coffee. We're not naming any names (because they all have large legal departments) but you know who you are.

Not ours.

We start with 100% organic Arabica beans, then we cold brew it for bloody ages. It takes longer, but it makes for a rich flavour with less acidity and bitterness, as well as preserving the natural sweetness, energy and antioxidants.

Because we preserve the coffee's natural characteristics, we are able to create delicious blends with low sugar or sugar-free natural ingredients, that are healthier and taste better than our nameless competition.

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If you like espresso and milk,  
you're going to like this  
double. If you already like it  
double, you're going to like it  
quadrupole. If you need any  
more details, you'll need to  
ask someone else because  
I failed math.

NUTRITIONAL INFORMATION				
Servings per package: 1 / Serving size: 250ml				
Typical Values	per 100ml		per 250ml serving	
Energy	146 kJ	364 kJ		
	34 kcal	86 kcal		
Fat	1.6g	4.0g		
of which saturates	0.8g	1.9g		
Carbohydrates	3.5g	8.8g		
of which sugars*	2.8g	6.9g		
Protein	2.2g	5.5g		
Salt	0.08g	0.19g		
All values are average quantities *Contains naturally occurring sugars				
ENERGY	FAT	SATURATES	SUGAR	SALT
364kJ 86kcal	4.0g LOW	1.9g LOW	6.9g LOW	0.19g LOW
4%	6%	10%	8%	3%
of your reference intake				
Typical values per 100g: Energy 146kJ/34kcal				







**When we made this cold brew vanilla latté, we rewrote the rulebook on vanilla lattés. Then we shredded that rulebook, made it into a papier-mâché asteroid, then sent a team of papier-mâché astronauts to blow it up. That's how much we're changing the vanilla latté game.**

NUTRITIONAL INFORMATION				
Servings per package: 1/ Serving size: 250ml				
Typical Values	per 100ml	per 250ml serving		
Energy	159 kJ 38 kcal	468 kJ 112 kcal		
Fat	1.6g	3.9g		
of which saturates	0.8g	2.0g		
Carbohydrates	3.8g	9.4g		
of which sugars*	3.2g	8.0g		
Protein	2.6g	6.4g		
Salt	0.09g	0.22g		
All values are average quantities *Contains naturally occurring sugars				
per serving (250ml)				
ENERGY	FAT	SATURATES	SUGAR	SALT
398kJ 94kcal	4.0g LOW	2.1g LOW	8.0g LOW	0.22g LOW
5%	6%	11%	9%	4%
of your reference intake				
Typical values per 100g: Energy 159kJ/38kcal				

UK/EU

**In your hand you are holding  
250ml of energising,  
day-making, night-bigging,  
zone-finding, mind-focusing,  
hangover-vanquishing,  
je ne sais quoi-ing,  
hashtag-blesseding, diem-carpeing,  
wit-sharpening, whip-cracking,  
doubter-silencing, ass-kicking,  
idea-fuelling, king-making  
cold brew coffee. No sugar, all good.**

NUTRITIONAL INFORMATION				
Servings per package: 1/ Serving size: 250ml				
Typical Values		per 100ml	per 250ml serving	
Energy		21kJ	52kJ	
		5kcal	13kcal	
Fat		0.4g	11g	
of which saturates		0.1g	0.2g	
Carbohydrates		0.6g	1.5g	
of which sugars*		0.0g	0.0g	
Protein		0.0g	0.0g	
Salt		0.02g	0.04g	
All values are average quantities. *Contains naturally occurring sugars per serving (250ml)				
ENERGY	FAT	SATURATES	SUGAR	SALT
52kJ 13kcal	11g LOW	0.2g LOW	0g LOW	0.04g LOW
1%	2%	1%	0%	1%
of your reference intake				
Typical values per 100g: Energy 21kJ/5kcal				





C O M I N G S O O N



C O M I N G S O O N

## OAT LATTE

Since the dawn of time people have sought to milk things; cows, goats, chickens... we have milked them all. Now we have figured out how to milk an oat, the last frontier of milking. Smooth, nutty and vegan. We love it, and could think of nothing better for our latté.

## FLAT WHITE

Forget everything you know about the flat white. Well not everything, you'll need to remember that it is beverage and how to drink it. I'd hate for you to mistakenly pour it down your trousers. My point is this cold brew flat white in a can is changing the flat white game, and I just want to prepare you for that. Enjoy.

## SALTED CARAMEL

The Salted Caramel Latté you are holding in your hand is a future classic. A classic sent back in time to prevent the unthinkable; you not holding a caramel latté in your hand right now. If that blows your mind, wait until you taste it.

**We're proud to  
announce that  
Silly Goose is flying  
with a Dragon.**



*"I'm excited to invest in Silly Goose. They have a brilliant team, high quality products and a fantastic brand. The Goose is ready to take flight and become a household name."*

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## **Providence and our manufacturing muscle**

We operate our business with high ethical standards which is directly reflected in the relationships we have established across our supply chain. We believe in traceability from source to customer and authenticity in our operation.

Silly Goose has partnered with a family owned company, founded in 1906, which has become one of the world's largest buyer of organic and Fairtrade certified coffee from approx. 40,000 farmers. All our facilities are BRC accredited and come with the highest certifications.

We invite our customers to engage with our business on our journey to create a leading sustainable business.

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# Contact

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Thank you,

The Silly Goose Team

