

A Cold Brew Twist for the Holiday Season

Starbucks Introduces Spiced Sweet Cream Nariño 70 Cold Brew

By Cynthia Mullis, Senior Coffee Writer | November 5, 2016

When thinking of cozy holiday beverages, “cold” is not the first word that comes to mind.

Now there’s a cool way to enjoy cold brew coffee through the winter holidays. During November, the new Starbucks Spiced Sweet Cream Nariño 70 Cold Brew debuts in the Starbucks holiday beverage lineup at stores in the U.S. and Canada.

The drink is a blend of Starbucks Nariño 70 Cold Brew coffee, which is slow-steeped for 20 hours, then spiced with cinnamon, nutmeg, anise and vanilla, and topped off with a float of house-made sweet cream. The spices complement the cold brew and bring out the cocoa notes in the coffee.

“Although we’ve offered iced and blended versions of our holiday espresso beverages before, this is our first time creating a cold coffee holiday beverage,” said Yoke Wong from Starbucks beverage development team. This latest cold brew offering follows the successful launch of Vanilla Sweet Cream Cold Brew and Nitro Cold Brew over the summer.

What is Cold Brew Coffee?

Cold brew coffee is an infusion of beans and cold water that steeps for several hours without using heat. With cold brew coffee, the beans never come in contact with heat as in traditional hot water brewing. The slow infusion pulls the coffee flavor from the beans without the compounds that can make coffee taste bitter and sour.

Cold brew coffee tastes smoother and sweeter than hot-brewed coffee. It has a more balanced flavor with increased sweetness that lets the undertones of flavor come through. Many coffee connoisseurs prefer the unique qualities of cold brew coffee to plain iced coffee, which is just hot coffee that has been chilled over ice.

It’s Perfect for Holiday Celebrating

Making cold brew coffee at home with Starbucks coffee is as simple as putting ground coffee beans and water in a jar in the fridge overnight. All that’s needed is a container (like a mason jar or clean, empty peanut butter jar) with a lid and something to strain out the grounds. Combine one cup of coarsely ground beans with four cups of cold water. Stir the mixture well and let the magic of infusion go to work.

Cold brew coffee takes longer than hot water brewing methods. The mixture should sit for at least 12 hours while the coffee slowly infuses into the water, creating a strong, concentrated brew. Make a batch at night and it will be ready in the morning. Before drinking, strain the coffee once or twice through a coffee filter or a fine mesh sieve to filter out the grounds.

Cold brew coffee stays good for about a week, which means your day-old cold brew won’t taste stale like day-old coffee. Turn cold brew coffee into a perfect cup of hot coffee by adding boiling water to a more concentrated brew. For a holiday variation on your cold brew coffee recipe, add spices and other holiday flavors to create a perfect coffee celebration of the season.