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\*\*\*For Immediate Release  
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## **Red Diamond Coffee & Tea Launches Ready-to-Drink Fitz Cold Brew Coffee for the Foodservice Industry**

**MOODY, Ala.** – Red Diamond® Coffee and Tea is now offering Fitz Cold Brew Coffee™ as a single serve, ready-to-drink option for foodservice customers. The same Fitz house-brewed flavor that is currently served in restaurants across the country can now be consumed via a 12 oz. bottle that’s perfect for the on-the-go customer.

The beans that make Fitz Cold Brew Coffee are purposely selected, blended, roasted, ground, brewed and steeped with cold brew in mind. The end result is a distinctively smooth, refreshing boost of energy that fuels customers any time of day.

In a blind consumer taste test, Fitz Cold Brew Coffee stood out as a leader in the taste and aroma categories, specifically among the 18-34 age group. Fitz Cold Brew Coffee was given qualities such as “never bitter”, and “perfect balance of sweetness”.

“Red Diamond’s obsession to detail is what sets our beverages apart from the rest. We are committed to providing our customers with a fresh and pure refreshment made with the highest quality and best tasting products available in the marketplace,” said Bill Bowron, Chairman, President and CEO of Red Diamond. “Operators can continue to serve perfection from Red Diamond with our new single-serve cold brew coffee line.”

The Fitz Cold Brew Coffee line comes in three delicious 12 oz. flavors: Black, Dark Chocolate and Slightly Sweet. The Black is a tailor-roasted blend, custom-brewed especially for Fitz. It delivers an unsweetened, smooth yet bold, zero-calorie beverage.



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The natural Dark Chocolate has a taste and aroma that'll keep customers coming back for more. At 70 calories and dairy free, this rich, chocolate cold brew is the perfect excuse to indulge any time of day.

The Slightly Sweet brew has a little something extra for when the day needs a little indulgence. At only 50 calories, a subtle hint of cane sugar adds the perfect amount of sweetness without the guilt. Using only the highest quality coffee beans and simple, natural ingredients results in a smooth, silky sweet beverage.

Each 12 oz. Fitz Cold Brew Coffee contains approximately 250 mg of natural caffeine, equivalent to 3 ¼, 8 oz. cups of fresh brewed coffee. The drinks are 100% cold brew coffee, made without the use of artificial ingredients and must be refrigerated at all times. Product is now available through DOT and available to ship. Contact 205-577-4000 to order.

### **About Red Diamond**

At Red Diamond, we are driven by an obsession to provide a world-class coffee and tea experience. Since 1906, the cornerstone of our company has been our commitment to unparalleled quality, innovation and customer service. Expect Perfection™.

For more information visit [reddiamondbevservice.com](http://reddiamondbevservice.com)