



High Brew Coffee Selects Columbia Distributing to Lead Expansion Efforts

PORTLAND, Oregon (July 16, 2015) – Self-proclaimed “Coffee Snobs” of the Pacific Northwest, take notice! A new and different ready-to-drink option is coming to your grocer’s refrigerated aisle: cold-brew coffee. Big in coffee and low in add-ons, such as milk and sweeteners, High Brew Coffee has teamed up with Columbia Distributing to bring to Oregon and Washington the Austin, Texas-based brand seeking to set itself apart.

“You can actually taste the coffee, which is what a coffee beverage should be anyway,” said High Brew Coffee Founder and CEO David Smith. “We developed High Brew for those enthusiasts who want a strong, cold coffee with only a touch of cream and sugar. Columbia Distributing is the company who can connect us with that consumer, especially in Oregon and Washington where coffee competition is so great.”

The 80-year-old beverage distributor accepts the challenge with confidence. “High Brew Coffee is a craft brand and we specialize in all things craft, whether its beer, cider or coffee,” said Rich McNaughton, VP of Non-Alcoholic Beverage Sales at Columbia Distributing. “It’s exciting when we have the opportunity to work with a brand like High Brew Coffee that has something new to offer the consumer and that can potentially influence behavior.”

The High Brew Coffee line is available in five varieties, all 60 or fewer calories and 8 grams or less of sugar per 8-ounce can: Double Espresso, Mexican Vanilla, Salted Caramel, Dark Chocolate Mocha and Dairy-Free Black & Bold. And while an 8-ounce serving of traditional coffee has 70-80mg caffeine, the same quantity of High Brew contains 130-150mg.

About High Brew Coffee

High Brew Coffee was born from the adventure of a lifetime. While sailing through the Eastern Caribbean for six months with their two smaller children, David and Elizabeth Smith discovered the benefits of cold-brew coffee. Nothing else delivered the natural energy and refreshing taste needed to stay alert through warm nights at sail. The Smith’s High Brew Coffee is a blend of 100% Fair Trade Arabica coffee beans sustainably sourced from the Oaxaca Region of Mexico. Lightly roasted beans are coarsely ground and applied to a proprietary extraction process using slightly chilled water. The final coffee extract is then blended with sugar, reduced-fat milk and natural flavors. For more information, visit www.highbrewcoffee.com.

About Columbia Distributing

Columbia Distributing is one of the nation’s finest beer, cider and non-alcoholic beverage distributors. Headquartered in Portland, Oregon, the company has distributed some of the best known brands in the beverage business since 1935. Today Columbia Distributing and its 2,500+ employees service over 20,000 retail customers covering more than 135,000 square miles in Oregon and Washington. The company’s success is based on the deep-rooted tradition of delivering quality products, timely service and a genuine concern for customers’ needs. This is achieved by providing ongoing, sustainable opportunities and

growth for its employees, customers, suppliers, shareholders and communities. For more information, visit www.coldist.com.

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