

## FOR IMMEDIATE RELEASE

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### **Cool Gear International Introduces BRU™ - A Single Serve Cold Brew System**

PLYMOUTH, Mass. (March 1, 2016) - Cool Gear International, LLC., a global leader in the hydration and housewares category, today announced the introduction of its new single serve cold brew system, coolgear BRU™. First to market with an innovative and easy to use adjustable system, BRU™ produces a consistently sweet and smooth cold brewed iced coffee that's always better.

Consumers simply fill the bru cone with their favorite ground coffee and twist the adjustable bru dial to their preferred brew time, from 1.5 to 10 hours. Our patented dual chamber capillary action provides a maximum efficiency slow drip while maintaining a continuous flow, for a quality taste that consumers have come to expect from cold brewed coffee. According to Mintel, US cold brew coffee sales have steadily grown since 2010, and surged 115% over the past year, reaching \$7.9M in 2015.

"There's a lot of buzz around cold brew coffee right now because consumers can taste the difference when compared to hot brewed coffee over ice," said Andrew Gillespie, Senior Director of Design & Development. "The process gives you a better-tasting, less acidic cup of coffee. With BRU, we're offering consumers a very simple, easy to use product for a unique brewing and flavor experience that they are totally in control of, whether they're at home, in the office or on the go."

Coolgear BRU™ includes a bru cone with water reservoir and ground coffee filter, a cone stand, water diffusers and a 22oz double wall insulated tumbler with pressure fit lid and reusable straw. MSRP's range \$29.99 - \$34.99. For more information on BRU™, visit [www.coolgearbru.com](http://www.coolgearbru.com).

Cool Gear will unveil BRU™ at the 2016 International Home & Housewares Show in March. The show, annually held in Chicago, is the premier event for connecting innovative industry leaders with buyers in the housewares market.

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### **About Cool Gear International, LLC.**

Since 2000, Cool Gear International has brought a vibrant approach to the hydration and housewares category through patented innovation and unique on-trend design. Headquartered in Plymouth, Mass., Cool Gear continues to deliver high-quality every day solutions at a great value. With over 250 patents, and available in more than 55 countries, the company continues to push the boundaries of hydration and food preservation systems. To learn more about Cool

Gear International, visit [www.coolgearinc.com](http://www.coolgearinc.com). Join the conversation on Facebook at [facebook.com/coolgearinc](https://facebook.com/coolgearinc), on Twitter (@coolgearinc) or on Instagram (@coolgearinc).

