



MOJO Cold Brewed Coffee Fact Sheet

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Year Founded: 2011

Our Story: A native of New Orleans, Ann Moran Brainard, was raised in a family of chefs and restaurateurs. When Annie relocated north of Boston, it became apparent that cold brewed coffee was not an option in New England. So she started making her own home brew. Friends deemed her elixir “happy juice” and encouraged her to sell it. Today, MOJO is distributed throughout New England with plans to share cold brewed liquid love throughout the world!

All About MOJO:

- Our ready-to-drink bottled coffees are handcrafted in Beverly, MA.
- MOJO is brewed by steeping coffee in cold water, a traditional New Orleans method.
- It takes 13 hours to brew our coffee. We steep our locally-roasted Arabica coffee in cold, filtered water overnight to make a concentrated coffee extract that is bold and flavorful.
- Cold brewed coffee is approximately 67% less acidic than coffee brewed with hot water. Hot water can burn your coffee beans and cause them to release acidic oils. Cold brewing is a gentler, slower process that allows coffee to release its full flavor and caffeine potential.
- Even though our coffees taste decadent, we don’t use cream, only reduced-fat milk. We also add less sugar (and more caffeine!) than the competition. More of what you want and less of what you don’t want!

Flavors:

- Original: cold brew, milk, sugar.
- Unsweet: cold brew, milk.
- Black Magic: cold brew.
- Horchata: cold brew, milk, almond milk, sugar.
- Decaf Original: decaf cold brew, milk, sugar.
- Decaf Black: decaf cold brew.

Where It’s Sold: Whole Foods, Wegmans, Market Basket, Roche Bros, Crosby’s, and more. To “find your MOJO” use the store locator on our website or request MOJO at your favorite store!