

**deVaca**<sup>®</sup>  
*discover the gold*



*Caffeine Free Coffee Substitute*

## FEATURES:

### Consumer

- All-natural, Non-GMO & caffeine free
- Grains grown in the legendary San Luis Valley, Colorado
- Old World Roasting™ technique delivers superior flavor

### Retailer

- Fills assortment gap in small batch / caffeine free
- Trusted grain & malt supplier to leading craft breweries
- Grown, made & roasted in the USA

Grains grown in San Luis Valley -

*The 'Napa Valley of Barley'*



*Non-Gmo*

*All Natural*

*Caffeine Free*

# *discover the gold*

50 years before the pilgrims landed on the shores of the Massachusetts Bay, Spanish conquistadors scaled the peaks of the majestic Rocky Mountains and discovered the San Luis Valley.

This once secret valley is now known throughout the world to be the superior region for high quality grains used in the brewing of beer. Now, these golden grains have come to you through the hands of San Luis Valley native farmers and Old World Roasting™ techniques. With one sip, you can discover why the Conquistador Cabeza de Vaca was enchanted by the San Luis Valley.

Fact*	Opportunity
Nearly 50% of coffee drinkers limit consumption due to caffeine concerns.	Increased coffee consumption in the afternoon and evening grows the category.
Younger consumers are more likely to consume coffee out of the home.	Capture lost sales – expand small batch/non-GMO assortment.
Stigma associated with certain Decaf processing techniques.	Offer natural, caffeine free options.
As the population ages, more will have a higher metabolic sensitivity to caffeine.	The small batch, caffeine free segment of the market will continue to grow.

\* Source: National Coffee Association

*Grow caffeine free sales with an authentic,  
small batch, Non-GMO product!*

Malt Coffee

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