

Cold Foam

Beverages Platform

A low fat, creamy micro-foam topping for premium beverages.

Features & Benefits

- Stay on-trend with unlimited flavor customization opportunities and cross-menu application potential
- Packaged in easy-to-use aerosol cans for quality, consistency and reduced waste
- No special equipment or training needed!
- Appease all of your consumer segments with 100% dairy, 100% plant-based or hybrid versions
- Build upon your already established brand portfolio with private label packaging
- Estimated 150-day shelf life, refrigerated

**Custom flavor, functionality and packaging have MOQ requirements. Rubix Cold Foam stock product is available if MOQs can't be met.*



Major QSR coffee chains are charging up to \$1.25 to add cold foam to a beverage.





Why Operators Love Cold Foam



Massive Revenue Potential

Drink add-ons generate \$1 billion in high-margin revenue at Starbucks annually.
Restaurant Business Online, 2022



A Trend That's Here to Stay

Cold Foam is projected to grow 236% on U.S. restaurant menus through 2027.
Datassential, 2024



Give the People What They Want

64% of consumers who have tried Cold Foam love/like it.
Datassential, 2024



Thirsty for Content

#DrinkTok videos on TikTok have amassed 68MM views in the U.S. in the past 30 days.
TikTok, 2024



You Gotta Read It to Believe It

Scan to view our Cold Foam Case Study!



What Consumers Told Us About Cold Foam



They Love It

91% of consumers preferred Rubix Cold Foam over in-market competitor



They'll Seek It Out

58% of consumers would visit a location just for our cold foam



They'll Pay More For It

77% of consumers are somewhat or definitely likely to spend more for a beverage with our cold foam



They'll Drink It in the Afternoon

75% of consumers are more likely to drink an iced coffee in the afternoon if it has our cold foam on it

**Sensory data is specific to Rubix Cold Foam stock product, based on proprietary research conducted at the University of Florida in January 2022.*