



SHELBRU



Press Kit

ABOUT SHELBRO

The Shelbru System is a two-piece set, consisting of (1) a BREWER and (2) a CARAFE. Together, the pieces will provide the most seamless cold brew experience, everything from brewing cold brew concentrate to serving and storing.

Shelbru is here to show you how to make cold brew in 3 simple steps: Brew, Pour, and Enjoy!

BREW - with our powerful dual-filter (inner layer 600 mesh, outer layer 500um) to get strong, clean, sludge-free cold brew concentrate

POUR - with our spill-proof carafe



ENJOY - let the duo work their magic and enjoy cool, refreshing cold brew every day!

The Shelbru System will be available on Indiegogo in August 2021, providing backers the chance to get their hands on the product early at the most discounted price.

PRODUCT OVERVIEW

With our beautifully designed and super user-friendly brewer & carafe duo, you can have the entire cold brew experience from your home!



Volume: 1000 ml / 33.81 fl oz

Can brew up to 500 ml / 16.9 fl oz of cold brew concentrate

Filter holds up to 100 g / 3.5 oz of coffee grounds

Dimensions: W 9.4 cm / 3.7 in x H 19 cm / 7.48 in

- Dual filter design (inner 600 mesh, outer 500um) keeps all the coffee grounds in, makes sludge-free cold brew concentrate.
- Filter ring keeps the filter in place
- Lid, top are interchangeable
- Borosilicate glass is highly durable and both acid- and heat-resistant

Volume: 1000 ml / 33.81 fl oz

Dimensions: W 9.4 cm / 3.7 in x H 19 cm / 7.48 in

- Silicone spout creates a smooth, mess-free pour
- Lid, top are interchangeable
- Borosilicate glass is highly durable and both acid- and heat-resistant

INSTRUCTIONS



1 Place the filter ring on one of the glass containers then put the dual-filter in. Fill the filter with coarse ground coffee.



2 Slowly pour cold or room temperature water into the filter. Let it sit on the counter or in the fridge for 12 to 24 hours.

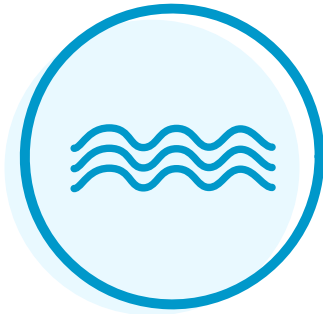


3 Swap the filter and the filter ring with the silicone spout.



4 Pour cold brew concentrate into a cup and dilute with water or milk. Repeat process with the extra glass container while you enjoy your cold brew!

BENEFITS



No more sludge in your cold brew! The cleanest and smoothest cold brew you can get



No more mess! Our spill-proof spout and easy clean up guarantees a better experience



Money back in your pocket! Save over \$1000 a year making your own cold brew at home



Low maintenance and environmentally friendly! All our parts are reusable. No more paper filters and constant waste




Beginner proof! So easy that anyone can make barista-level cold brew



Never stop brewing! The two-part set means you can always brew a new batch while storing your current batch. Cold brew 24/7!

HOW WE ARE DIFFERENT

		Other cold brew makers	Other concentrate makers	Cheesecloth	DIY
Makes strong concentrate	✓	✗	✓	✓	✓
Residue-free filter	✓	✗	✓	✓	✓
No replaceable parts necessary	✓	✓	✗	✗	✗
Easy clean up	✓	✓	✗	✗	✗
Can continuously make cold brew	✓	✗	✗	✗	✓
Doesn't leave coffee in filter	✓	✗	✓	✓	✓
Looks great in your kitchen	✓	✓	✗	✗	✗

FAQS

Q: What's different about Shelbru?

A: The difference is in the details! After collecting a lot of feedback from the field and personally experiencing pain points after years of making cold brew, we've made sure the Shelbru System addressed those issues. (See "How We Are Different" for more!)

Q: Where can I purchase the product?

A: You can purchase our products for the first time at a steep discount when we launch on Indiegogo!

Q: How do I know when your Indiegogo campaign will go live?

A: Sign up to get email updates at shelbru.com! You will be the first to know when we go live and have a chance to snag our early bird discount.

Q: Why should I back your Indiegogo campaign?

A: You will be the first to get your hands on the product and you'll get up to 45% off the retail price.

Q: How much will the Shelbru System cost?

A: We are still finalizing some costs but the retail price will be around \$40-60 for the two-piece set! Of course, if you back us on Indiegogo, you'll grab a nice discount as well!

Q: Who can I contact about questions or feedback?

A: You can email us directly at hello@shelbru.com or DM us on Instagram!

CONTACT INFO

EMAIL

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WEBSITE

shelbru.com

SOCIAL



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shelbru.medium.com