

Te & Kaffi Brings Icelandic Flavor to the U.S. with Cold Brew-Infused Skyr



Hafnarfjordur, Reykjavík Aug 23, 2024 ([Issuewire.com](https://www.issuewire.com)) - Te & Kaffi, Iceland's leading specialty coffee purveyor, is set to introduce American consumers to the unique taste of Icelandic cold brew through a new collaboration with ICELANDIC PROVISIONS. This partnership brings the distinctive flavors of Te & Kaffi's cold brew to the U.S., infused into Iceland's iconic dairy product, skyr.

Founded in 1984, Te & Kaffi has long been a cornerstone of Icelandic coffee culture, a country renowned for its high coffee consumption per capita. After two years of meticulous development with Icelandic Provisions, the company is proud to launch a cold-brew-flavored skyr, offering a truly Icelandic experience to U.S. consumers.

Gréta Ólafsdóttir, a representative of Te & Kaffi, emphasized the importance of preserving the company's distinctive roasting profiles during the development of this product: "It was important to us to provide a great-tasting product for this coffee-infused skyr that is clean on the palate and represents our roasting profiles. Each small batch of coffee goes through a concentration process using Icelandic water and is submerged in the cold water for at least 24 hours, giving it a clean and unique taste."

Skyr, a thick cultured dairy product similar to yogurt, has seen growing popularity in the United States. Now, both coffee aficionados and skyr lovers can enjoy skyr flavored with Te & Kaffi's cold brew. This innovative product will be available exclusively at Whole Foods for the first three months, before

expanding distribution throughout North America.

Te & Kaffi operates a state-of-the-art roastery and a chain of nine gourmet coffee houses across Iceland. The company sources the finest coffee and tea crops from around the globe and slow-roasts the beans to preserve their natural oils, ensuring the aroma and flavor of their specialty coffees are maintained. In addition to offering various brewing methods and seasonal beverages, Te & Kaffi also provides a wide range of brewing equipment and related products.

About Te & Kaffi

Founded in 1984, Te & Kaffi is Iceland's leading specialty coffee company, offering a range of premium coffee, tea, and related products through its roastery, coffee houses, and wholesale business. The company is dedicated to delivering the finest quality coffee and tea, with a focus on sustainability and excellence.

About ICELANDIC PROVISIONS

Icelandic Provisions is a company rooted in Icelandic tradition, bringing authentic skyr, a cultured dairy product, to the United States. Committed to using the best ingredients, Icelandic Provisions creates products that are true to Icelandic heritage and beloved by consumers around the world.

For more information, visit:

- Te & Kaffi: <https://www.teogkaffi.is>
- ICELANDIC PROVISIONS: <https://www.icelandicprovisions.com>

Follow ICELANDIC PROVISIONS on social media:

- Instagram: <https://www.instagram.com/icelandicprovisions>
- Facebook: Icelandic Provisions <https://www.facebook.com/icelandicprovisions>

For inquiries, contact ICELANDIC PROVISIONS at 1-866-991-SKYR.

This press release offers an engaging introduction to Te & Kaffi's new product, highlighting the collaboration with Icelandic Provisions and the distinctive qualities of Icelandic cold brew and skyr.

<https://www.youtube.com/watch?v=umjz5hU3qCY>

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Source : ICELANDIC PROVISIONS

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