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BOMANI Cold Buzz launches alcohol-infused cold brew coffee

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By **Sonali Wankhade** | March 1, 2019



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Three Charismatic, Young Founders of Company Create Cold Brew with a Sting

Entering the beverage market this Spring with the first drink of its kind, Co-Founders Sam Madani, Kai Drewry, and Amin Anjedani are proud to announce the launch of BOMANI Cold Buzz, an alcohol-infused cold brew coffee set to make its first public appearance in local establishments across New Jersey. The Co-Founders, known by their friends and family as the "BOMANI Brothers," are excited and proud to be the first movers in the all-new "Cold Buzz" category.

Purposely avoiding high-calorie, high-sugar, dairy-filled, and synthetic ingredients, BOMANI Cold Buzz is low calorie, low carbs, low sugar, and gluten-free – all with approximately 6.0% ABV. On top of these healthier attributes, BOMANI partnered with coffee and alcohol industry veterans and worked tirelessly to ensure the final formula met their strict flavor standards.

After committing themselves to countless hours actively researching, networking, surveying, sampling, and testing their product, the BOMANI Brothers landed on a combination of cold brew coffee and sugar-fermented alcohol (the same type of alcohol often used in hard seltzers). The result is a clean finish that allows for the smooth cold brew flavor to shine. From start to finish, BOMANI Cold Buzz contains aromas of caramel, chocolate, and toasted nuts. The product is intentionally free of carbonation and dairy to avoid bloating.

The BOMANI Brothers will host their initial launch in New Jersey, due to its dense population and high propensity for both alcohol and caffeine consumption. The BOMANI Brothers will interact with their consumers directly and develop an innovative model for alcohol sales & distribution. Following the launch in New Jersey, the plan is to widen their reach into the New England region, and move westward thereafter.

The BOMANI Brothers have developed a unique, creative approach to raising awareness. In addition to traditional social media tactics, such as working with influencers and preparing cross-branding initiatives, BOMANI Cold Buzz serves as the host of the BOMANI Collective.

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