

"Cold Press" or "Cold Brew" is the proper generic term for the process of steeping coffee grounds in room temperature water for an extended period. Toddy is a trademark referencing a cold brewing system developed and patented by Todd Simpson in 1964. In the absence of competition in this brand space, "Toddy" has become a genericized reference in American English and some people in the United States today refer to any cold brewed coffee as a "Toddy." This should not be confused with the term "hot toddy," which refers to an alcoholic drink.

The cold-press process requires grinding coffee beans at a coarse setting and soaking those grounds in cold water for a prolonged period of time, usually 12 hours or more. The grounds must be filtered out of the cold water after they have been steeped using a Toddy Cold Brew System, paper coffee filter, or a French Press. The result is a coffee concentrate that is often diluted with water or dairy, and can be served hot, over ice, or blended with ice and other ingredients such as chocolate. According to Toddy, some 6,000 coffeehouses throughout the U.S., Canada and Australia use their proprietary system to make iced coffee and tea drinks. Some coffeehouses, in contrast, brew hot coffee at double strength, then chill it with a commensurate amount of ice or chilled milk or water.

Conventionally brewed hot coffee becomes diluted when poured over ice, unless it is chilled beforehand. Adding hot coffee to ice can also produce bitter notes.[citation needed] Toddy, LLC claims that brewing coffee by their method reduces the acidity of the coffee by 67 percent, compared to coffee brewed by traditional hot extraction methods.



Cold brewed coffee naturally seems sweeter due to its lower acidity. Because the coffee beans in cold-press coffee never come into contact with heated water, the process of leaching flavor from the beans produces a different chemical profile than conventional brewing methods.

This less common method of brewing has been praised by leading food critics from news organizations such as The Washington Post, NBC's Today Show, MSNBC, The Saturday Evening Post, Scripps Howard News Service, Cooking Light, and The Atlanta Journal-Constitution [Joomla SEF URLs by Artio](#)