

# Chameleon Coffee Launches USDA Organic Functional Flash Brew Ready-to-Drink Cans With Erewhon

*Next-Generation Coffee Delivers Clean Balanced Energy and Focus Support and Immune Aid — Without the Jitters*

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[Chameleon Coffee](#) today announced the launch of its new USDA Organic Functional Flash Brew ready-to-drink cans at [Erewhon](#). Engineered for performance and crafted for taste, Flash Brew delivers bright, aromatic flavor with smooth, sustained energy — without the spikes and crashes associated with traditional coffee.

Flash Brew represents the next evolution in chilled coffee. Unlike cold brew, which steeps for 10+ hours, Chameleon’s proprietary flash-chill process brews hot at approximately 195°F and rapidly chills within seconds to instantly lock in aromatics, natural sweetness and complexity.

“Our Functional Flash Brew captures the full expression of our select organic coffee beans while delivering clean, focused energy,” said Jeff Lichtenstein, CEO of Chameleon Coffee. “Erewhon sets the bar for ingredient integrity and innovation. Launching with their outstanding team puts this next-generation coffee directly in the hands of consumers who demand both performance and exceptional taste.”

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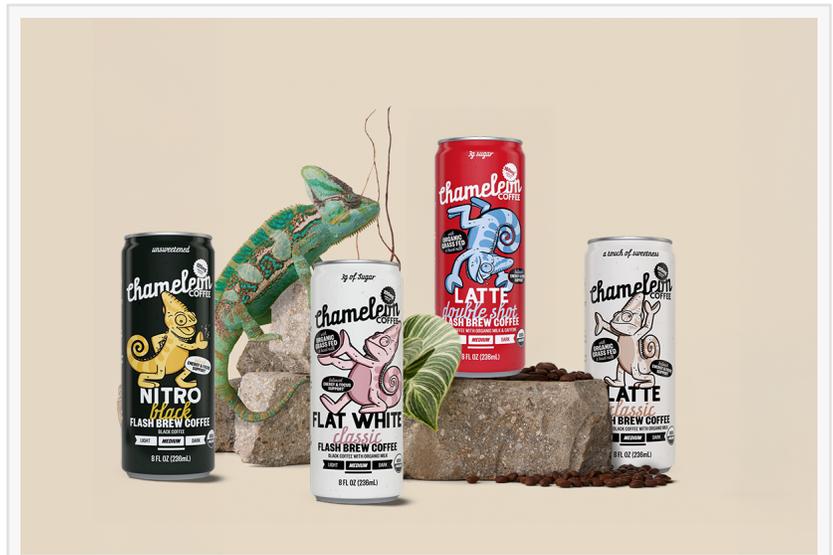
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*Jeff Lichtenstein, CEO of Chameleon Coffee.*

What Sets Flash Brew Apart  
Flash-Chilled Innovation

- Hot brewed (~195°F) and flash-chilled within seconds

- Preserves peak flavor, aromatics and brightness
- Extraction Advantage
- Traditional Iced Coffee: Minutes to brew; bold and acidic



Chameleon Coffee Organic Functional Flash Brew

- Cold Brew: 10+ hour steep; smooth but muted
- Flash Brew: Seconds to brew + rapid chill; bright, sweet, energizing

## Functional Energy — Elevated

Each 8oz ambient can is formulated to support performance and overall wellness:

- L-Theanine – Promotes calm, sustained energy and enhanced focus
- Zinc Gluconate – Provides antioxidant and immune support
- Organic Grass-Fed Milk – in our dairy SKU's for optimal nutrition

All varieties are USDA Organic and contain no or low sugar.

## Available Varieties

- Nitro Coffee – Bold, effervescent lift
- Flat White – Smooth, creamy balance
- Latte – Classic, chilled comfort
- Double Shot Latte – Extra-strength energy boost

Flash Brew isn't just coffee — it's cleaner energy, sharper focus and brighter flavor in every can. Now available at all Erewhon locations.

## About Chameleon Coffee

Founded in 2010 in Austin, Texas, Chameleon is a pioneer of organic cold brew coffee and a leader in the coffee category. Brewed with 100% organic beans and purified water, Chameleon is crafted for an exceptionally smooth, low-acid flavor that is easy to drink and consistently satisfying.

Built for convenience and life on the move, Chameleon fuels the next generation of adventurers with handcrafted cold brew designed to power new experiences. Rooted in sustainability and respect for the planet, the brand pushes brew innovation forward—delivering superior taste, functional enhancements, and organic coffee that performs as well as it tastes. Find out more at [chameleoncoffee](#) on instagram!

Jeff Lichtenstein

Chameleon Coffee

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