

hydrbrew° Launches Next-Generation Functional Iced Coffee for High-Output Focus

Designed to eliminate the afternoon fade — without the jitters or crash of a typical second coffee or energy drink.

LEUCADIA, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Hydrbrew, Inc., a

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We're trying to make the afternoon cost less than it currently does — for your focus, and for the rest of your day.”

Fawne Caverly, Founder and COO of hydrbrew°

functional iced coffee company, today announced the official launch of its debut product, hydrbrew°, now available at hydrbrew.com. The ready-to-drink coffee blends premium coffee with a calibrated dose of caffeine, L-theanine, Lion's Mane mushrooms, and electrolytes, delivering steady focus and hydration without the heavy caffeine load found in many energy drinks and RTD coffees.

hydrbrew° occupies the space between two categories moving in different directions: ready-to-drink coffee, a mature market growing in the mid-single digits, and nootropic beverages, one of the faster-growing segments in functional drinks, with some industry estimates placing its growth as high as the mid-teens annually. Rather than compete within either category alone, hydrbrew° was built at their intersection — retaining the ritual and taste of coffee in a light, crisp way while adding a functional layer typically found only in nootropic-first products.

The formulation reflects published research showing that caffeine's cognitive benefits peak at a moderate dose rather than increasing indefinitely — a threshold that most mainstream coffee and energy drinks significantly exceed.

“Most people think more caffeine means more focus. It doesn't,” said Louis Caverly, Founder and CEO of hydrbrew°. “We started with the research on what dose actually works, then built the coffee around it. Coffee is the format. Precision is the actual product.”

The formulation was developed in partnership with Juan Toledano, a beverage formulation specialist, who helped balance hydrbrew°'s low-caffeine profile, preserve authentic coffee flavor, and expand its functional layer.

“The goal was never to imitate a bold cold brew,” said Toledano. “It was to build something that delivers real, sustained focus without asking your body to handle a heavy dose to get there. The lighter, crisper profile is a byproduct of that choice, not a compromise.”

The formulation has also drawn early support from nutrition professionals. Mackenzie Burgess, RDN, a registered dietitian nutritionist and recipe developer at [Cheerful Choices](#), reviewed the formulation ahead of launch.

“The 2:1 ratio of L-theanine to caffeine is well-studied for sustained alertness without the cortisol surge that high-caffeine doses alone may trigger,” said Burgess. “You have a science-backed drink that's built to sustain your afternoon, not just spike it.”

hydrbrew° was also recently featured in a SABLE WEST: Editor's Guide - The Luxury Fitness and Wellness Brands Worth Discovering, alongside brands including Alo Yoga and Cymbiotika — one of the brand's first appearances in lifestyle press coverage since its formal launch.

Early customer feedback has overwhelmingly highlighted the function. Reviewers consistently report avoiding the jitters and sugar crash associated with a typical second coffee or a high-sugar energy drink, citing steady, sustained energy throughout the workday instead of the usual crash-and-repeat cycle.

“The caffeine amount is just perfect for a late-afternoon pick-me-up — I'm finding myself drinking them in the morning too, and I feel great,” said Hunter Owens, a verified hydrbrew° customer. “The best part is the ingredients. It's not hidden junk like most energy drinks and coffee drinks out there. It's actually good stuff.”

Another customer, a commercial pilot managing rotating shifts and time-zone changes, credited hydrbrew° with maintaining alertness through irregular sleep patterns.

hydrbrew° is packaged in a 12 fl oz can with only 3g of organic coconut sugar and 20 calories. It is dairy- and gluten-free.

The company is positioning hydrbrew° for professionals managing sustained cognitive demand



hydrbrew° Functional Iced Coffee, now available at [hydrbrew.com](#). (Photo credit: hydrbrew°, Inc.)

throughout a full workday, as well as for those working non-traditional schedules — night-shift nurses, long-haul truckers, and shift-based professionals — whose depletion points do not align with a standard 9-to-5 schedule. hydrbrew°'s formulation is calibrated to a physiological threshold rather than a specific time of day.

“We're not trying to make a stronger energy drink,” said Fawne Caverly, Founder and COO of hydrbrew°. “We're trying to make the afternoon cost less than it currently does — for your focus, and for the rest of your day.”

Available now for direct purchase at hydrbrew.com, with founding-round pricing for early customers.

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ABOUT HYDRBREW°

hydrbrew° is a functional iced-coffee company founded by Louis and Fawne Caverly in Leucadia, California. Born from the founders' search for a cleaner, healthier way to get through the afternoon, hydrbrew° pairs real coffee flavor with a light, thoughtful ingredient stack engineered for sustained daily uptime.

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