# Unconform pioneers health-focused cold brew coffee with functional ingredients



Unconform is carving out a niche in the UK’s burgeoning cold brew coffee market, championing a product range that marries exceptional taste with functional benefits. This initiative takes shape against the backdrop of the recent London Coffee Festival, where the brand’s ambition to bridge the divide between traditional gourmet coffee and overly sweet iced beverages shines through. Founder Yusuf Amanullah expresses a vision both bold and practical, aimed at appealing to a growing demographic of health-conscious consumers.

The product lineup includes three distinct drinks: a Flat White infused with ashwagandha, ginkgo biloba, and vitamin B12; a Salted Caramel Latte enhanced with inulin and turmeric; and a Mocha designed to support hair, skin, and nail health, featuring niacin and biotin. Each beverage promises not just a delicious experience but also wellness benefits tailored to specific needs—whether that’s improved focus, gut health, or enhanced beauty.

Nationally, the cold brew coffee sector is on an upward trajectory, with market forecasts indicating a rise from £10 million to over £29 million by 2027. This growth is a testament to a broader shift in consumer preferences, as many, like Amanullah himself, seek alternatives to conventional coffee, which can often leave drinkers feeling jittery and unsettled. Unconform’s cold brew process ensures a smoother, less acidic product by steeping quality Arabica coffee grounds in cold water for extended periods. This method produces a drink that is not only palatable without added sugars or synthetic sweeteners but also rich in antioxidants, offering potential health benefits, including improved mood and alertness.

The increasing popularity of functional beverages, such as those containing nootropics, aligns with recent trends in consumer behaviour. Reports indicate that 72% of consumers are more likely to purchase products that offer clear health advantages. This trend is echoed in Unconform’s positioning, as the brand distinctly incorporates these cognitive enhancers into its drinks. Amanullah’s passion for creating a product that avoids the pitfalls of traditional coffee led him to explore a vegan option combining oat milk and quality coffee, affirming a commitment to health and sustainability while ensuring great taste.

Recent accolades, including recognition in TikTok’s first business funding competition and victories in both the London School of Economics pitch competition and the InDrinks Catalyst Award, highlight the brand's potential. As Unconform matures, it stands as a beacon for the future of coffee drinks—one that prioritizes both flavour and function, increasingly appealing to a demographic keen on making healthier lifestyle choices.

The essence of Unconform can be viewed as a perfect response to a market ripe for innovation. Not only does it aim to satisfy the palate, but it also seeks to align with the values of a new generation of coffee drinkers who desire luxury without excess sugar and additives. As the brand continues to evolve, it promises to keep drawing in consumers seeking a refined, health-centric alternative to their caffeine fix.

In the competitive landscape of beverages, Unconform’s strategy and product offerings may just pave the way for a new coffee culture that values both taste and well-being.

### Reference Map

1. Paragraph 1: 1, 2
2. Paragraph 2: 2, 3
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5. Paragraph 5: 4, 7
6. Paragraph 6: 1, 4
7. Paragraph 7: 1, 2, 4

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://grocerytrader.co.uk/unconform-cold-brew-coffee-with-nootropics-comes-of-age/> - Please view link - unable to able to access data
2. <https://www.foodanddrinktechnology.com/news/58364/unconform-launces-three-cold-brew-coffees-with-nootropic-upsides/> - Unconform, a UK-based functional beverage brand, is expanding its cold brew coffee offerings with three new vegan drinks that incorporate nootropic ingredients. The new products include a Flat White with ashwagandha, ginkgo biloba, and vitamin B12; a Salted Caramel Latte with inulin and turmeric; and a Mocha with niacin and biotin. These beverages aim to provide wellness benefits such as improved focus, gut health, and enhanced hair, skin, and nail health. The cold brew coffee market in the UK is projected to grow from £10 million to over £29 million by 2027, positioning these products as a sophisticated alternative to traditional energy drinks and sugary iced coffees. Unconform's founder, Yusuf Amanullah, highlights the brand's commitment to combining great taste with functional benefits, catering to health-conscious consumers seeking a more refined coffee experience.
3. <https://www.industryintel.com/news/unconform-launches-functional-vegan-rtd-cold-brew-coffee-range-in-united-kingdom-beverages-combine-oat-milk-with-arabica-beans-and-nootropics-for-wellness-benefits-170040625392> - Unconform, a UK-based functional beverage brand, is introducing three new vegan ready-to-drink (RTD) cold brew coffee beverages that blend oat milk with Arabica beans and nootropic ingredients. The offerings include a Flat White with ashwagandha, ginkgo biloba, and vitamin B12; a Salted Caramel Latte with inulin and turmeric; and a Mocha with niacin and biotin. These products are designed to provide wellness benefits such as improved focus, gut health, and enhanced hair, skin, and nail health. The cold brew coffee market in the UK is experiencing significant growth, with projections indicating an increase from £10 million to over £29 million by 2027. Unconform's founder, Yusuf Amanullah, emphasizes the brand's dedication to creating oat milk coffee beverages that offer authentic wellness benefits, catering to consumers seeking a healthier alternative to traditional energy drinks and sugary iced coffees.
4. <https://www.theplantbasemag.com/news/unconform-introduces-functional-vegan-rtd-cold-brew-coffee-range> - Unconform, a UK-based functional beverage brand, is launching three new vegan ready-to-drink (RTD) cold brew coffee beverages that combine oat milk with Arabica beans and nootropic ingredients. The product lineup includes a Flat White with ashwagandha, ginkgo biloba, and vitamin B12; a Salted Caramel Latte with inulin and turmeric; and a Mocha with niacin and biotin. These beverages are formulated to offer wellness benefits such as improved focus, gut health, and enhanced hair, skin, and nail health. The cold brew coffee market in the UK is projected to grow from £10 million to over £29 million by 2027, positioning these products as a sophisticated alternative to traditional energy drinks and sugary iced coffees. Unconform's founder, Yusuf Amanullah, highlights the brand's commitment to combining great taste with functional benefits, catering to health-conscious consumers seeking a more refined coffee experience.
5. <https://www.healthline.com/nutrition/nitro-coffee> - Nitro coffee, a type of cold brew coffee infused with nitrogen gas, offers a smoother and sweeter taste compared to regular coffee. The nitrogen infusion enhances the texture and mouthfeel, reducing the need for added sugars. Cold brew coffee, including nitro varieties, is known for its higher antioxidant content, which may help prevent cell damage and reduce the risk of chronic illnesses. Additionally, nitro coffee shares similar health benefits with regular coffee, such as improved mood, focus, and a reduced risk of certain diseases. The unique preparation method of nitro coffee provides a distinct flavor profile that appeals to consumers seeking a different coffee experience.
6. <https://www.healthline.com/nutrition/cold-brew-coffee-benefits> - Cold brew coffee is made by steeping coffee grounds in cold water for an extended period, resulting in a smoother and less acidic beverage compared to traditional hot-brewed coffee. It contains antioxidants that help prevent cell damage and may reduce the risk of chronic illnesses. Cold brew coffee also provides a caffeine boost, which can enhance alertness and focus. Additionally, it has been associated with a lower risk of depression, extended longevity, and a reduced risk of type 2 diabetes. The unique brewing process of cold brew coffee offers a distinct flavor profile that appeals to consumers seeking a different coffee experience.
7. <https://www.londondaily.news/impact-coffee-harnessing-the-wellbeing-benefits-of-nootropics-in-a-can/> - Impact Coffee, a UK-based brand, offers a health-conscious alternative to traditional coffee by infusing oat-based cold brew lattes with nootropic ingredients. The product combines ashwagandha, ginkgo biloba, and vitamin B-12 to provide energy, stress relief, and improved concentration. The brand was launched by Yusuf Amanullah, who sought a healthier coffee option after experiencing negative side effects from excessive caffeine consumption. Impact Coffee aims to offer a functional beverage that supports cognitive performance and overall well-being, catering to consumers interested in the benefits of nootropics in their daily routine.