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BACKGROUND



“After summiting a mountain in Alaska, our founders realized life is too big to dream small. They started a coffee shop with a mission to serve exceptional coffee that inspires even greater experiences”

PRODUCT

Coffeehouses



Grocery stores

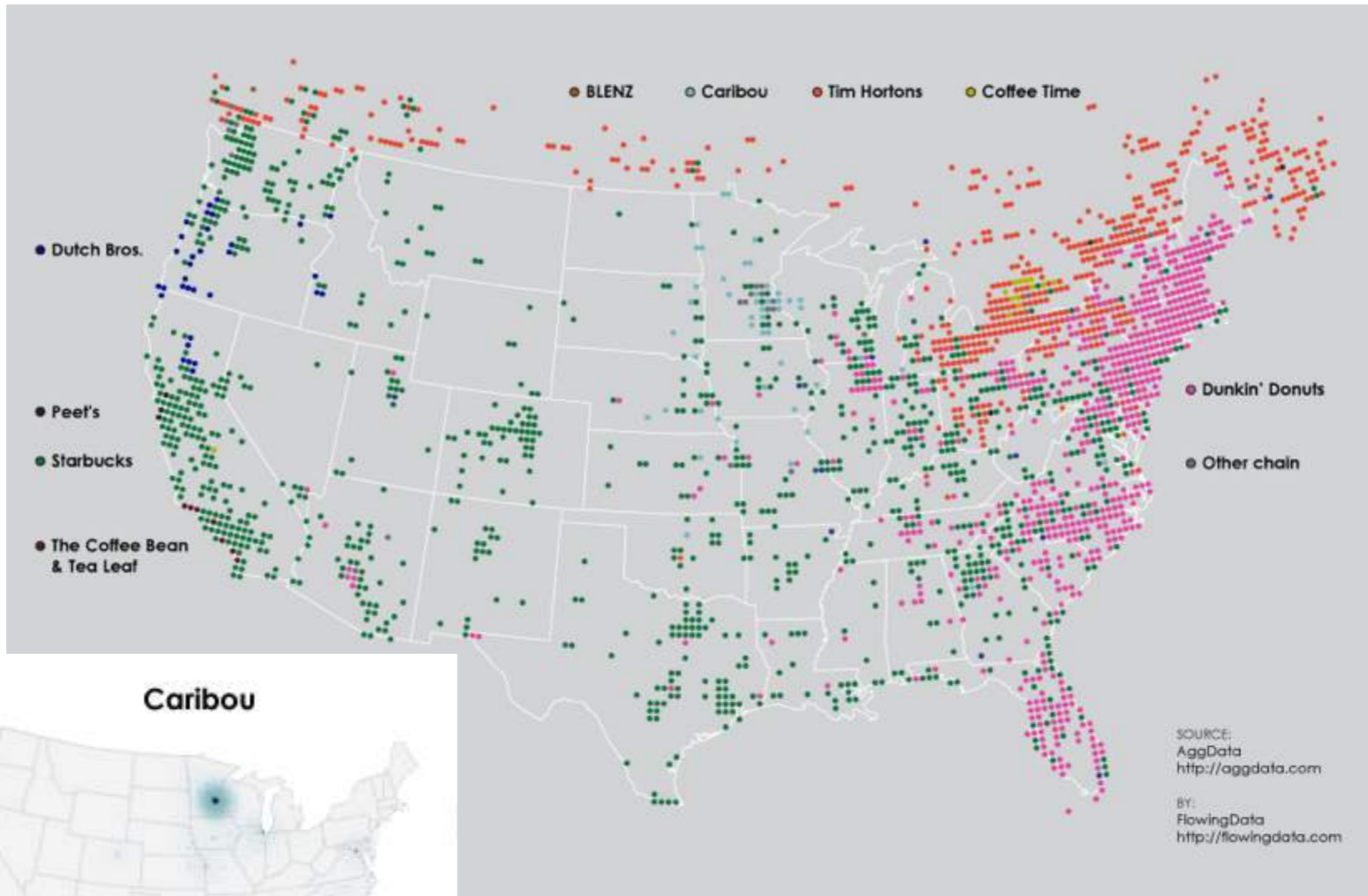


DO GOOD



First major coffeehouse to serve
100% Rainforest Alliance
certified coffee and espresso

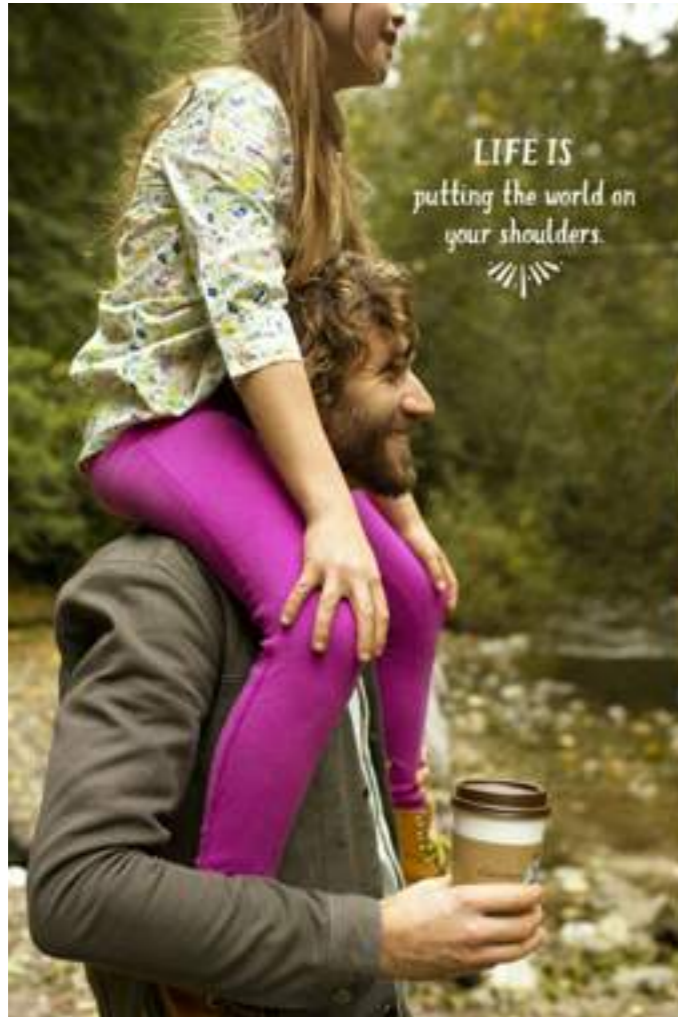
LOCATIONS



IN-STORE EXPERIENCE



LIFE IS SHORT, STAY AWAKE FOR IT

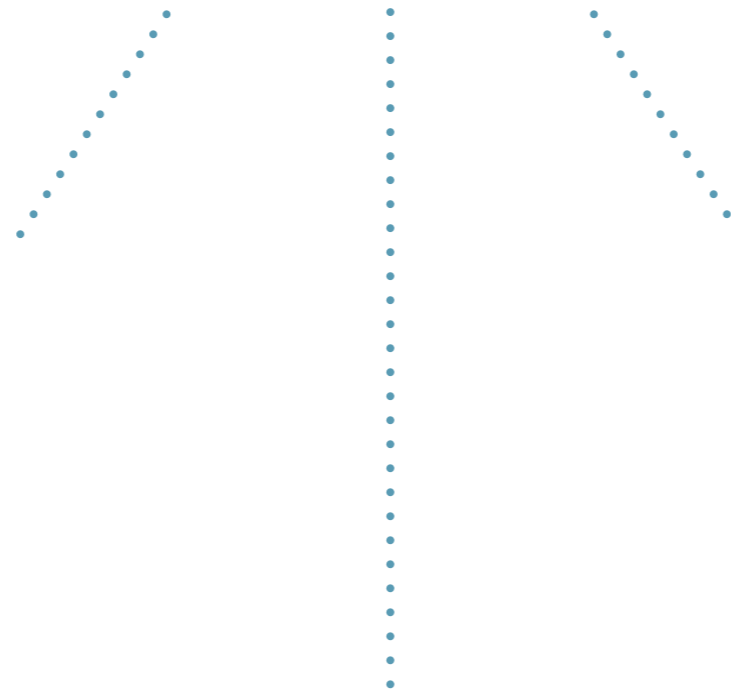


In store



LIFE IS SHORT, STAY AWAKE FOR IT

Out of home



vimeo link



TARGET AUDIENCE



20 - 45 year old adventurous
professionals



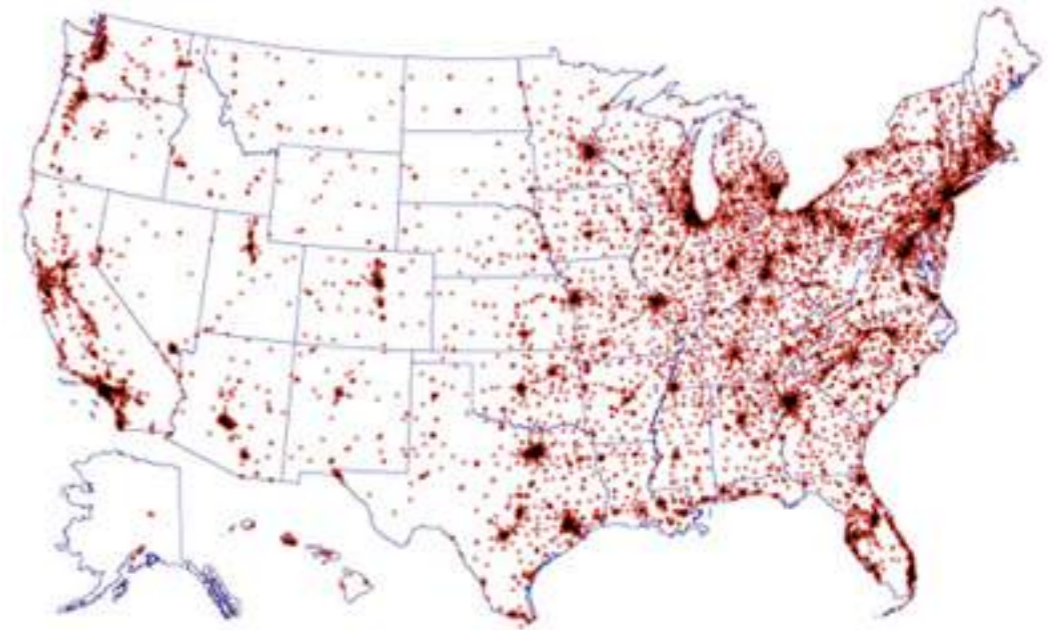
Starbucks



“Inspire and nurture the human spirit - one person,
one cup and one neighborhood at a time”



<http://www.ispot.tv/ad/7gYj/starbucks-barista-promise>



“Be our customers favorite place to eat and drink”

I'M LOVIN' IT

<http://www.ispot.tv/ad/7SNB/mcdonalds-mccafe-coffee-free>

<http://www.ispot.tv/ad/71N3/mcdonalds-mccafe-coffee-mornings>





“We are passionate about offering our guests delicious products they will enjoy, giving them plenty of menu options and providing accurate nutrition information so they can make the best choices for themselves”

AMERICA RUNS ON DUNKIN'



<http://www.ispot.tv/ad/7gtA/dunkin-donuts-free-coffee>

<https://www.youtube.com/watch?v=OKoVekBEE5I>

Experience



Regional

National



Convenience

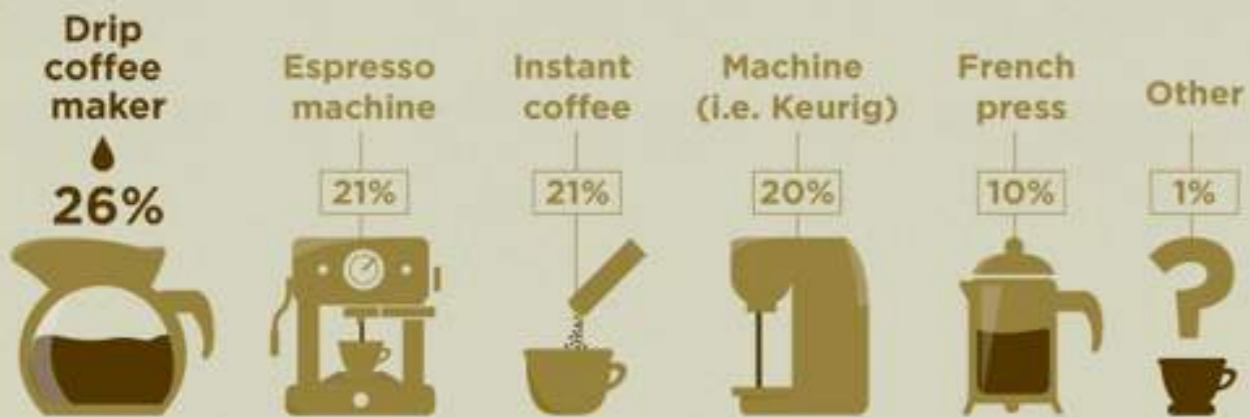
How often do you drink coffee?



Where do you get your coffee?



How do you make your coffee?



46% OF COFFEE DRINKERS visit coffee shops more than 3x per wk.

58% buy a pastry with their coffees

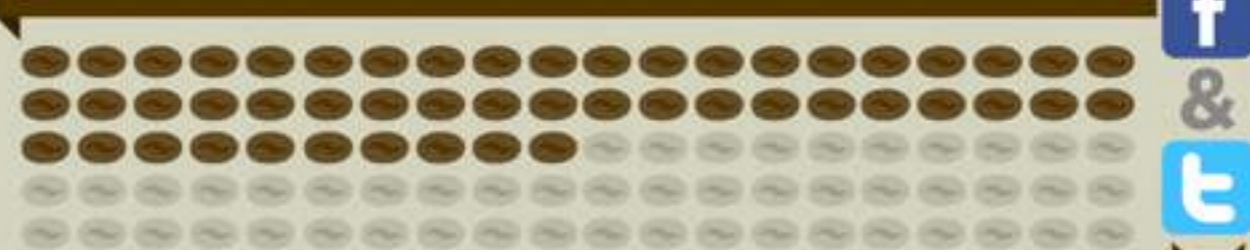
Most important factors in deciding which coffee shop to go to:



Out of all the coffee drinkers we surveyed...



50% of coffee drinkers follow their favorite coffee brands on



But why?



The background of the entire image is a dense, close-up photograph of dark brown, roasted coffee beans. The beans are scattered across the frame, showing their characteristic oval shape and central crease. The lighting is slightly uneven, creating subtle gradients of brown and highlighting the texture of the bean surfaces.

INDUSTRY FUTURE

Third-wave coffee

Rise of independent coffee shops

“Green” coffee

Growth of single-cup in home brewing

THANK YOU.