

# Starbucks Secret Recipe Book

## Visual Brainstorming



## Research

<http://smallbusiness.chron.com/starbucks-target-audience-10553.html>

*Starbuck's Customers- Who Makes Up Starbucks's Market/Would Want the Recipes?*

- “Starbucks’ primary target market is men and women aged 25 to 40. They account for almost half (49 percent) of its total business. Starbucks’ appeal to this consumer age group through hip, contemporary design that is consistent in its advertising and decor, and working to keep its products current as status symbols. Customers tend to be urbanites with relatively high income, professional careers and a focus on social welfare.”
- “Young adults, aged 18 to 24, total 40 percent of Starbucks’ sales. Starbucks positions itself as a place college students can hang out, study, write term papers and meet people. Starbucks appeals to this consumer directly through introducing technology as soon as it comes available, focusing on social networking and actively cultivating a “cool” image.”
- “Kids and teens are also a large part of Starbucks’ target audience. Together, customers age 13 to 17 account for just 2 percent of Starbucks’ sales, but most items for kids are purchased by the parents.” ... “Starbucks may not cater directly to kids (and risk criticism about the high calorie and caffeine content of some of its drinks) but it does make its products kid-friendly, offering special child sizes for instance.”
- “Specialty coffee drinks account for around 75 percent of Starbucks’ sales”

[https://www.etsy.com/listing/122719621/starbucks-recipes-make-starbucks-drinks?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=shopping\\_us\\_e-books\\_movies\\_and\\_music-books-zines\\_and\\_magazines&utm\\_custom1=943cec31-9069-4b65-b7a5-5c3ce4dfac4f&gclid=CMGvzb\\_G2NACFRCRaQodVNsd2Q](https://www.etsy.com/listing/122719621/starbucks-recipes-make-starbucks-drinks?utm_source=google&utm_medium=cpc&utm_campaign=shopping_us_e-books_movies_and_music-books-zines_and_magazines&utm_custom1=943cec31-9069-4b65-b7a5-5c3ce4dfac4f&gclid=CMGvzb_G2NACFRCRaQodVNsd2Q)

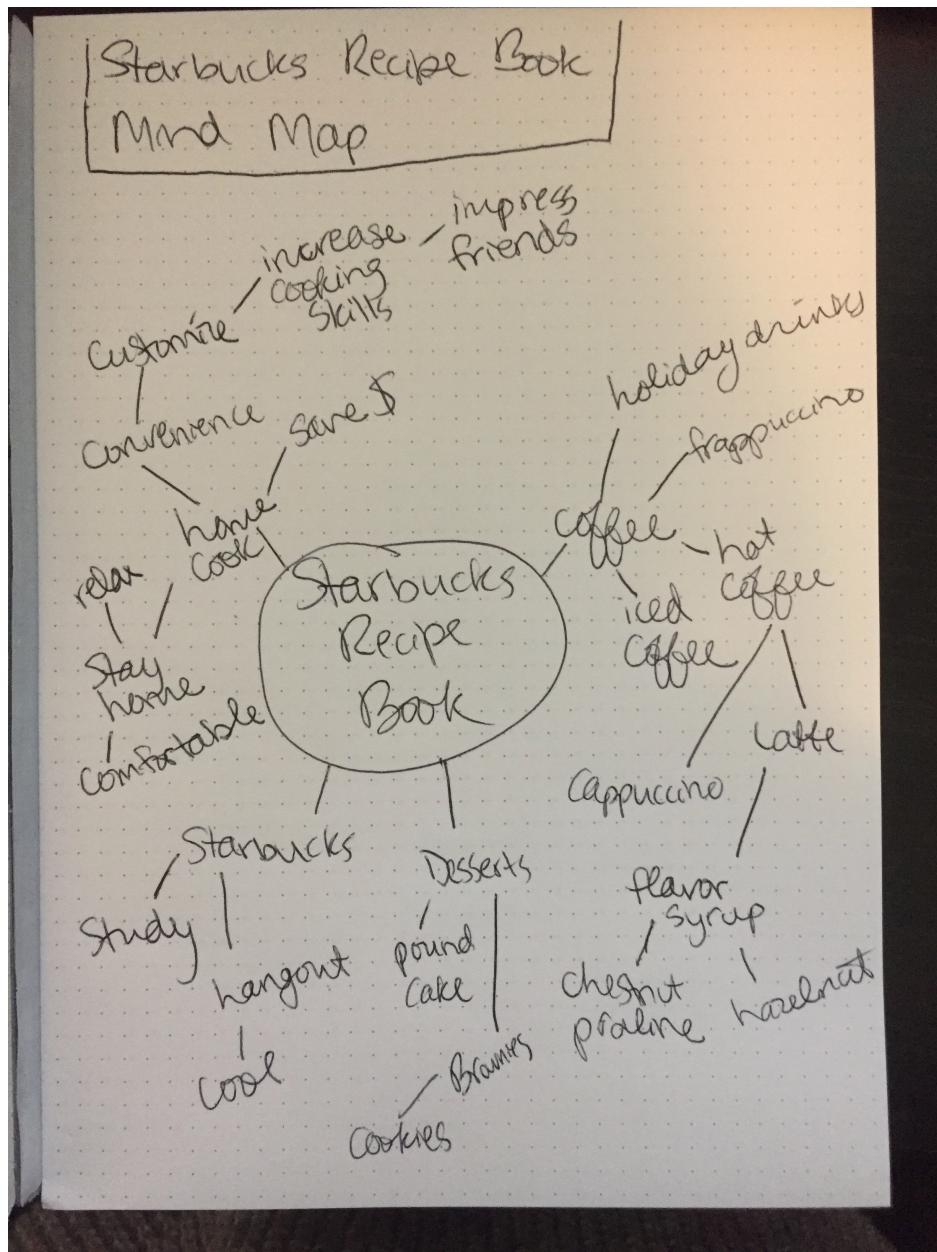
*Original Seller on Etsy*

- “For anyone who has the same love for Starbucks, or just wants to save money on their usual Starbucks drinks, this book is for you. This book is filled with tons of Starbuck’s recipes. With pages of beverage recipes, pastry and coffee desserts, and even the sauces, this collection is remarkable. From Starbuck’s Mocha Coconut Frappuccino to the Marble Pound Cake, you can make it all at home. Why spends 100’s of dollars a month when you can spend a few bucks a year making Starbuck’s for yourself. Have a party at your house and make Starbuck’s for everyone, crazy thought huh?”
- Some of the included recipes:
- Beverage Recipes
  - Starbucks Frappuccino
  - Starbucks Chai Tea
  - Starbucks Java Float
  - Starbucks Mocha Coconut Frappuccino
  - Starbucks Frappuccino
  - Starbucks Frozen Frappuccino
  - Starbucks Frappuccino II
  - Starbucks Peppermint Mocha
  - Starbucks Gingerbread Latte for Two
  - Starbucks Iced Constantine Coffee
  - Starbucks Vanilla Iced Coffee
  - Starbucks Double Chocolate Chip Creme Frappuccino
  - Starbucks Caramel Macchiato

- Starbucks Iced Caramel Macchiato
- Starbucks White Chocolate Mocha
- Starbucks Caramel Apple Cider
- Starbucks Simple One Cup Chai
- Starbucks Mocha Slush
- Starbucks Eggnog Latte
- Starbucks Spiced Holiday Coffee
- Starbucks Minty Hot Mocha
- Starbucks Harvest Coffee Cider
- Starbucks Frozen Cappuccino #1
- Starbucks Frozen Cappuccino #2
- Starbucks Coffee Banana Smoothie
- Starbucks Mocha Java
- Starbucks Iced Espresso
- Starbucks Mocha Mudslide
- Starbucks Caramelized Espresso Frappe
- Starbucks Hot Mocha
- Pastry Recipes and Coffee Desserts:
  - Starbucks Almond Biscotti
  - Starbucks Chocolate Fudge Squares with Mocha Glaze
  - Starbucks Date Scones
  - Starbucks Cranberry Bliss Bars
  - Starbucks Orange Oatmeal Flat Scones
  - Starbucks Scottish Oat Scones
  - Starbucks Italian Date Thumbprints
  - Starbucks Maple Oat Scones
  - Starbucks Marble Pound Cake
  - Starbucks Peanut Butter Cookies
  - Starbucks Old Fashioned Coffee Cake
  - Starbucks Mocha Crumb Cake
  - Starbucks Strawberry White Chocolate Dessert
  - Starbucks Coffee Italian Ices
  - Starbucks Coffee Cheesecake
  - Starbucks Gingersnap Scones with Expresso Glaze
  - Starbucks Mocha Brownies with Fresh Raspberries
  - Starbucks Coffee Coffeecake
  - Starbucks Chocolate Cappuccino Mousse
  - Starbucks Chocolate-Banana Trifle
  - Starbucks Irish Cream Italian Expresso French Custard
  - Starbucks Chocolate Expresso Pudding
  - Starbucks Cappuccino-Chocolate Coffee Cake
  - Starbucks Frozen Mud Pie Sandwiches
  - Starbucks Mocha-Caramel Tree Cookies
  - Starbucks Kahlua-Fudge Sauce
  - Starbucks Mocha-Vanilla Sauce
  - Starbucks ChocoMocha Tofu Frosting
  - Starbucks Fruit with Mocha Fondue
  - Starbucks Rum-Sauced Bananas

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## Mind Map

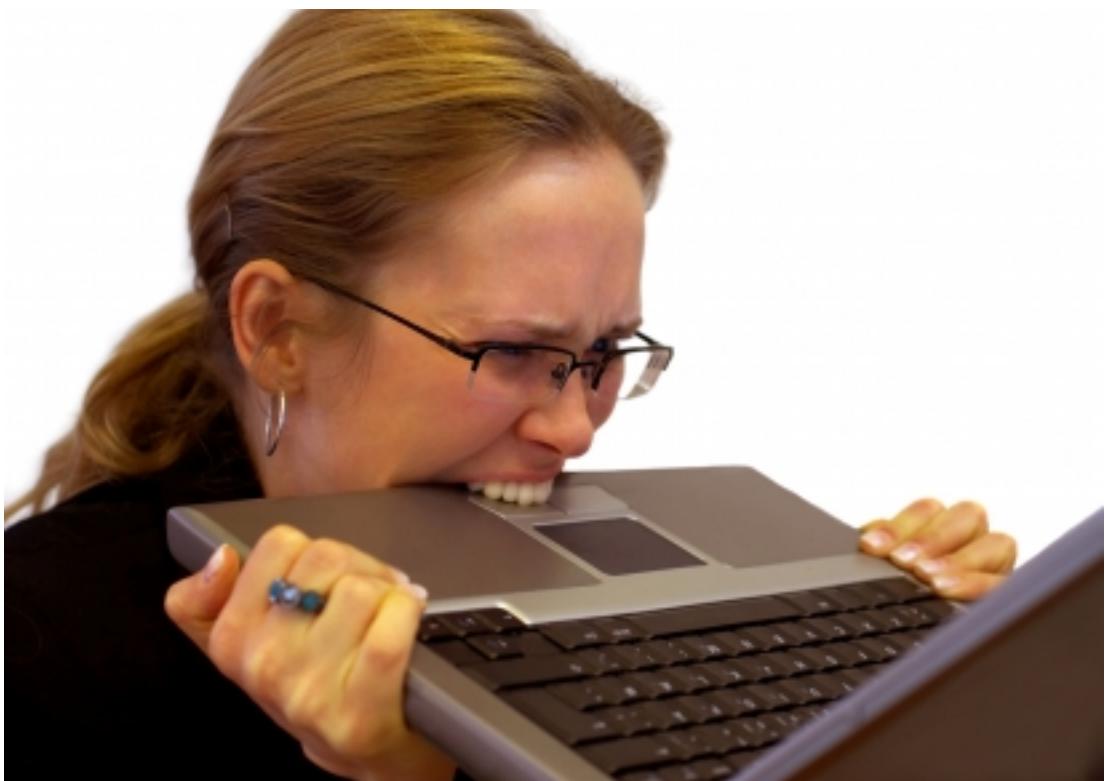


Pictures for Website











## Content For Site

- Title: Starbucks Secret Recipes Book with picture of book
- Intro About:
  - Have you ever craved Starbs but couldn't satisfy yourself because you're broke? Have you ever gotten a waft of a chestnut praline latte in the air as you study at Starbucks, but had to resist getting your fifth coffee of the day so you wouldn't have to explain to your parents why you spent \$30 on Starbucks in one day again? Well I have the solution for you! The Starbucks Secret Recipes book! For just \$10, you can replicate over 60 Starbucks drinks and desserts for a fraction of the cost!
- Filled with over 60 drink and dessert recipes!
- price tag
- WOW icon
- This book will save the average user approximately \$2,000 annually! That's nearly \$160,000 if you live to be 100!
- Pictures of drinks you can make
- Reviews: See what others have said about the Starbucks Secret Recipe Book!
  - "The Starbucks Secret Recipes book is BAE! I literally can't even imagine going back to life without it!" -Maddie from Minnesota
  - "This book saved my marriage! Whenever my wife gets mad, she wants Starbs immediately to make her feel better. As you can imagine, this has been quite an expense in our marriage. That is, until I bought the Starbucks Secret Recipe Book! Now I just make her whatever drink she wants right in my kitchen, put it in a Starbucks cup I keep washing and reusing, and she hasn't been able to tell the difference!" -Steve from Indiana
- Actual pictures of people before and after buying the Starbucks Secret Recipes book

## Wireframes

