

Exploration of New Ideas

Tropicana Slim

Sugar Free

Cold Brew Coffee??





Google Trends

Keyword: **cold brew** | Location: **Indonesia** | Time range: **2018-2021**



Interest over time (2018-2021)



Terdapat peak trend pencarian 'cold brew' pada range 27 Mar – 29 Mei 2021

Interest by subregion (2018-2021)



Subregion	Interest
1 Special Region of Yogyakarta	100
2 Banten	95
3 Special Capital Region of Jakarta	89
4 Bali	78
5 West Java	71

Keyword 'cold brew' banyak dicari di lokasi diatas pada 2018-2021

Top related search keywords (2018-2021)

1 cold brew coffee	100
2 cold brew kopi	78
3 cold brew adalah	47
4 cold brew starbucks	35
5 cold brew bts	31



4. Cold brew starbucks



Honey Almondmilk Cold Brew



Salted Caramel Cream Cold Brew



Starbucks Reserve Cold Brew



Starbucks Cold Brew Coffee

Juni 2019, Starbucks mengeluarkan menu Cold Brew & Nitro Cold Brew dengan harga +- **Rp41.000 per cup**



5. Cold brew BTS

Paldo Bts Cold Brew Americano 270MI

Rp 29.600
Rp 25.800

Paldo BTS Cold Brew Americano BTS Coffee adalah minuman kopi siap diminum yg dikemas dalam botol kekinian dengan rasa americano yg terbuat dari biji kopi pilihan dari Ethiopia & Rwanda. Paldo Cold Brew edisi BTS special edition berasal dari korea dan cocok diminum untuk semua kalangan khususnya milenial dan fans BTS Kpop

Global food company dari Korea, **Paldo** membuat produk Cold Brew Coffee RTD yang dijual di Indomaret dengan harga Rp25.800 per serving

Exploration of New Ideas: Sugar Free Cold Brew Coffee



F&B Local Business

Keyword: cold brew
Location: Alam Sutera

← Restos that have cold brew

cold brew

Cancel



Gindaco, Alam Sutera

★★★★ · Snacks, Japanese, Fast food

1.5 km Delivery in 26 min

Up to 33k discount

1 dish found



Espacio Coffee, Living World Alam...

★★★★ · Coffee, Snacks, Beverages

1.5 km Delivery in 22 min

Up to 33k discount

3 dishes found



Starbucks, Flavour Bliss

★★★★ · Coffee

1.7 km Delivery in 19 min

Up to 70k discount

See more outlets

2 dishes found

- Cold Brew Matcha
10.000
- Cold Brew Americano
Cookies / Croissant
35.000 50.000
- Cold Brew Latte & Cold Brew Americano
50.000 74.000
- Cold Brew
41.000
- Vanilla Sweet Cream Cold Brew
47.000



Yeemcha, Serpong

★★★★ · Beverages

2.2 km Delivery in 28 min

Up to 10k delivery discount

8 dishes found



Your order might be delayed

Kedai Kopi Papuarocks, The Flavo...

★★★★ · Coffee

1.8 km Delivery in 25 min

Up to 38k discount

4 dishes found



Lewi's Organics Factory

Rice, Coffee, Western

2.9 km Delivery in 33 min

Up to 8k delivery discount

2 dishes found

- Rose White Tea - Cold-Brewed White Tea wit...
45.000
- Cold Chrysant Tea - Cold Brew Chrysanth...
22.000
- Es Kopi Susu Dari Cold Brew Coffee
16.000 20.000
- Cold Brew Latte Original
20.000
- Cold Brew Bottle 500ml
70.000
- Cold Brew
45.000

Banyak food & beverages local business yang telah menjual produk **cold brew**, berupa kopi atau teh. Untuk menu **cold brew coffee**, variannya didominasi Americano (coffee only) dan Latte (+susu)



The Oldies One



2005 – Lipton Cold Brew Tea

Teh celup dengan air dingin



2010 – Starbucks Ready Brew Iced Coffee

Kopi dalam sachet yang bisa diseduh air dingin

TREND IN 2020
Nitro Cold Brew



Produk cold brew coffee lebih banyak tersedia dalam bentuk Ready to Drink



2021 – Gold Choice Cold Brew Sensation Dual-Freeze Instant Coffee



2021 – Maxwell Peach Cold Brew Freeze Dried Coffee



2018 – Lotte Cold Brew Cake Pie
Snack dengan rasa cold brew coffee

Trend yang berjalan seiring waktu: Powderized → Ready to Drink → Freeze Dried

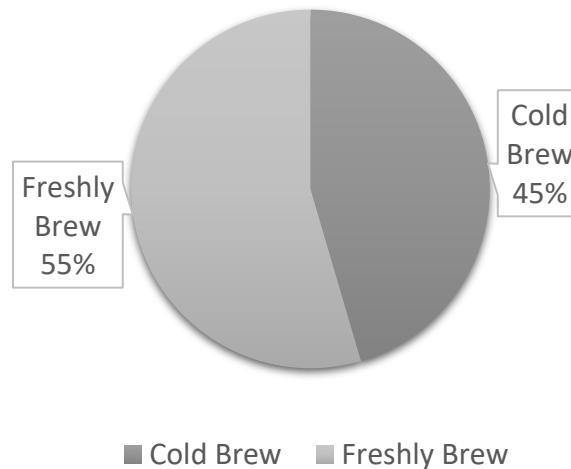


Survey Pengguna Instagram

Pertanyaan: *Lebih suka Cold Brew Coffee / Freshly Brewed Coffee?*



Lebih Suka Cold Brew / Freshly Brew Coffee



Cold Brew	Freshly Brew
15	18

n = 33, survey conducted on 10-11 July 2021

Mengapa lebih suka Cold Brew Coffee?

Alasan lebih suka cold brew coffee

- “Kalo nggak salah lebih aman di lambung”

Produk Cold Brew Coffee memiliki penggemar yang sama banyaknya dengan freshly brewed coffee.

Cold Brew Coffee memiliki kemungkinan untuk dipersepsikan sebagai kopi yang lebih aman di lambung.



Benchmark Cold Brew Coffee di Market Indonesia



Lemonilo Cold Brew Coffee
Rp16.500 – 70gr (8 serving)
Rp2062/serving
Online & RKA



Otten Gayo Cold Brew Filtered Bag
Rp78.000 – 4 sachet @26gr
Rp19500/serving
Online



Paldo Cold Brew Americano
Rp25.800 – 270mL
Rp25800/serving
Indomaret



Gambino Cold Brew Latte
Rp36.500 – 250mL
Rp36500/serving
Kota Kasablanka, RKA H1



Minor Figure Cold Brew
Rp42.500 – 250mL
Rp42500/serving
Imported

Untuk Tropicana Slim Cold Brew Coffee, format yang menarik adalah Instant Powder seperti Lemonilo / RTD Tetraprism seperti Minor Figure

Instant Powder	Ready to Drink Tetraprism
<ul style="list-style-type: none">✓ Behaviour customer sudah terbentuk dengan powderized✓ Harga bisa lebih murah, namun harus bersaing dengan Lemonilo✓ Melengkapi line existing product Tropicana Slim Coffee	<ul style="list-style-type: none">✓ RTD harus menghadapi problem volume untuk jual di ecomm✓ Harga bisa lebih mahal dibandingkan Instant Powder✓ Belum ada produk cold brew coffee lokal dalam bentuk Tetraprism



Unique Selling Point Product Cold Brew Coffee

Rasa apa yang disukai konsumen untuk produk Cold Brew Coffee?

Menurut Heather et al. (2020),
Disukai: Cocoa, caramel/ molasses, sweet taste
Kurang disukai: silky mouthfeel, beany, fruity,
and woody/twig flavors and sour taste



Almond Milk Cold Brew Coffee

In depth Questionnaire Peminum Kopi Cold Brew

Suggestion	Remarks
Cold Brew Lemon Lime	Rasa asam menetralkan pahitnya kopi. Cold brew diminum dingin, memberikan sensasi fresh/segar. Light and fresh.
Fruity Cold Brew	Reduce the acidity, more fruity flavor
Lighter Taste Cold Brew	
Less Acid & Less Bitter + Cold Coffee	
Cold Brew Vanilla Sweet Cream	
Smoother Taste Cold Brew Coffee	
Fruity Note and Less Acidic	
Lime Citrus Cold Brew	

Characteristics:

- Lighter coffee taste & texture
- Less Acidity & Less Bitter
- Fruity notes
- Fresh & smooth body



Lemon Lime Cold Brew (Citrus Series)



Thank you

