

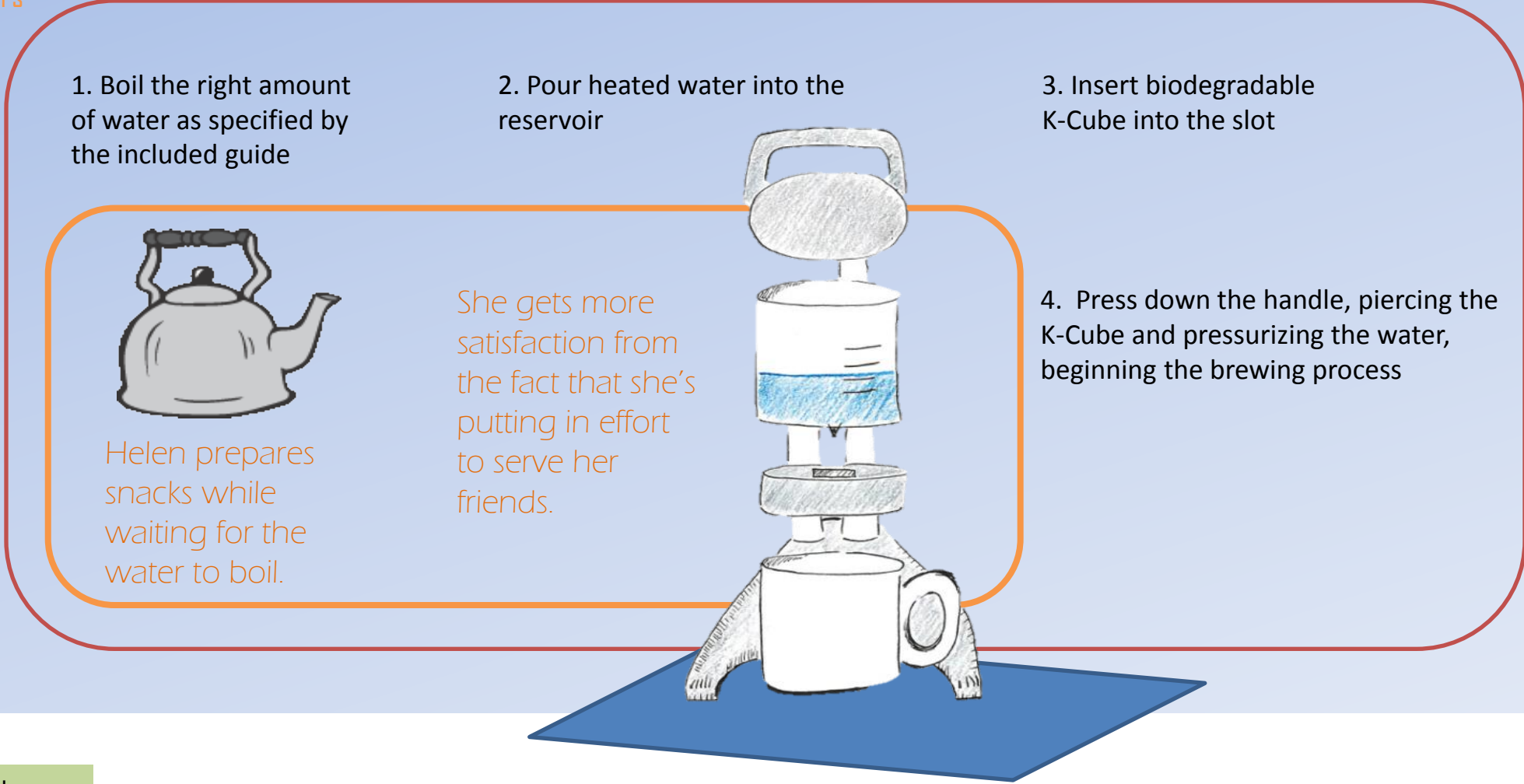
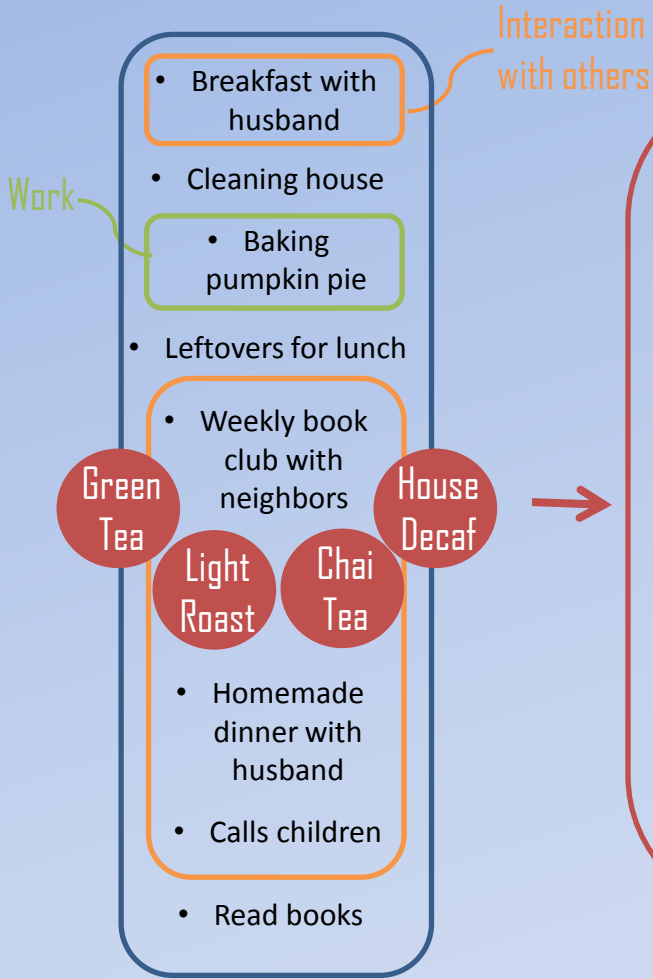
# Keurig *Simplicity*

Current Keurig brewers use integrated circuits and complex mechanical systems to perform simple tasks. Coupling human dexterity with the cleanliness of K-cups, the Keurig *Simplicity* preserves the convenient coffee experience while reducing a cup's impact by **144%** over an infrequently used Keurig B70.

Most Appealing To:  
*Hospitable Helen*



- Perfect in social atmospheres
- Cheaper sticker price validates infrequent use
- Increased user input no concern for slower lifestyle



## Key Features

Beverage variety		Welcoming Atmosphere		Sustainability
Companies connected with Keurig make K-Cubes, offering coffee, tea, and cocoa		Simple operation eliminates learning curve while use of external water boiler facilitates groups of drinkers		No electronics or unneeded plastics reduces raw materials, manufacturing, and shipping impacts.
Consistency	Reliability	Simple operation	Fresh Taste	
K-Cube brewing system	No fragile or complex mechanisms	Maintains one-handed operation	K-Cube oxygen barrier prevents staleness	

