

- Cafe
- Bar
- Food

1234 Ocean Street, San Luis
Obispo CA 93405



Drip is an Italian-influenced cafe, cocktail bar, restaurant, and live music venue all in one. They are a small business with only one location in San Luis Obispo, California. Drip offers high quality coffee and food during the day and transforms into a happening wine and cocktail bar with live music at night. Drip embodies Italian culture through its obsession with coffee, wine, cocktails, and food, along with its family-style, friendly ambiance. The aesthetic of Drip combines old, rustic Italy with a chic, contemporary feel.

Drip's audience consists mostly of college students and young professionals ranging from 18-30 years of age and are located in San Luis Obispo. The audience consists of both males and females, but draws the attention of slightly more females.

They also have a decent amount of disposable income and can splurge a little on dining out. Drip provides customers with a space where they can study, work, socialize, eat, drink, and enjoy themselves. Drip's audience values quality food/drink and connection. Drip embodies the Italian philosophy "La Bella Figura," which means "The Beautiful Figure". La Bella Figura is all about making lasting, meaningful impressions, which Drip aims to instill in each of its customers.

