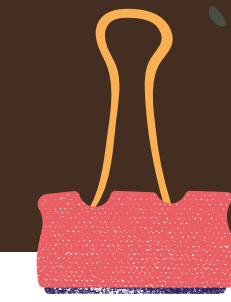


Cofiká

Handcrafted & Brewed



Did you know?



CoFikà = coffee + fikà

Fika /fee-ka/ - a Swedish term for
“coffee break”
- to have a coffee with
pastry



“Overly
attached to
coffee!

- SLOGAN -

PRODUCTS & PACKAGING



Bottled Coffee

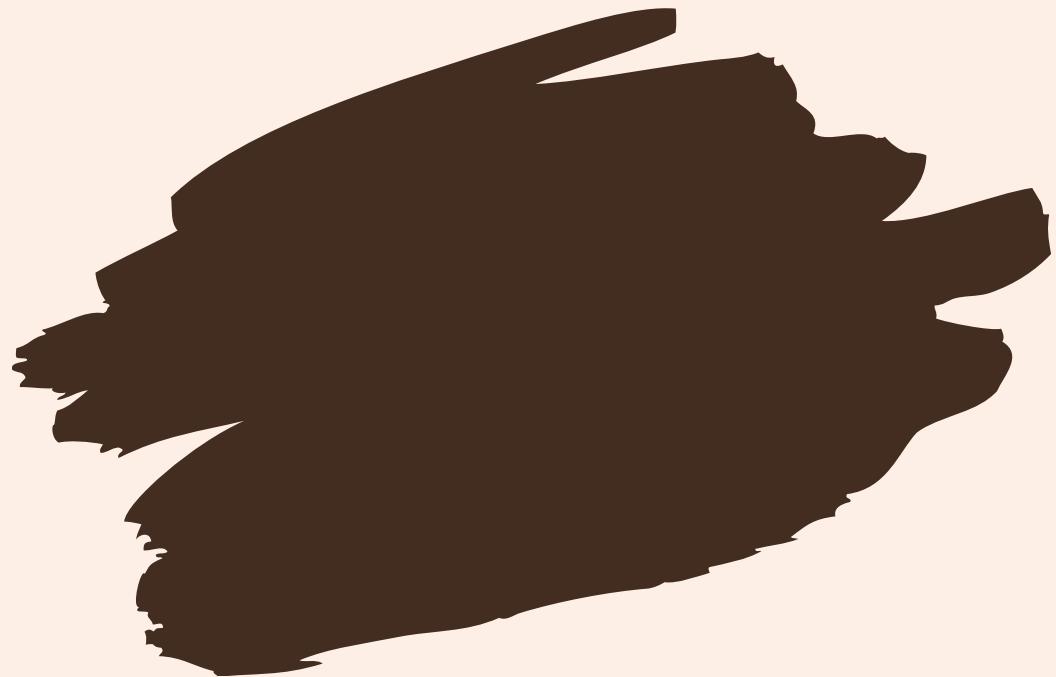


Daily Dose Series
(Cold Brew, Latte, Matcha)



Sticker Packaging

BRAND COLORS



MARKETING & BRANDING



MODE OF PAYMENT/S:

- Gcash
- Paymaya
- BPI Bank Transfer
- BDO (?)

DELIVERY OPTIONS:

- Grab Express
- Lalamove
- Mr. Speedy

PRICE RANGE:

Bottled Coffee/s: 90.00php - 120.00php

Daily Dose Series (1L/1.5L): 300.00php - 350.00php

PRODUCT NAMES:

It will be inspired iwth the famouse or most-watched Netflix series, movies or even Kdramas!

- The Caramel from Nowhere (The Girl from nowhere)
- How I Met Your Mocha (HIMYM)
- L.A.T.T.E. (F.R.I.E.N.D.S)
- Matcha's Anatomy (Grey's Anatomy)
- What's Wrong with Your White Mocha (Kdrama)

PRODUCT PROMOTION:

- can be done 2x a month
- we can use famous movie and song releases of well-known artists for the promotion (i.e. movie launch, album launch, etc)

HOW TO MAKE COLD BREW?



Starbucks

Brewing time: 14 hours
Shelf-life: 5 days (refrigerated)



Seattle's Best Coffee

Brewing time: 8 hours
Shelf-life: 8 days (refrigerated)

Benefits of Cold Brew



Boosts your metabolism

The caffeine in cold brew coffee can increase how many calories you burn at rest. This may make it easier to lose or maintain weight.

May reduce acid reflux

Cold brew coffee is only slightly less acidic than hot coffee but contains compounds that may protect your stomach from this acidity. As such, it may cause fewer unpleasant digestive and acid reflux symptoms than hot coffee.

May lift up your mood

Drinking cold brew coffee may boost your mood, reduce your risk of depression, and improve brain function.

THANK YOU!