**COLD BREW**

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|  | **STARBUCKS** | **SEATTLE’S BEST COFFEE** | **OTHERS** |
| **BREWING TIME** | 14 hours | 8 hours | 12-24 hours |
| **SHELF LIFE** | 5 days (refrigerated) | 7 day (refrigerated) | 2 weeks (refrigerated) |

**FACTS:**

* This method makes the drink less bitter than hot coffee.

**BENEFITS:**

* 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 lift up your mood - Drinking cold brew coffee may boost your mood, reduce your risk of depression, and improve brain function.
* May lower your risk of heart disease - Regularly drinking cold brew coffee may improve your heart health. However, caffeine should be limited or avoided if you have uncontrolled high blood pressure.
* 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.
* The concentrate is incredibly strong on its own. In fact, undiluted, it provides about 200 mg of caffeine per cup.
* Cold brew and hot coffee contain similar amounts of caffeine. However, if you drank cold brew coffee concentrate without diluting it, it would provide about twice the caffeine.

**SOURCES:**

* [Cold Brew Coffee Benefits – BottleStore.com Blog](https://blog.bottlestore.com/health-benefits-of-cold-brew-coffee/)
* [9 Impressive Benefits of Cold Brew Coffee (Plus How to Make It) (healthline.com)](https://www.healthline.com/nutrition/cold-brew-coffee-benefits#TOC_TITLE_HDR_3)

**SWOT ANALYSIS:**

|  |  |
| --- | --- |
| **STRENGTHS** | * We are all experienced baristas |
| **WEAKNESS** | * Availability of business owners (some of us has work) |
| **OPPORTUNITY** | * Pandemic since everything is marketable online * Online deliveries has high profitability |
| **THREATS** |  |

**ABOUT THE COMPANY/BUSINESS:**

* To showcase quality coffee parallel to your palette’s expectations
* To be eco-friendly as much as possible
* To help coffee farmers promote local beans
* Fika – It is a Swedish well-known tradition that we want to impart to Filipino coffee enthusiasts

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**MISSION**

**VISION**

**PACKAGING:**

* Glass Bottles:
  + <https://b2bpackagingservices.com/collections/arriving>

**PRODUCT NAMES:**

* Scandinavian Countries - Norway, Sweden, Denmark, Iceland, Finland
* Famous landmarks – Tokyo, Denmark, Berlin, Osaka, Moscow
* 1st product launch
  + Filipino unfamiliar terms – paraluman, magiting…
  + Filipino colors - <https://filipiknow.net/filipino-color-names/>
    - Rosas, lungti, rosas, lila
  + Islands in the Philippines

**TO RESEARCH:**

* FDA approval foods

**COLD BREW SERIES**: \*counted as main products

* Bean preference: Caramel and Mt. Apo

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| --- | --- | --- |
| **PRODUCT NAME** | **TYPE OF COFFEE** | **INGREDIENTS** |
|  | CB | CB + water |
|  | CB White Mocha | CB concentrate + WM + splash of milk |
|  | CB Mocha | CB concentrate + MO + splash of milk |
|  | CB Caramel | CB concentrate + C + splash of milk |
|  | CB Vanilla or French Vanilla | CB concentrate + V/FV + splash of milk |

**ESPRESSO SERIES:** \*counted as main products

* Bean preference: TBA

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| --- | --- | --- |
| **PRODUCT NAME** | **TYPE OF COFFEE** | **INGREDIENTS** |
|  | Latte | E + milk |
|  | Caramel Macchiato | E + milk + caramel sauce / caramel syrup / vanilla syrup |
|  | White Mocha | E + milk + WM |
|  | Mocha | e + milk + MO |
|  | Black & White Mocha | e + breve + WM + MO |

**MILK SERIES:** \*counted as main products

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| --- | --- | --- |
| **PRODUCT NAME** | **TYPE OF COFFEE** | **INGREDIENTS** |
|  | Matcha | GT + milk |
|  | Chocolate | MO + milk |
|  | Banana Milk | Banana syrup + milk |

**PROMOTIONAL DRINKS:** \* for monthly promotions

|  |  |  |
| --- | --- | --- |
| **PRODUCT NAME** | **TYPE OF COFFEE** | **INGREDIENTS** |
|  | Barista drink | e + breve + WM |
|  | Cotton Candy | milk + V + Raspberry syrup |

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**TOMO’s AGENDA:**

* Coffee traveller
* Finances: EJ and Jas

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|  | **CONCENTRATED** | **W/ WATER** | **CB +V syrup** | **CB +C syrup + H20** | **CB + V syrup + splash of milk** |
| SULTAN KUDARAT DAGUMA (balanced acidity) | balanced flavor; di masaydo matapang, di masyado bland | Bland taste | X | X | X |
| BENGUET ARABICA | Matapang acidity pero medyo may after taste | X | X | X | X |
| MT. MATUTUM | Super tapang ng acidity (NO FOR US) | X | X | X | X |
| **MT. APO** | Almost the same flavor with SULTAN pero mas matapang ng onti and may after taste | Mas matapang pa rin yung acidity with caramel | Okay yung taste | Nagooverpower yung lasa ng syrup | MASARAP NA RIN |
| **CARAMEL** | strong acidity but smooth flavor | Naless ng acidity and tolerable na yung strongness ng coffee | SUPER OKAY TASTE | Lasang gamot but sabi ni Jas okay for her | MASARAP (lasang Mcdo coffee) |

**MT. APO:** WM + CB concentrate = okay lang, so-so

: WM + CB concentrate + splash of milk = GO GO SA TASTE

: MO + CB concentrate =

: MO + CB concentrate + splash of milk =

**CARAMEL BEANS:** CB concentrate +MO + with splash of milk