**Coffika**

Established 2021

**ABOUT THE FOUNDERS**

Ej Calsado(Co-owner)

* DLSU Information Systems Graduated
* Former Part time barista Starbucks

Jasmine Manalo(Co-owner)

* LPU Hospitality Management Graduate
* Former Reserve Barista
* Coffee Master

Audrey Buenaventura(Social Media Manager)

* UST Hospitality Managemnet Graduate
* Former Seattle’s best barista/Former Starbucks Barista
* Owner of “The Bento Project”

Patricia Cuatriz( Coffee Consultant)

* EAC Hospitality Management Graduate
* Former Barista Trainer Starbucks

**ABOUT THE NAME**

Coffee + **Fika(**real definition)

**Fika - swedish term of break**

Coffee + Ika = Coffee, Ikaw?(If you want a ph definition)

**Ika - Kapangpangan for “Ikaw”(kapangpangan is known for a “malambing” language)**

**ABOUT THE GOAL**

Provide quality coffee to people

Be eco-friendly

Support local farmers

**ABOUT THE PRODUCT**

Two major products = **Cold Brew** and **Espresso-based Coffee**

<https://coffee-brewing-methods.com/cold-brew/cold-brew-vs-iced-coffee/>

<http://www.differencebetween.net/object/comparisons-of-food-items/difference-between-cold-brew-and-iced-coffee/>

<https://montvillecoffee.com.au/blogs/news/consider-caffeine-the-difference-between-espresso-and-cold-brew>

**THE TARGET BUYERS**

Yuppies.

Young adults who are in college.

People who study/work late at night.

People who work from home.