



Coffee



Cabeza

Coffee With A
Conscience

The Concept

- 蹇 A coffee brand focused on traditional Latino flavors and recipes
- 蹇 Products available to represent each country in the Bean Belt
- 蹇 Gourmet products with a high-end, yet young and fresh atmosphere
- 蹇 Emphasis on environmental responsibility and fair treatment of laborers
- 蹇 Target market: millennial aged Latino-Americans
- 蹇 Brand bridges cultures and has a wide appeal



Research

The Target Market

- Latino-Americans represent 55 million people (17% of population)
- Latino-Americans have a median age of 29 years and are younger than most other racial or ethnic groups
- Average U.S. Latino household income is \$53,000; represent \$1 trillion in buying power
- Level of college degrees is low (~11%) but is rising with the increase in second-generation immigrants
- 59% of Latino-American millennials (18-29) are U.S. born and over 20% of American millennials are Latino
- Tech savvy, connected, and concerned with being influencers

Millennial Habits

- ⌚ Daily gourmet coffee consumption is highest among ages 25-29 (42%) and 18-24 (33%)
- ⌚ Daily gourmet consumption by far the highest among Latino-Americans (48%)
- ⌚ Millennials are among the most environmentally conscious and socially responsible Americans
- ⌚ Latino-Americans are the most environmentally conscious American cultural subgroup
- ⌚ Latino millennials are the highest users of social media and TV

A close-up photograph of a young Hispanic couple smiling at each other while eating a meal. The woman on the left has long dark hair and is wearing a denim vest over a patterned top. The man on the right has dark hair and is wearing a brown button-down shirt. They are seated at a table with plates of food in front of them.

"Hispanic Americans have traditionally been ahead of the curve when it comes to green thoughts and deeds and they're only getting greener with time. Today, 39% of Hispanic adults are Behavioral Greens, up from 33% in 2007. Just 32% of non-Hispanic adults are Behavioral Greens today"

- John Fetto, Experian Marketing Services

"As the Hispanic-American population grows, it's essential for the coffee industry to meet their needs by understanding how they buy, prepare and drink coffee,"

- National Coffee Association president & CEO Robert F. Nelson, 2015



S: According to NCA, daily gourmet coffee consumption is the highest among Hispanic-Americans at 48%, while daily gourmet coffee consumption was found to be highest among those between the ages of 25-29 (aka: Millenials) at 42%

O: Hispanic and millennial spending power is increasing: Latinos are on pace to wield \$1.5 trillion in buying power in 2015, a 50 percent growth over 2010's \$1 trillion, according to a Nielsen report

Global coffee consumption increase: Global coffee consumption will increase by a third to 200 million bags by 2030, according to Michael R. Neumann

W: Established coffee brands; Hispanics are very brand loyal

T: Climate changes could decrease coffee availability, raising the prices for consumers: The world is set for a coffee production deficit of 3.5 million bags in the 2015-16 season that started in October 2015, Winterthur, Switzerland-based merchant Volcafe said in August. That follows a global shortage of 6.4 million bags the prior year.

The Product



Product Background

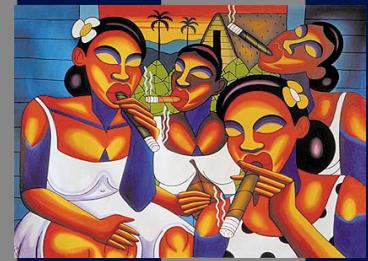
- Goal is to appeal to entire Latino consumer base, especially focusing on Mexico, Puerto Rico, and Cuba
- Over 75% of Latino Americans come from Mexico, Puerto Rico, and Cuba
- Coffee giants source their beans globally, but do not emphasize the cultural background or flavor of the bean's origins
- Coffee Cabeza offers traditional roasts and each drink has a heritage of its own

THE COFFEE BEAN-GROWING BELT

All coffee is grown in a region found between the Tropic of Cancer and the Tropic of Capricorn in a region known as the "Bean Belt."



Inspiration

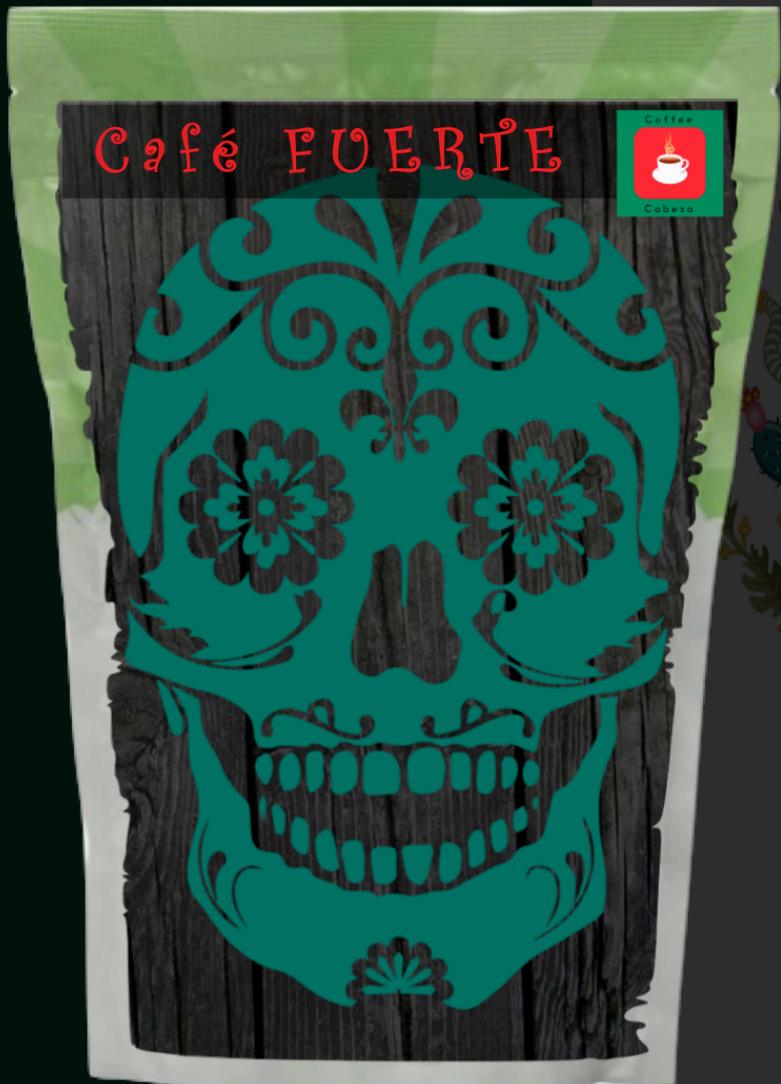


Brew 51



- ➊ 61% of Puerto Ricans voted to be the 51st state of the Union
- ➋ The packaging and title identifies with the struggle of Puerto Ricans
- ➌ Coffee Cabeza will have a unique, political aspect to it that will resonate with the Latino millennial crowd
- ➍ Brew itself will have a balance between body and acidity
- ➎ Feature a distinct, fruity aroma

Café FUERTE



- Fuerte translates to strong
- Brew with an exceptional amount of aroma
- Bright and bold colors featured on the packaging
- Traditional skull design used to connect with this cultural element but also to convey the “sharp” nature of the brew
- Coffee Cabeza logo stamped in the corner

Viva! CUBA Espresso



- ➊ Cuban espresso is a distinct drink with a rich cultural heritage
- ➋ Viva! Cuba will use demerara sugar in its blend and will utilize a traditional Cuban recipe
- ➌ Packaging will feature the 1953 Chevrolet Bel Air, which is the most popular vehicle in Cuba
- ➍ The Bel Air will serve as the “mascot” for this espresso

The Products

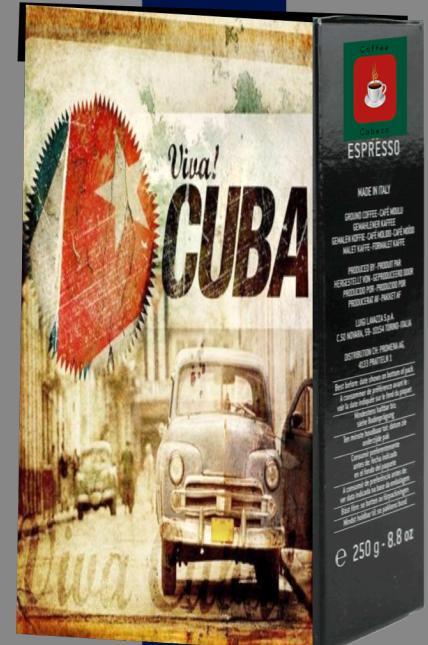
"The Puerto Rican coffee industry is being revived with carefully cultivated coffee from quality Arabica varieties produced to the highest standards that has a balanced body and acidity, as well as a fruity aroma"



"Mexican coffee generally offers a wonderful aroma and depth of flavor, often with a pronounced sharpness [and] is an excellent bean for dark roasts"



"Cuban Espresso is sweetened with demerara sugar. Café cubano remains a prominent social and cultural activity in Cuba and Florida [and] is available in almost all coffee shops in Miami and Tampa, making it a traditional staple of regional cuisine"



Product Differentiation

- ⦿ Unique flavors that are culturally relevant to the Latino-American population
- ⦿ Packaging designs that are reminiscent of the style of each country's artistic history
- ⦿ Packaging that reflects relevant South and Central American social issues
- ⦿ Environmentally conscious “seed” packaging, which can be planted by customers to participate in a tangible recycling effort

Reason To Believe

Latino American millennial consumers are...

- ☛ The largest coffee drinking population by 12%
- ☛ Socially & environmentally conscious
- ☛ The highest demographic for gourmet coffee consumption
- ☛ Have a high amount of spending power
- ☛ Concerned with being influencers
- ☛ Connected digitally through a variety of channels



Implementation

Price and Place

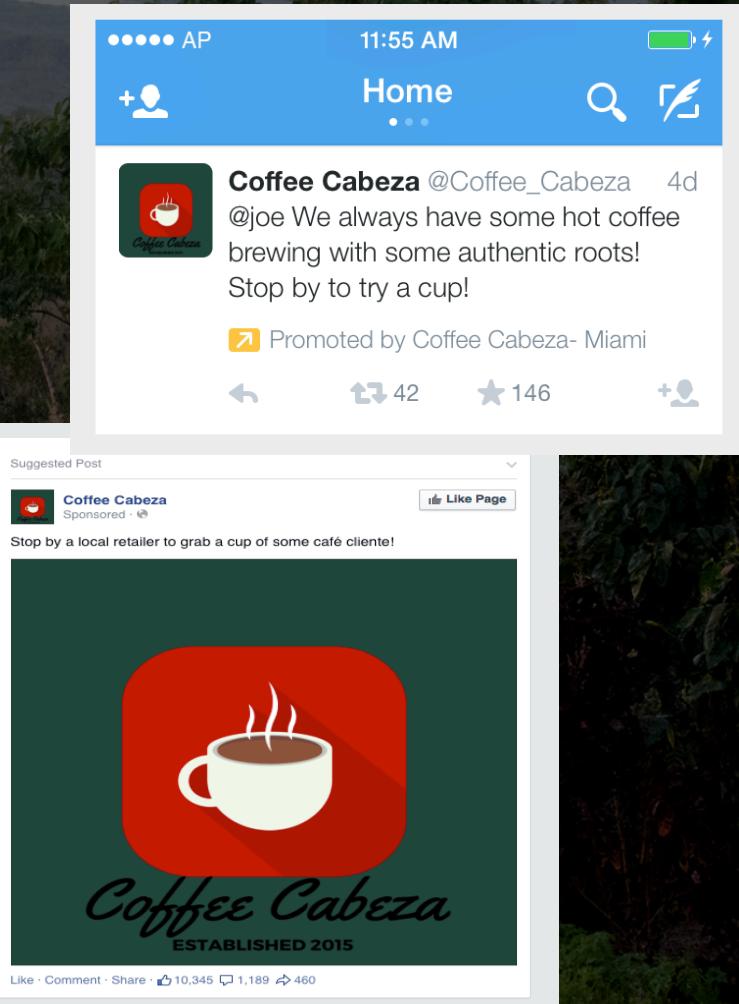
- ⊖ Sell through small grocers are markets like Trader Joe's that have an international focus
- ⊖ Price: \$5 a bag to be affordable but still a gourmet brand
- ⊖ Place: NYC, Miami, and LA, along with other major cities with high Latino millennial populations
- ⊖ Important to maintain brand image through marketing efforts

Promotion

- ⊖ Mixed media with both Spanish and English
- ⊖ Traditional and digital advertisements
- ⊖ Social media to connect with the brand
- ⊖ Promote social causes, such as workers rights, suffrage for Puerto Rico, and environmental causes
- ⊖ YouTube and television ads, along with celebrity endorsement
<https://animoto.com/play/i3o2dmk0GKkT5Hfa69qANw>
- ⊖ Coupons

Promotion - Digital

- ⌚ Sample social media posts, incorporating both Spanish and English
- ⌚ US. Latinos are 30% more likely to purchase a product advertised through Social Media
- ⌚ Occasionally feature social issues surrounding the coffee industry and showcase how Coffee Cabeza treats its workers better
- ⌚ Promote “thinking with your Cabeza” when it comes to environmental issues



Promotion - Traditional

- ☛ Fliers will be handed out at city events downtown
- ☛ Coupons will be offered at the stores Cabeza is offered
- ☛ Coffee trucks will be featured at local food truck events
- ☛ Tastings will be held for customers to experience the flavor of each country





Product Launch

Launch Event

- ☛ Host a local Latino-themed dance and music event
- ☛ Offer free tastings of Cabeza's various products
- ☛ Sell drinks and bags of Cabeza brew at the event
- ☛ Raffle t-shirts and other gear related to the brand
- ☛ Have a garden in which customers can plant their cup after use, thus starting a community Coffee Cabeza garden
- ☛ Post-launch: continue to promote products through YouTube, celebrity endorsements, social media activity, and other forms of traditional and digital marketing

Timeline

Launch Event	Earth day posts and special sales promotion	Offer coupons for in-store offerings to attract new customers	Campaign for better treatment of coffee laborers	Begin brainstorming branding events and ads for the next year	First annual Coffee Cabeza community garden event
March 25	May 15	August 25	November 1 (Election Season)	February 25	March 25
March 25	April 22 (Earth Day)	June 25	September 5 (Labor Day)	January 25	March 25
Launch YouTube ad as well as social media channels	Coffee truck at food truck event	Social media contest to win free leftover shirts and apparel	Promote Puerto Rican statehood during election season	Begin reaching out to Demi Lovato for endorsement	First annual evaluation

Short and Long Term Goals

Short Term

- ❑ Increase awareness for the Coffee Cabeza brand
- ❑ Create a connection between the bi-lingual Latino population and Coffee Cabeza products
- ❑ Stick true to social and environmental principles, despite the potential for an initial hit in profits

Long Term

- ❑ Establish Cabeza as a reputable coffee brand
- ❑ Gain support of local communities as well as celebrity endorsement
- ❑ Have a significant following for Cabeza's social causes
- ❑ Have a growing, positive profit
- ❑ Scale to pop-up stores and self-sufficient storefronts



Coffee



Cabeza

Coffee With A
Conscience