



**COFFEECUP**  
TAGLINE GOES HERE



• COLOMBIAN COFFEE •

DIRECTLY  
FROM THE  
FARMER TO  
YOUR CUP

**SALES PROPOSAL**



# AGENDA

**01**

**ABOUT US**

**02**

**UNDERSTANDING THE  
COFFEE INDUSTRY**

**03**

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COFFEE CUBES**

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**COFFEE CUP AS A  
LIFESTYLE BRAND**





# ABOUT US

# WHO ARE WE?

Coffee Cup is a family-owned business. We are minority and veteran owned and led and work directly with farmers in Colombia where we have family. We are a wild bird and bee-friendly company. We believe in sustainability and being environmentally friendly. We work directly with different award-winning as well as indigenous farmers.

We have a history of importing green specialty coffee as well as having our own coffee shop where we have roasted coffee.



A photograph of a white mug with a black rim and handle, filled with dark coffee. The mug is surrounded by coffee beans, a small bowl of coffee powder, and a stack of sugar cubes on a wooden tray. The entire scene is overlaid with a teal tint. A dark red vertical bar is on the left side of the image.

# UNDERSTANDING THE COFFEE INDUSTRY

# KEY TRENDS

- 7 in 10 Americans drink coffee every week; 62% drink coffee every day.
- Americans have increased coffee consumption at work by 55% and at cafés and restaurants by 20% since January 2021.
- Young coffee drinkers continue to drive the segment's growth, with nearly half (49%) of 25-to-39-year-olds surveyed drinking at least one cup of specialty coffee in the past day.

Source: <https://www.ncausa.org>



# WHO ARE OUR CONSUMERS?

## PROFILE

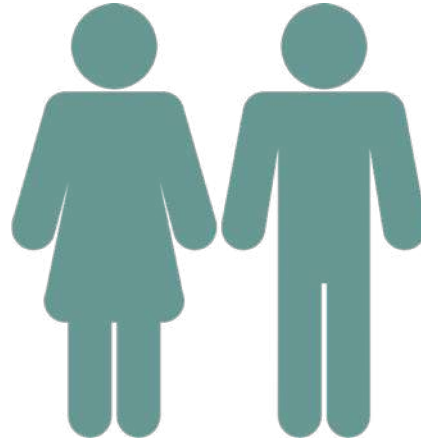


- 16 – 45 Years Old
- Urban Male & Female
- Gen Z + Millennials

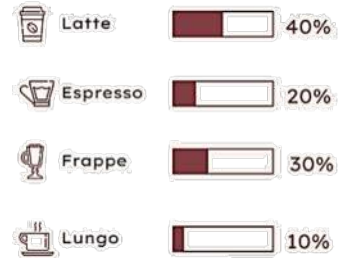
## LIFESTYLE



Tech-savvy. Travel fanatics.  
Workaholics. Go getters.



## PREFERENCE



## INTERESTS



Staying on top of social  
media trends



# CONSUMER PASSION POINTS

Me-time



Adventure



Indulgence



Convenience







# CONSUMER STORY

The young and energetic, adventure-seekers as well as the millennials striving to make it big in the world. They are always on the go looking for convenience without compromising on their active and Instagrammable lifestyle. They want to follow the latest trends and get on the bandwagon of anything that's cool – like dissolvable coffee cubes, which also support the Columbian cultural relevance narrative.

# COMPETITORS

**NAME**



**NAME**



**NAME**



A woman with long brown hair, wearing a yellow sweater and a watch, is sitting in a cafe. She is holding a white coffee cup with a latte and looking thoughtfully to the right. The background is a blurred cafe interior with wooden chairs and tables.

## THE CHALLENGE?

The modern day coffee drinker is constantly on the lookout for a quick and convenient solution.

# HOW COVID-19 CREATED OPPORTUNITY?



COVID-19 drove record coffee consumption at home, with 85% of coffee drinkers having at least one cup at home (up 8% since January 2020) and average daily consumption steady at nearly 2 cups per capita.



Source: <https://www.ncausa.org>

# THE BIG IDEA



*Introducing*

**COFEE CUBES**





# WHAT'S INSIDE?



COFFEE & PANELA



TEA & PANELA



COCOA & PANELA



SUGAR CANE JUICE



## EASY PREPARATION

Enjoy coffee on the go in 3 simple steps.

## ENJOY IT HOT OR COLD

All Coffee Cubes have an essential base of unrefined sugar cane (or panela) (base 1), as main ingredient we have coffee, cocoa or tea (base 2) and additionally they are flavored (base 3).



# WHY COFFEE CUBES?



**100% MADE IN  
COLOMBIA**

- No need of machines, instant coffee cubes
- Unrefined sugarcane gives energy boost
- Convenient and cost-saving
- Vitamins and minerals enriched





**1**

**POUR HOT  
WATER OR MILK  
INTO A CUP\***  
(7-8 OZ / 200-250 ML)



**2**

**ADD 1 OR 2  
KUBBEES  
ACORDING TO  
PREFERENCE**



**3**

**STIR UNTIL  
THE KUBBEE  
DISSOLVES**



\* A TRADITIONAL COLOMBIAN CUP CONTAINS APPROXIMATELY 7-8 OZ / 200-250 ML

A photograph of a white mug with a black rim and handle, filled with coffee. The mug is surrounded by various items: a stack of sugar cubes on a small wooden tray to the right, several round biscuits scattered around the base of the mug, and a small white bowl containing brown powder (likely cocoa or coffee powder) in the foreground. The background is a light-colored, textured surface, possibly a tablecloth. The entire image has a teal overlay, and a dark red vertical bar is on the left side.

# KEY CAPABILITIES & BUSINESS VALUE

# KEY CAPABILITIES

Our mission is to provide unique gourmet Colombian products to the marketplace. We provide quality products at a competitive price. With one cup we help awaken the lives of individuals on a daily basis so they may be inspired to enlighten and enrich society. Taste Coffee Cup and start living.

## PAST CUSTOMERS

- Hy-Vee
- Country Club Coffee
- Orobi Café
- Daily Harvest Café
- QVC
- Amazon
- Camping World

## DIFFERENTIATORS

- Direct Trade
- 100% Colombian products
- Small batch roast
- Offer green coffee, roasted coffee and an exciting new product our coffee cubes
- Family business
- Minority and Veteran owned and led
- Made in an FDA registered facility

A photograph of two women sitting on a picnic blanket in a forest. The woman on the right is pouring coffee from a white canister into a glass cup held by the woman on the left. They are both smiling. A picnic basket and some food are visible on the blanket. The image has a green tint and a dark red vertical bar on the left side.

# COFFEE CUP AS A LIFESTYLE BRAND

CO  
FF  
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Enhancing your  
Coffee Moments!





From ease of preparation to enjoying the unique rich coffee taste to sharing your coffee moments with friends and family online, **Coffee Cubes** has the potential to become a lifestyle brand for caffeine lovers.

# WORK WITH US

*Does anyone have any questions?*

<https://coffeecupcompany.com/>





**THANK  
YOU!**

