



ETHICAL BREW

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TEAM



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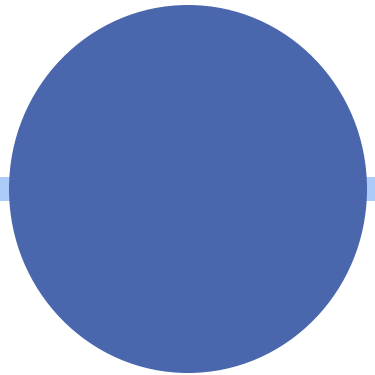


Rosie Feinbloom

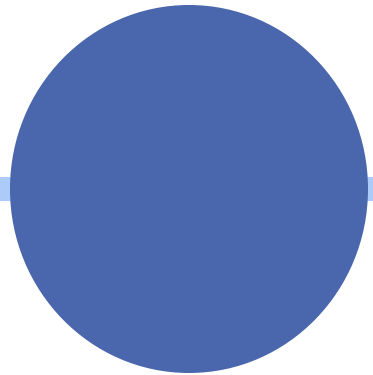


Sophie Jejurikar

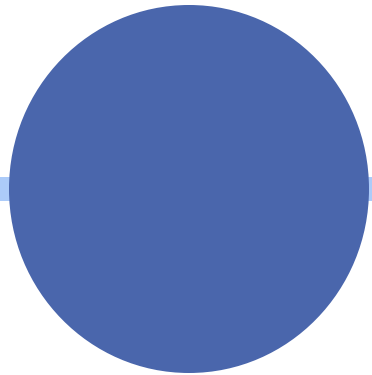
AGENDA



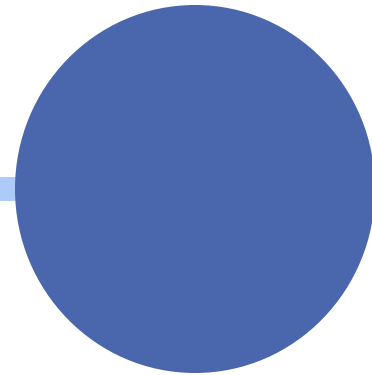
Background



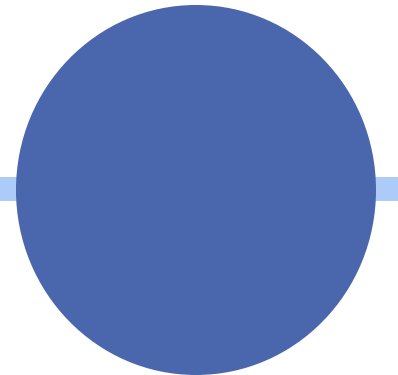
Recommendation



Implementation



Marketing



Financials

BACKGROUND

KRAFT HEINZ COFFEE INDUSTRY

**Mainstream
Mass market**



**Premium
Specialty**

**Super premium
High quality**

Background

Recommendation

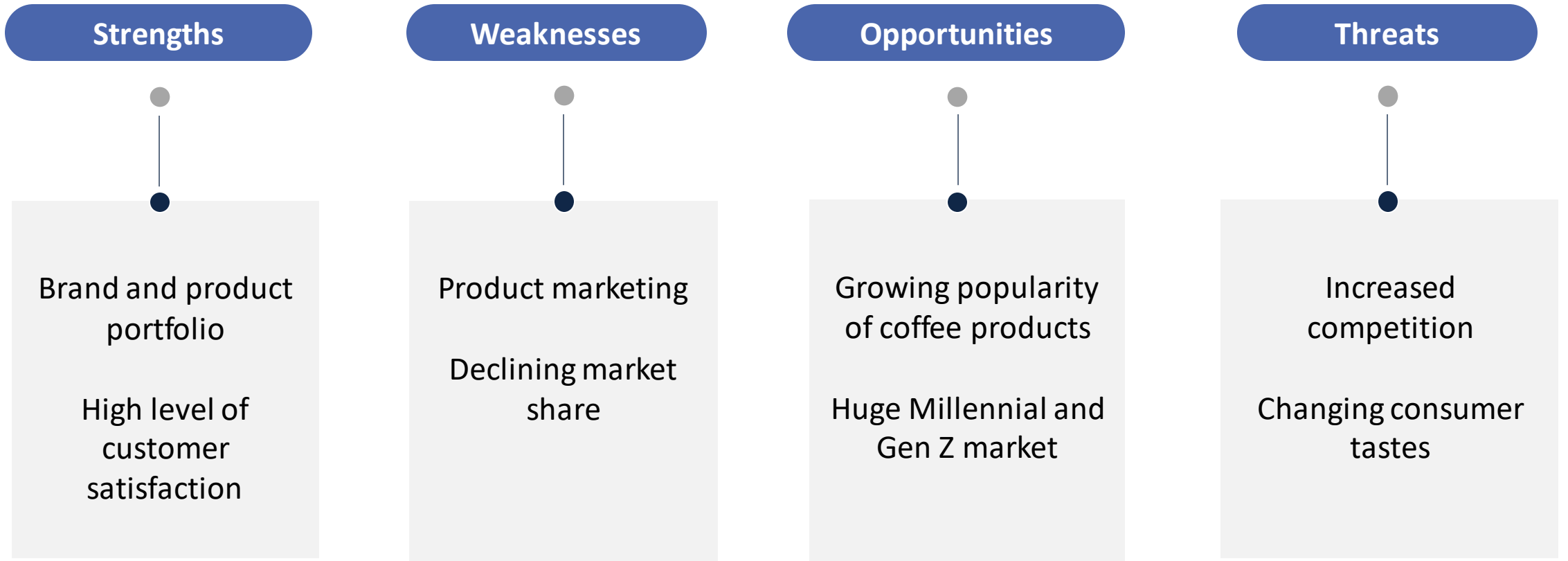
Implementation

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KRAFT HEINZ COFFEE ANALYSIS



PROBLEM

The changing nature of consumer demands in the coffee market has led Kraft Heinz to see a decline in popularity due to a lack of recognition among millennials and Gen Z

RECOMMENDATION



COLD BREW
+
ETHICAL BEAN
=
ETHICAL BREW

Background

Recommendation

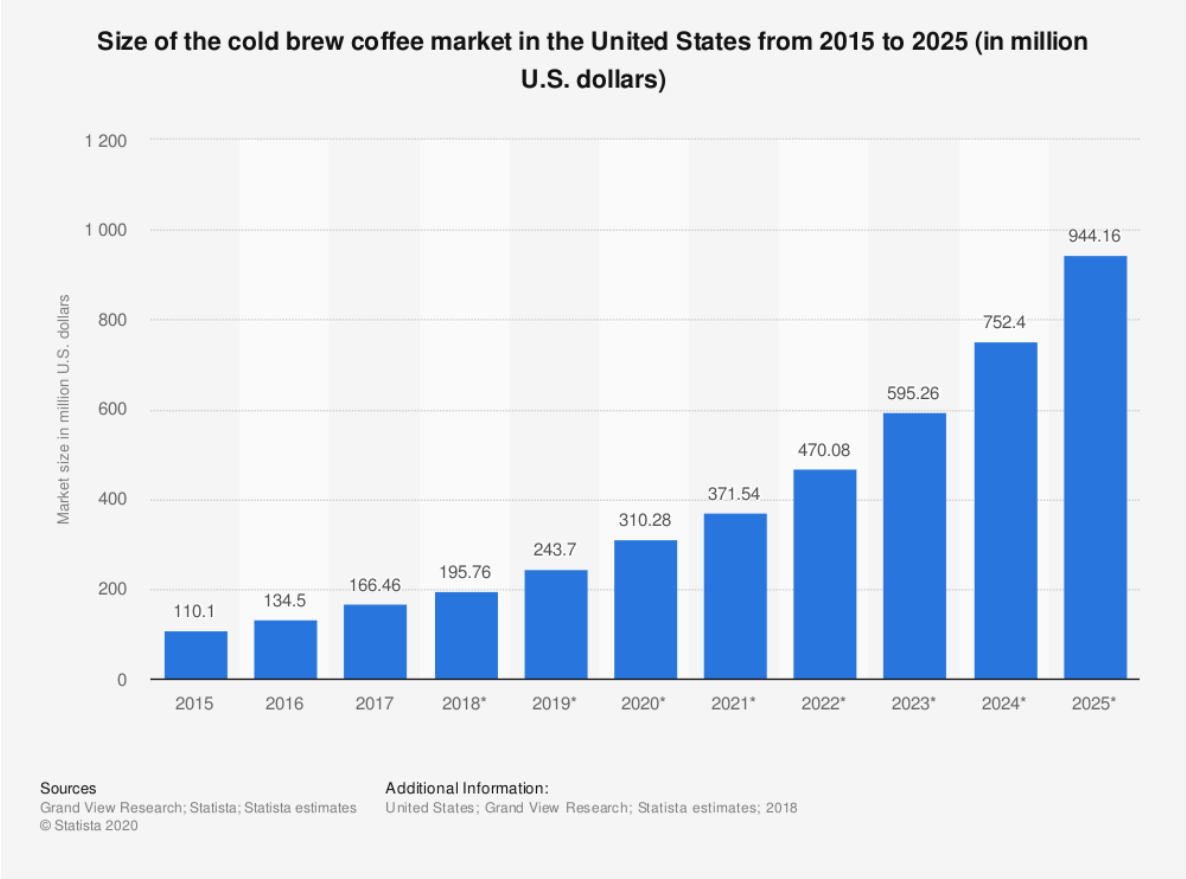
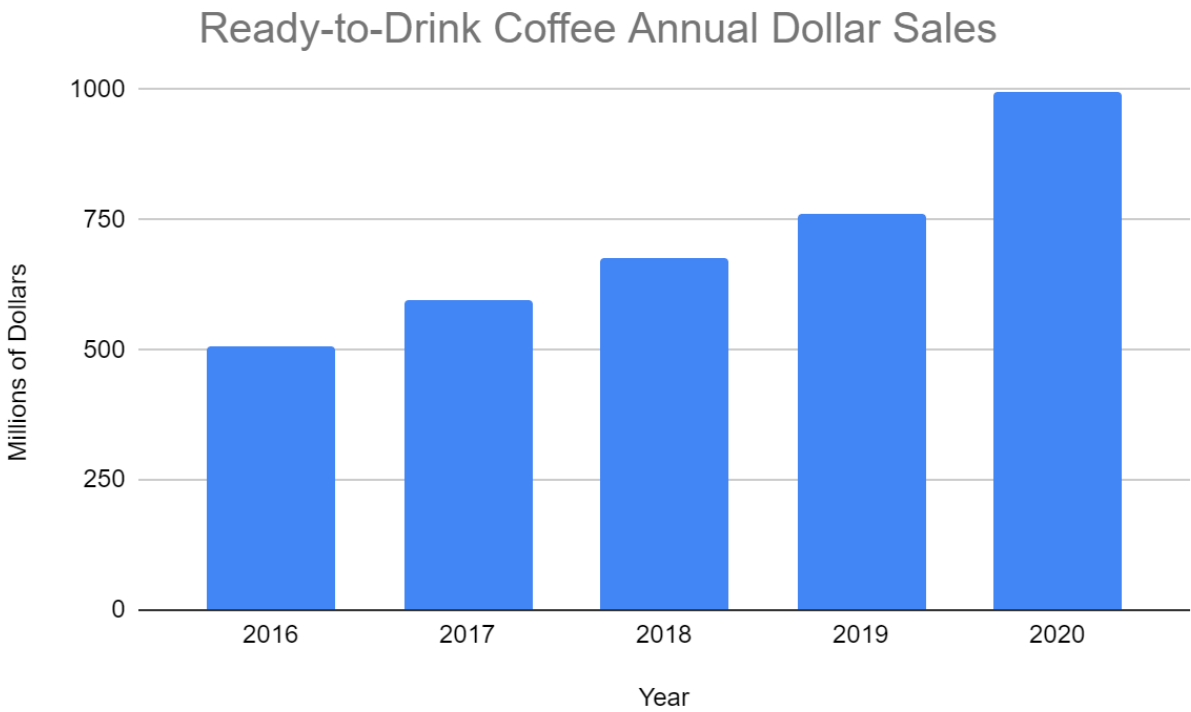
Implementation

Marketing

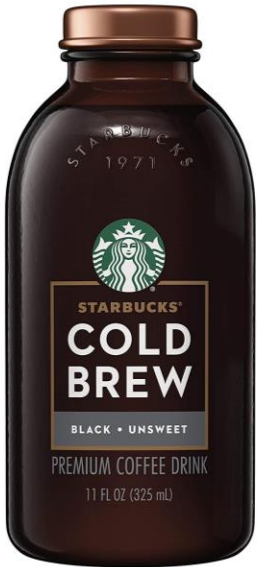
Financials



WHY RTD COLD BREW?



RTD COLD BREW COMPETITORS



Background	Recommendation	Implementation	Marketing	Financials
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KRAFT HEINZ CURRENT COLD BREW POSITION



Background	Recommendation	Implementation	Marketing	Financials
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UNIQUENESS OF ETHICAL BEAN

“Every Bean Has a Story”



Background

Recommendation

Implementation

Marketing

Financials

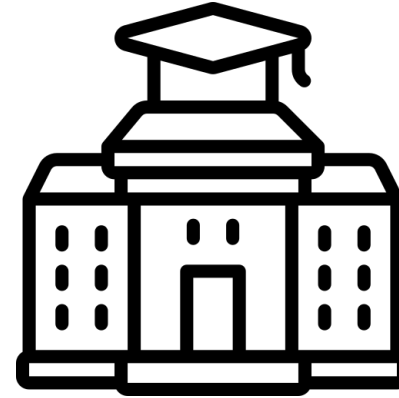


IMPLEMENTATION

COLD BREW + COLLEGES



Cold Brew
+
Ethical Bean



Large state
universities

WHY COLLEGE STUDENTS?

92%

Of students consumed
caffeine in the past year

Coffee

Was primary source of caffeine
intake among students

Reasons for consumption:

To feel
awake

Enjoy the
taste

Social
aspects of
consumption

Improves
focus

Increase
physical
energy

Background

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MEET RACHEL

College Sophomore

Socially Conscientious

Loves to Drink Coffee & Work



Background

Recommendation

Implementation

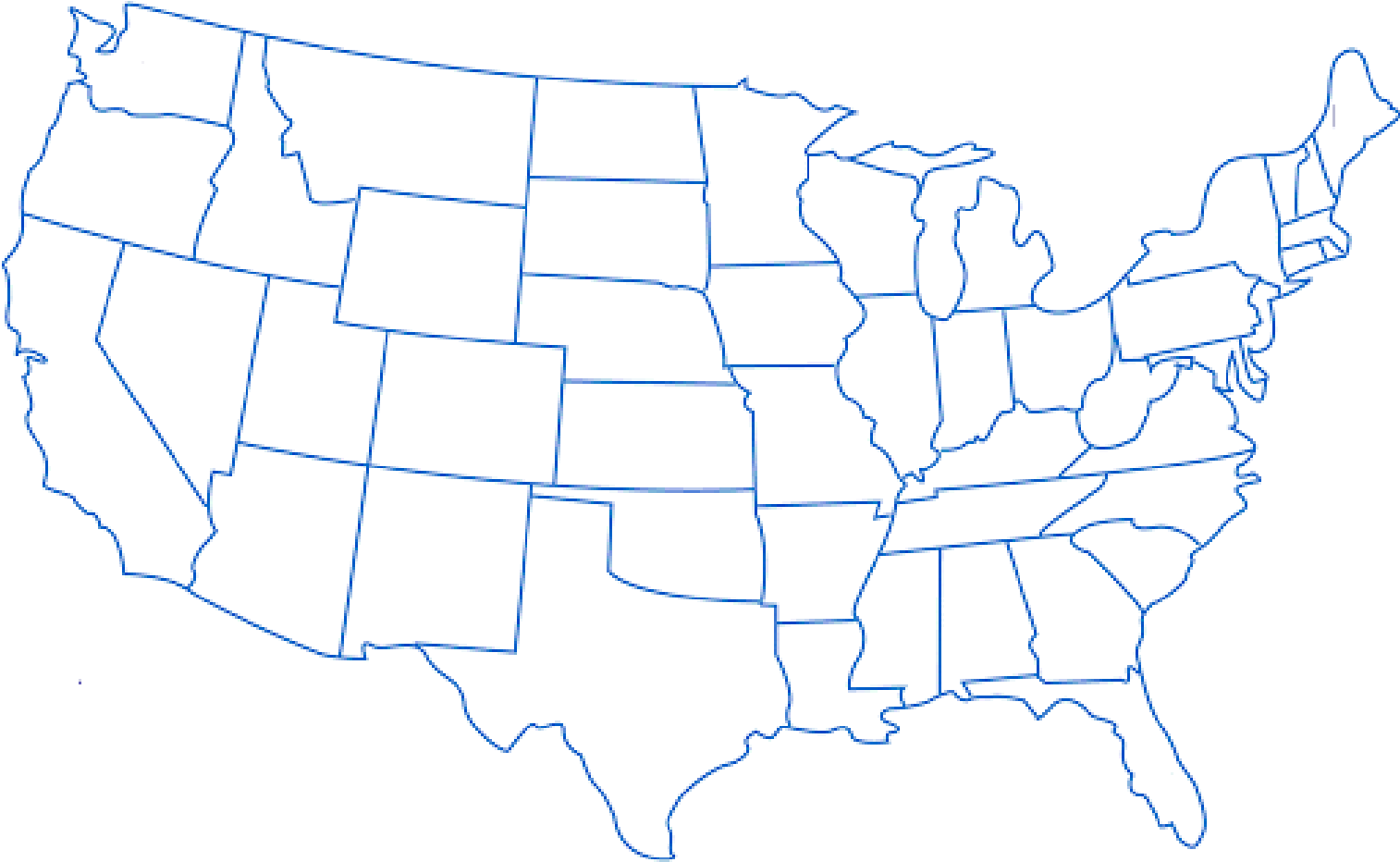
Marketing

Financials





TARGETED SCHOOLS



Locations
University of Central Florida
Texas A&M University
Ohio State University
UCLA
University of Minnesota
University of Rochester



STRUCTURE – Where in Schools

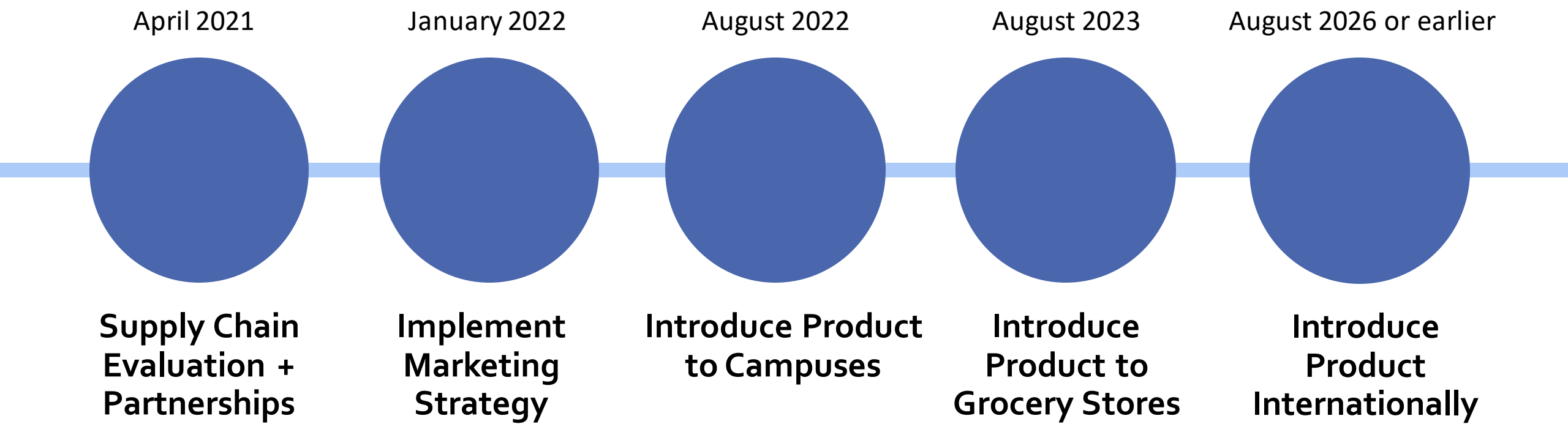
DINING HALLS: The most convenient option to offer Ethical Brew is in dining halls, since students often go multiple times a day for food.

CAMPUS CAFES: As long as the university does not have a preexisting partnership with another coffee company, Ethical Brew will be offered in the refrigerated section of campus cafes.

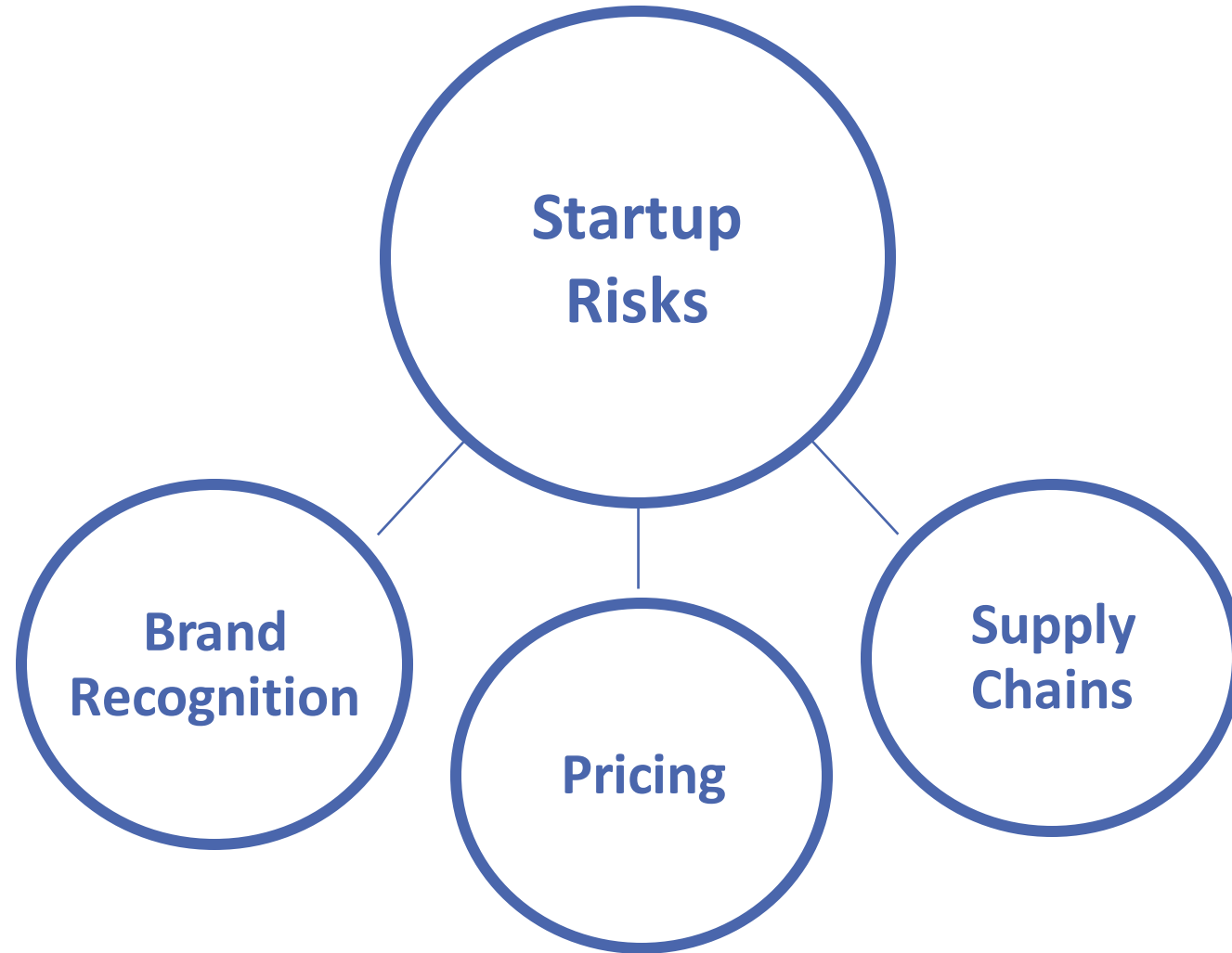
VENDING MACHINES: Ethical Brew can be distributed through vending machines, along with bottled waters, energy drinks, and soft drinks.

CAMPUS STORES: Whether in the campus bookstore or a market, each store should have a place for Ethical Bean with the other bottled drink options they currently have.

TIMELINE

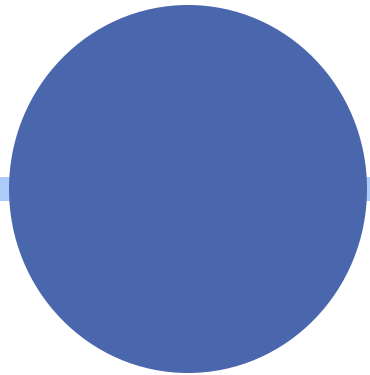


FEASIBILITY

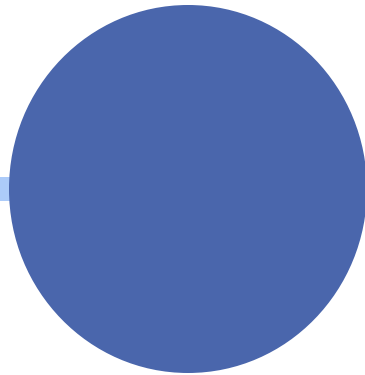


MARKETING

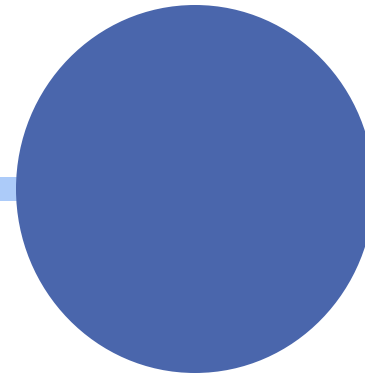
Marketing Strategies



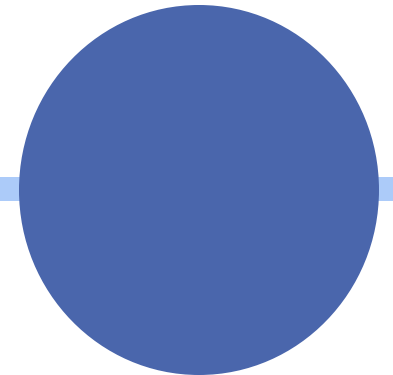
**Social Media
Influencers**



**Social Media
Advertising**



**College Campus
Marketing**



**Online Dating
Apps**

Social Media Influencers

Syndicated
Marketing

Sustainability
& Health

\$50,000/
Sponsored
Post



Background	Recommendation	Implementation	Marketing	Financials
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SOCIAL MEDIA ADVERTISING



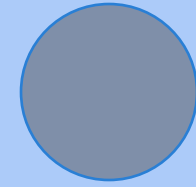
TIKTOK

**In-Feed & Branded
Hashtag
Advertisements**

**#EthicalBrew
#ExamBrew**

Instagram	Costs
Feed	\$6.70/1000 impressions
Story	

Tik Tok	Costs
Hashtags	\$100,000/week
Story	\$10/1000 impressions



INSTAGRAM

**Feed & Story
Advertisements**

**Showcase Sustainability
& Convenience**

COLLEGE CAMPUS MARKETING

**70-30 Profit Sharing
with Schools**

**Ethical Brew Campus
Ambassador Program**

**Low Additional
Marketing Costs**



Background

Recommendation

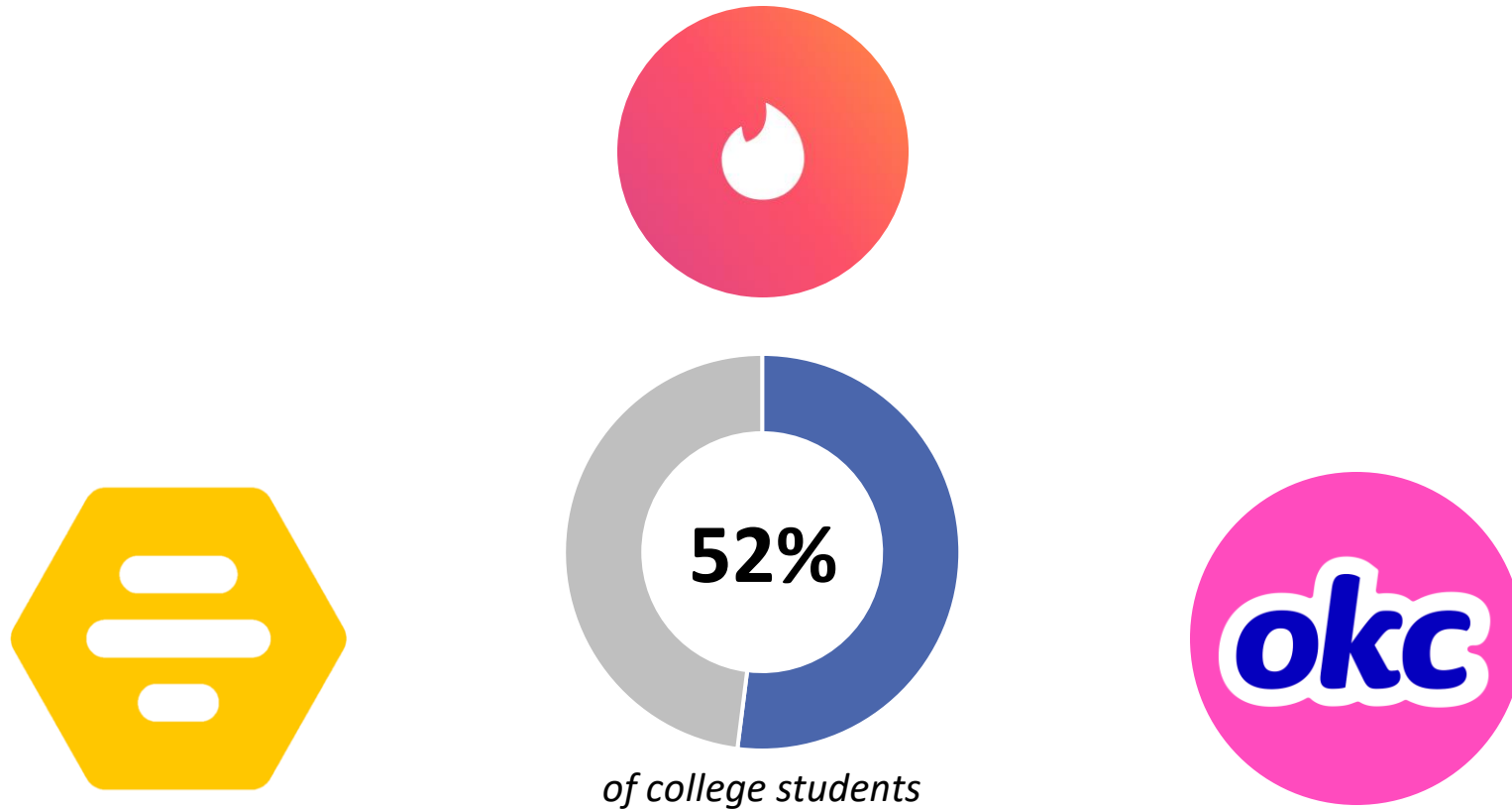
Implementation

Marketing

Financials



ONLINE DATING APPS



Use Dating Apps

Background	Recommendation	Implementation	Marketing	Financials
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BACK TO RACHEL

Learns about Ethical Brew

Sees Ethical Brew on Campus

Purchases Ethical Brew for Convenience

Becomes Dedicated Consumer, Shares Ethical Brew with Friends



Background

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FINANCIALS

PRICING ESTIMATE



REVENUE FORECASTS

\$12 million

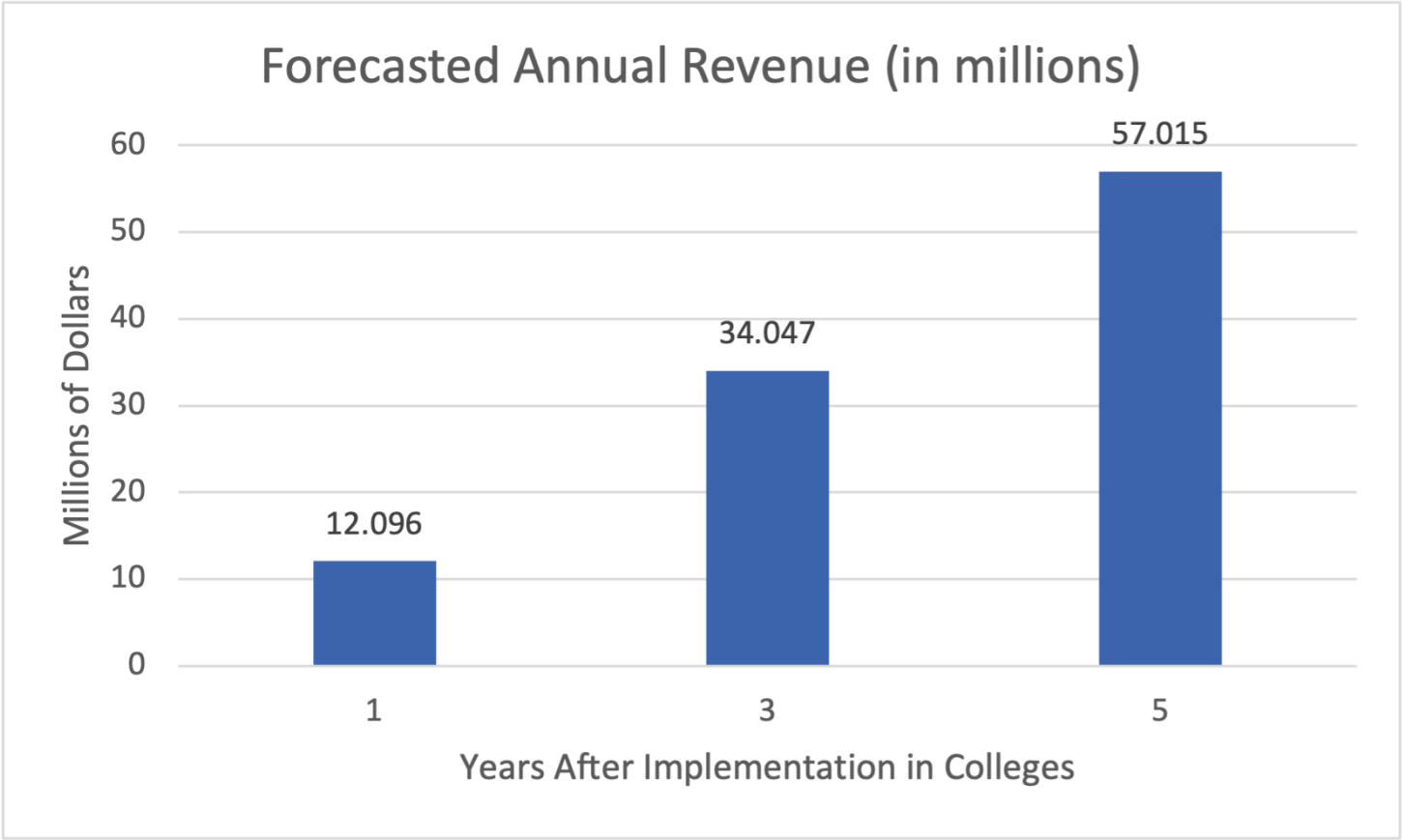
Year 1 Revenue

\$57 million

Year 5 Revenue

10%

Estimated 5 Year Market Penetration



REVENUE MODEL

									Average Market Penetration											
	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09	0.1	0.11	0.12	0.13	0.14	0.15	0.16	0.17	0.18	0.19	0.2
5	0.375	0.749	1.124	1.499	1.873	2.248	2.622	2.997	3.372	3.746	4.121	4.496	4.870	5.245	5.619	5.994	6.369	6.743	7.118	7.493
10	0.749	1.499	2.248	2.997	3.746	4.496	5.245	5.994	6.743	7.493	8.242	8.991	9.740	10.490	11.239	11.988	12.737	13.487	14.236	14.985
15	1.124	2.248	3.372	4.496	5.619	6.743	7.867	8.991	10.115	11.239	12.363	13.487	14.610	15.734	16.858	17.982	19.106	20.230	21.354	22.478
20	1.499	2.997	4.496	5.994	7.493	8.991	10.490	11.988	13.487	14.985	16.484	17.982	19.481	20.979	22.478	23.976	25.475	26.973	28.472	29.970
25	1.873	3.746	5.619	7.493	9.366	11.239	13.112	14.985	16.858	18.731	20.604	22.478	24.351	26.224	28.097	29.970	31.843	33.716	35.589	37.463
30	2.248	4.496	6.743	8.991	11.239	13.487	15.734	17.982	20.230	22.478	24.725	26.973	29.221	31.469	33.716	35.964	38.212	40.460	42.707	44.955
35	2.622	5.245	7.867	10.490	13.112	15.734	18.357	20.979	23.601	26.224	28.846	31.469	34.091	36.713	39.336	41.958	44.580	47.203	49.825	52.448
40	2.997	5.994	8.991	11.988	14.985	17.982	20.979	23.976	26.973	29.970	32.967	35.964	38.961	41.958	44.955	47.952	50.949	53.946	56.943	59.940
45	3.372	6.743	10.115	13.487	16.858	20.230	23.601	26.973	30.345	33.716	37.088	40.460	43.831	47.203	50.574	53.946	57.318	60.689	64.061	67.433
50	3.746	7.493	11.239	14.985	18.731	22.478	26.224	29.970	33.716	37.463	41.209	44.955	48.701	52.448	56.194	59.940	63.686	67.433	71.179	74.925
55	4.121	8.242	12.363	16.484	20.604	24.725	28.846	32.967	37.088	41.209	45.330	49.451	53.571	57.692	61.813	65.934	70.055	74.176	78.297	82.418
60	4.496	8.991	13.487	17.982	22.478	26.973	31.469	35.964	40.460	44.955	49.451	53.946	58.442	62.937	67.433	71.928	76.424	80.919	85.415	89.910
65	4.870	9.740	14.610	19.481	24.351	29.221	34.091	38.961	43.831	48.701	53.571	58.442	63.312	68.182	73.052	77.922	82.792	87.662	92.532	97.403
70	5.245	10.490	15.734	20.979	26.224	31.469	36.713	41.958	47.203	52.448	57.692	62.937	68.182	73.427	78.671	83.916	89.161	94.406	99.650	104.895
75	5.619	11.239	16.858	22.478	28.097	33.716	39.336	44.955	50.574	56.194	61.813	67.433	73.052	78.671	84.291	89.910	95.529	101.149	106.768	112.388
80	5.994	11.988	17.982	23.976	29.970	35.964	41.958	47.952	53.946	59.940	65.934	71.928	77.922	83.916	89.910	95.904	101.898	107.892	113.886	119.880
85	6.369	12.737	19.106	25.475	31.843	38.212	44.580	50.949	57.318	63.686	70.055	76.424	82.792	89.161	95.529	101.898	108.267	114.635	121.004	127.373
90	6.743	13.487	20.230	26.973	33.716	40.460	47.203	53.946	60.689	67.433	74.176	80.919	87.662	94.406	101.149	107.892	114.635	121.379	128.122	134.865
95	7.118	14.236	21.354	28.472	35.589	42.707	49.825	56.943	64.061	71.179	78.297	85.415	92.532	99.650	106.768	113.886	121.004	128.122	135.240	142.358
100	7.493	14.985	22.478	29.970	37.463	44.955	52.448	59.940	67.433	74.925	82.418	89.910	97.403	104.895	112.388	119.880	127.373	134.865	142.358	149.850
105	7.867	15.734	23.601	31.469	39.336	47.203	55.070	62.937	70.804	78.671	86.538	94.406	102.273	110.140	118.007	125.874	133.741	141.608	149.475	157.343
110	8.242	16.484	24.725	32.967	41.209	49.451	57.692	65.934	74.176	82.418	90.659	98.901	107.143	115.385	123.626	131.868	140.110	148.352	156.593	164.835
115	8.616	17.233	25.849	34.466	43.082	51.698	60.315	68.931	77.547	86.164	94.780	103.397	112.013	120.629	129.246	137.862	146.478	155.095	163.711	172.328
120	8.991	17.982	26.973	35.964	44.955	53.946	62.937	71.928	80.919	89.910	98.901	107.892	116.883	125.874	134.865	143.856	152.847	161.838	170.829	179.820
125	9.366	18.731	28.097	37.463	46.828	56.194	65.559	74.925	84.291	93.656	103.022	112.388	121.753	131.119	140.484	149.850	159.216	168.581	177.947	187.313
130	9.740	19.481	29.221	38.961	48.701	58.442	68.182	77.922	87.662	97.403	107.143	116.883	126.623	136.364	146.104	155.844	165.584	175.325	185.065	194.805
135	10.115	20.230	30.345	40.460	50.574	60.689	70.804	80.919	91.034	101.149	111.264	121.379	131.493	141.608	151.723	161.838	171.953	182.068	192.183	202.298
140	10.490	20.979	31.469	41.958	52.448	62.937	73.427	83.916	94.406	104.895	115.385	125.874	136.364	146.853	157.343	167.832	178.322	188.811	199.301	209.790
145	10.864	21.728	32.592	43.457	54.321	65.185	76.049	86.913	97.777	108.641	119.505	130.370	141.234	152.098	162.962	173.826	184.690	195.554	206.418	217.283
150	11.239	22.478	33.716	44.955	56.194	67.433	78.671	89.910	101.149	112.388	123.626	134.865	146.104	157.343	168.581	179.820	191.059	202.298	213.536	224.775



CONCLUSION



THANKYOU + Q&A!
