



National Coffee Break Marketing & Promotion Ideas

1. Charity

- a. Share a Cup
 - i. Based on Neapolitan café custom of ordering caffè sospeso or “coffee in suspense” as a sign of good fortune
 - ii. Ask customers to donate cost of second cup of coffee to charity on National Coffee Break day or that week
- b. Coffee Break for Charity
 - i. Host a “Coffee Break” during slow business hours with free coffee and snacks for a per person donation to charity
 1. Recommend working with a charity you already support that could help spread the word among their supporters to attend
 - ii. Can also work with local offices to host “coffee breaks” for charity where you can deliver coffee and snacks with money going to charity

2. Social Media

- a. Invite Facebook/Twitter/Foursquare fans and followers to a meet-up at the store
- b. Give followers/fans an exclusive discount through the site
- c. Offer a Groupon or other online coupon to attract new customers
- d. Run a contest for people to upload pictures and videos of their coffee break to your Facebook page

3. Events

- a. Host a VIP event if you have a frequent customer program
- b. Coffee Crawl
 - i. Partner with other local coffee shops and host a crawl to try coffee at each place
- c. New Product Launch
- d. Host a Cupping
- e. “How to” demos
- f. Meet the roaster, importer, farmer, etc.
 - i. Explore other ways to educate consumers about people behind the cup
- g. In store meet-ups
 - i. Invite online groups to meet in person in the store
 - ii. Book, film, TV discussion clubs
 - iii. Knitting groups
 - iv. Networking among people who currently work on their computers there
 - v. Civic and fraternal groups (Rotary, Lions, Elks, Masons, American Legion, VFW)
 - vi. Speed Dating
- h. Concerts
- i. Contests
 - i. Design a National Coffee Break mug for the store.
 1. Can then be purchased through National Coffee Break’s vendor
 - ii. Win an ultimate coffee break with a local celebrity
 - iii. Ask customers to post pictures and videos of their coffee breaks to Facebook



4. Promotions

- a. Target promotions to key audiences
 - i. College Students
 1. Discount offers tied to late night or afternoons
 2. Special concerts or other events for that audience
 - ii. Moms
 1. Hand out discount cards at local parks
 2. Partner with local daycares, library or where you can reach moms and parents
 - iii. Offer a special promo for people who drink a specific type of coffee
 1. Black Coffee
 2. Espresso
 3. Latte
 - iv. New customers
 1. Offer discount to try your coffee
 - v. Current customers
 1. Entice them to try espresso or more expensive drink with a promo
 2. Try exclusive new coffee
 - vi. Frequent and/or VIPs
 1. Invite them to exclusive event
 2. Give them an “extra” as a thank you

5. Public Relations

- a. Contact local media that cover coffee and offer yourself as an expert for coffee related news for that week
- b. Send them a list of any special events and promotions you are running that week
- c. Send coffee and a list of your National Coffee Break promotions to local morning radio/TV shows or overnight shows
- d. Contact local celebrities, athletes, etc. and ask them to tell you who they would invite to their own “Ultimate Coffee Break?”
 - i. Post video(s) to YouTube and link to your website and Facebook pages
 1. Ask customers to vote on best
 2. Send link to local media to promote store

6. In-Store Marketing Kit

- a. Go to www.nationalcoffeebreak.org/TheScoop to find National Coffee Break branded collateral materials.
 - i. Designs include various taglines.
 - ii. Includes space for customization
 - iii. Layouts include:
 1. Table top tent (4”x6”) – Five different versions
 2. Newspaper b/w quarter page size ad (4.5”x5.4”)
 3. Large vinyl banner – Two sizes
 4. Window Poster (2’x3”)
 5. Web button to link to NCB website – Two sizes
 6. Retail Blow-off sticker
 7. Email Signature image
 8. Press Release & Media Alert Templates