

Got Spruce?

Relaunching Cold Brew Coffee in a Gen Z World



Replenish the Earth...

3+ decades
of innovation in farming
and sustainable action

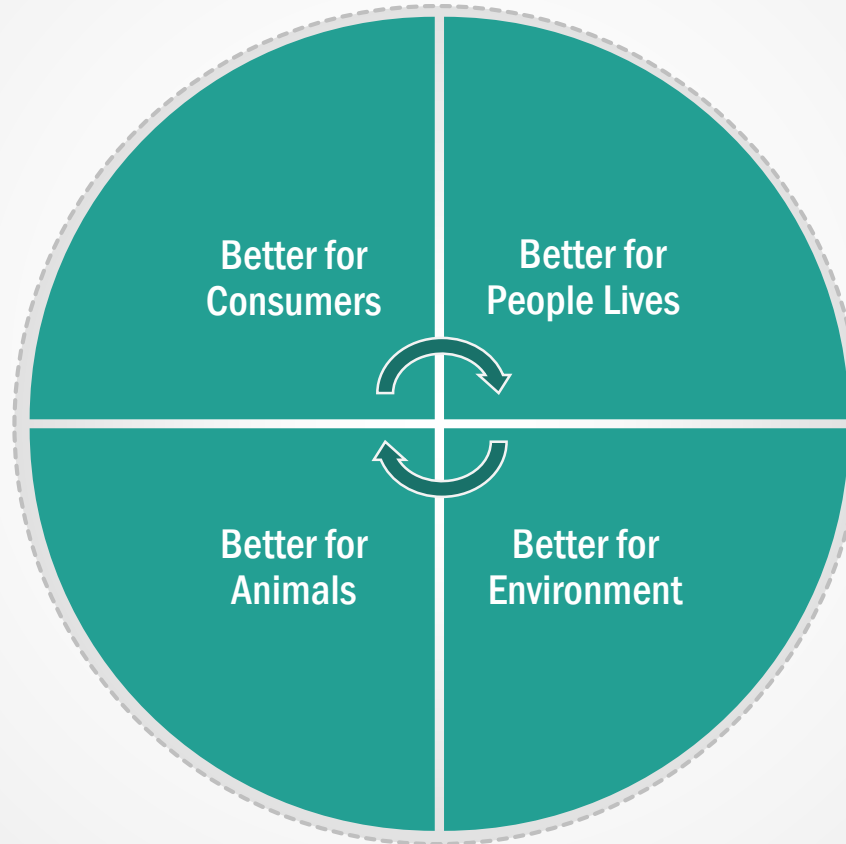


Exceeds
Fair Trade standards

Our Mission

HEALTHY &
DELICIOUS

COWS ARE
HEALTHY & HAPPY



COMMUNITIES
STAY VIABLE

STEWARDS
OF THE LAND

An all-natural coffee+milk combo that boosts immunity



Replenish the Earth...replenish the people



The Challenge

Refine
the Target



Figure Out
What's Important

Clearly
Communicate
Benefits

The Starting Point

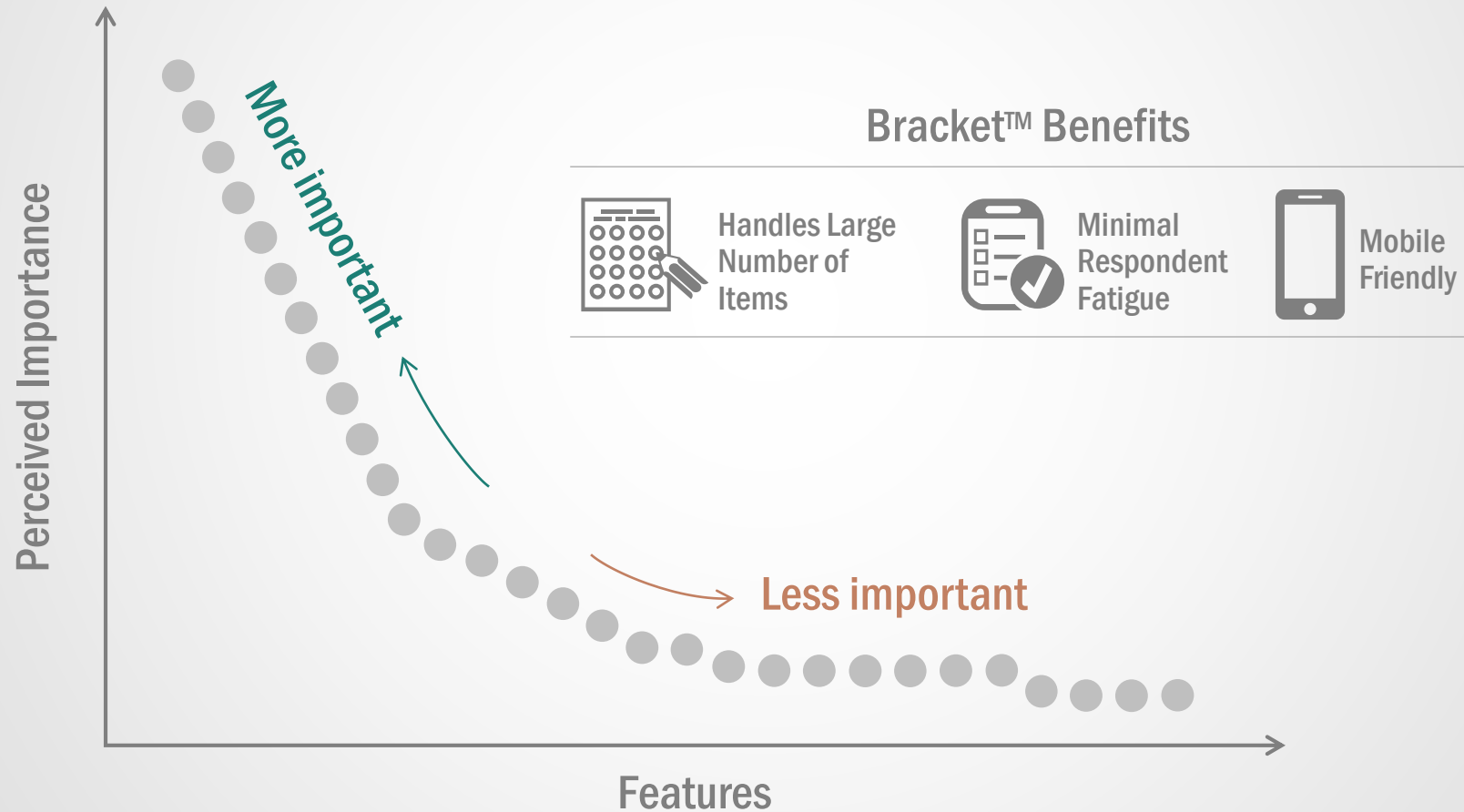


Package Options

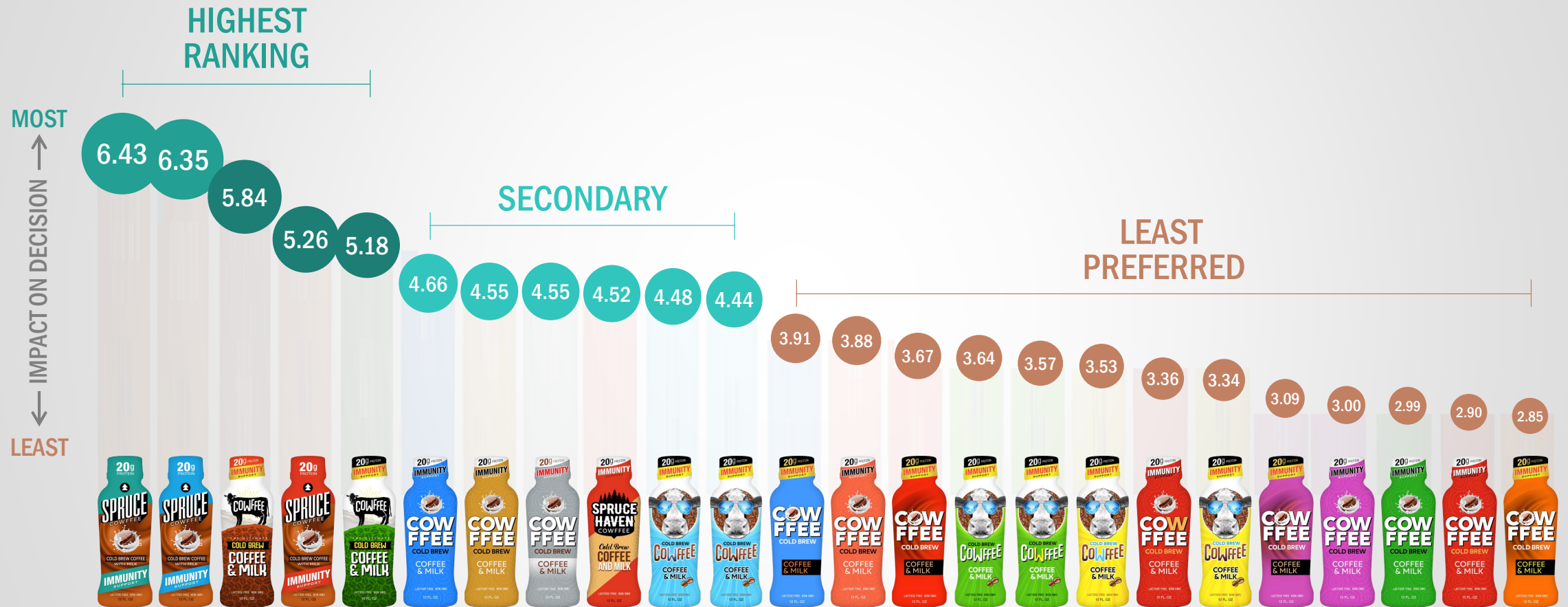


Bracket™

A proprietary tournament style approach to prioritization



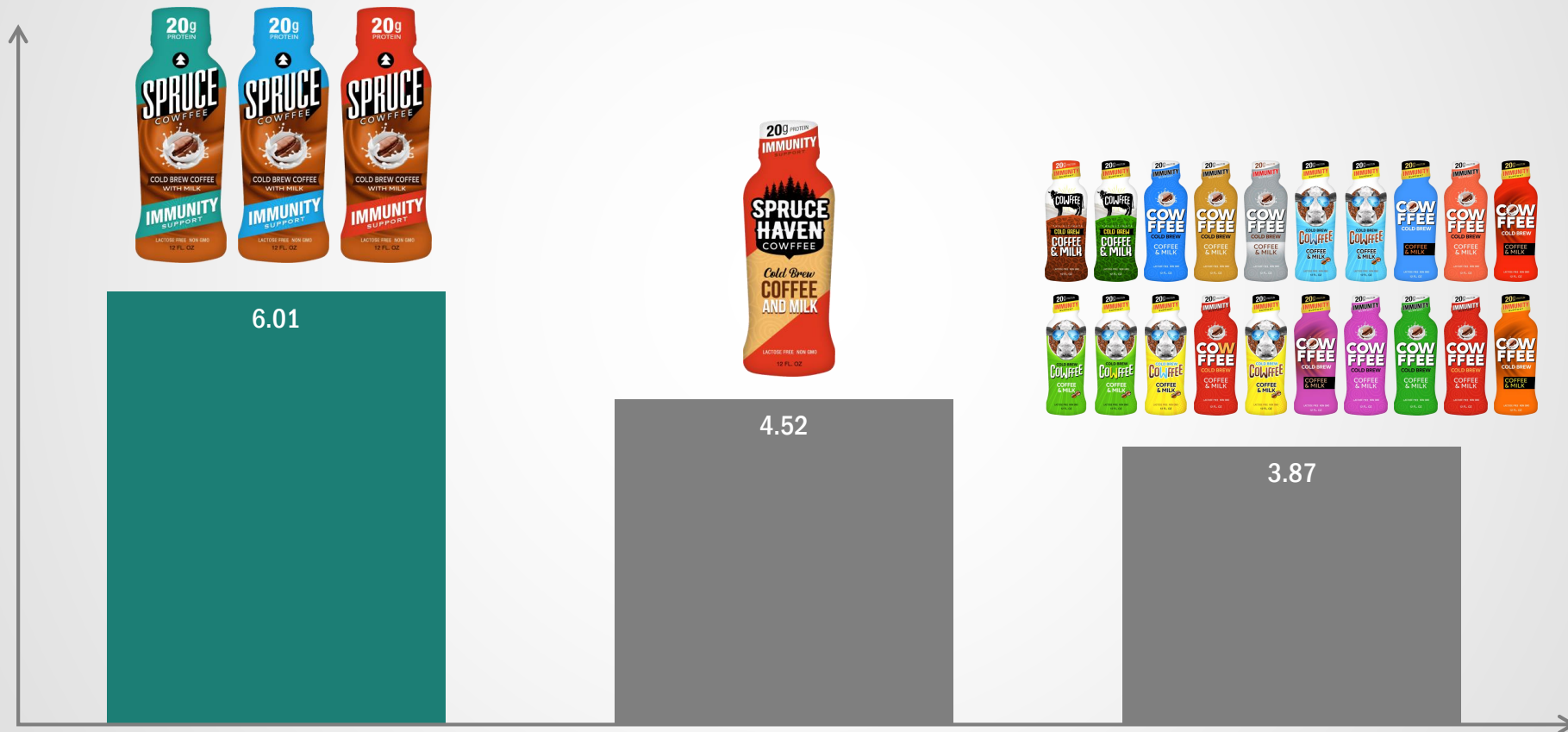
What We Found



Selection criteria: Which one are you most likely to purchase? (n=202)

Summary

Spruce labels on average score substantially higher than all others



Which is the ideal target audience

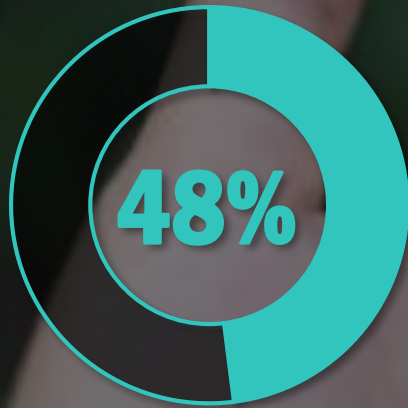


Who's thirsty?

GEN Z

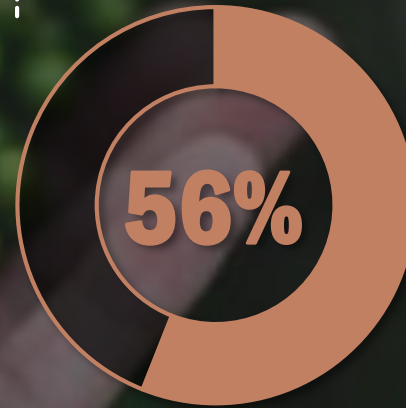
AND

MILLENNIALS



**purchased iced
coffee out of home
last month**

*National Coffee
Association, 2018*



**drink gourmet
coffee
beverages daily**

Technomic, 2018



**1/3 of those under 40 intend to
purchase RTD coffee out of home**

Technomic Generational Report, 2018

A close-up, slightly blurred photograph of several people's hands holding clear plastic cups filled with light-colored iced beverages. Each cup has a white straw. The background is out of focus, showing parts of people's clothing and bodies, suggesting a social event or gathering. The overall tone is warm and candid.

They've experienced a defining “moment”

Hot coffee
is canceled:
Why do Gen Z
love iced coffee?

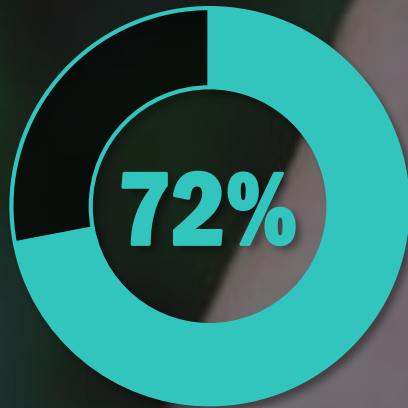


They exceeded expectations on appeal

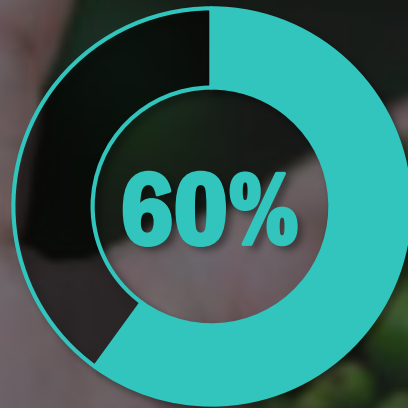
GEN Z

AND

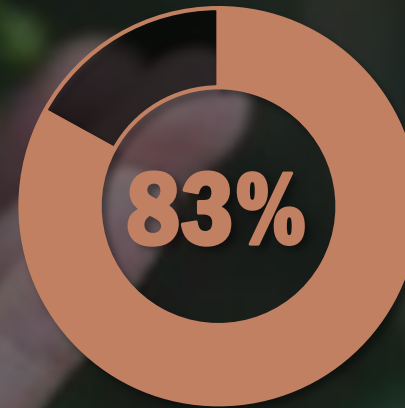
MILLENNIALS



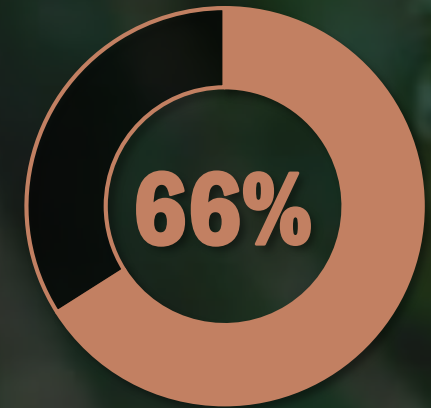
**Drink RTD
Cold Brew**



**Definitely/Probably
Would Buy
Spruce Cold
Brew Coffee**



**Drink RTD
Cold Brew**



**Definitely/Probably
Would Buy
Spruce Cold
Brew Coffee**

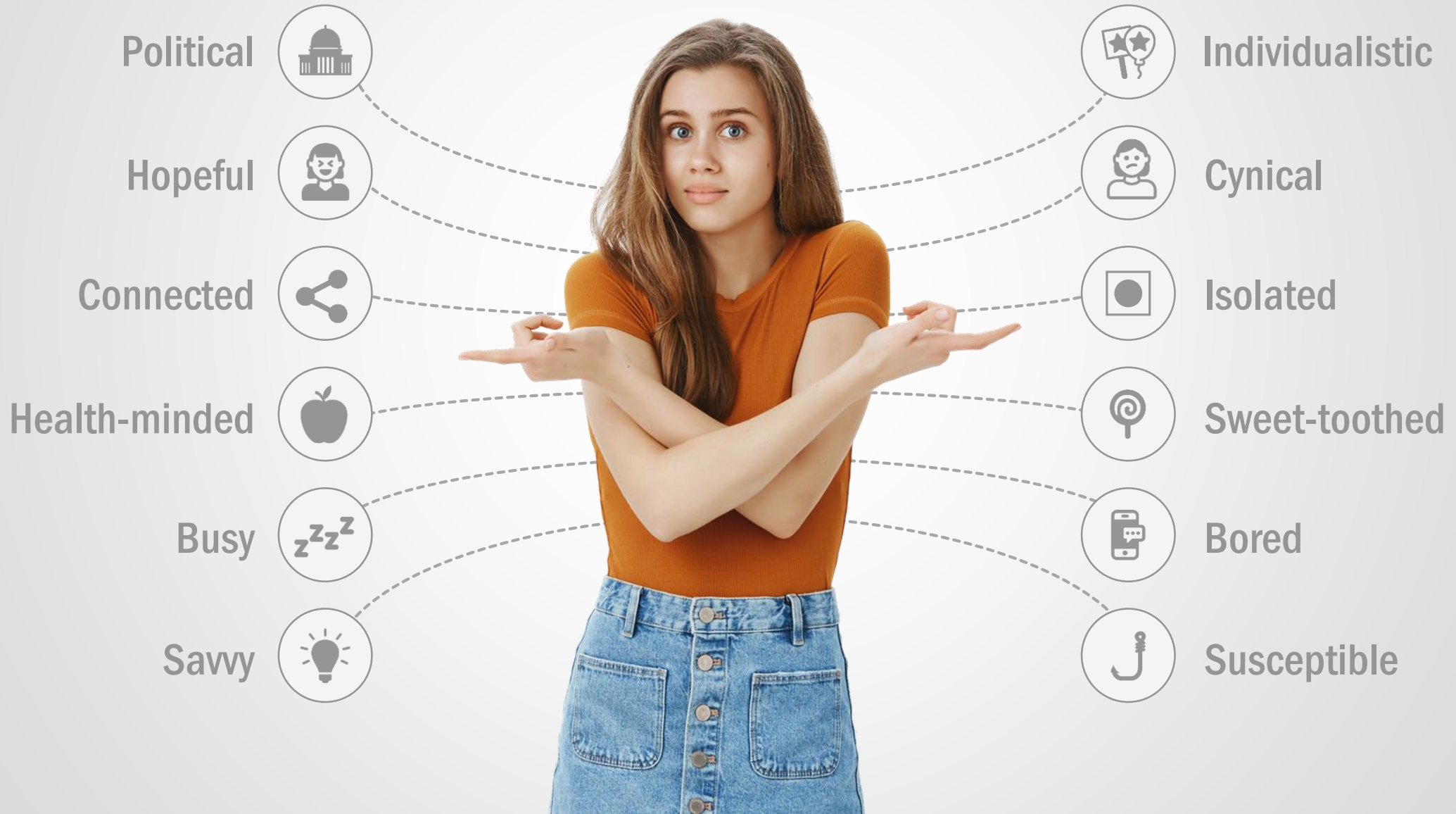
TRC Spruce Cold Brew Coffee Positioning Research, 2021



Has all the good things for you and none of the bad things



They're a study in contradiction



Spruce Cold Brew speaks to many of these

An alternative to the dominant player(s)

Physically and emotionally healthy

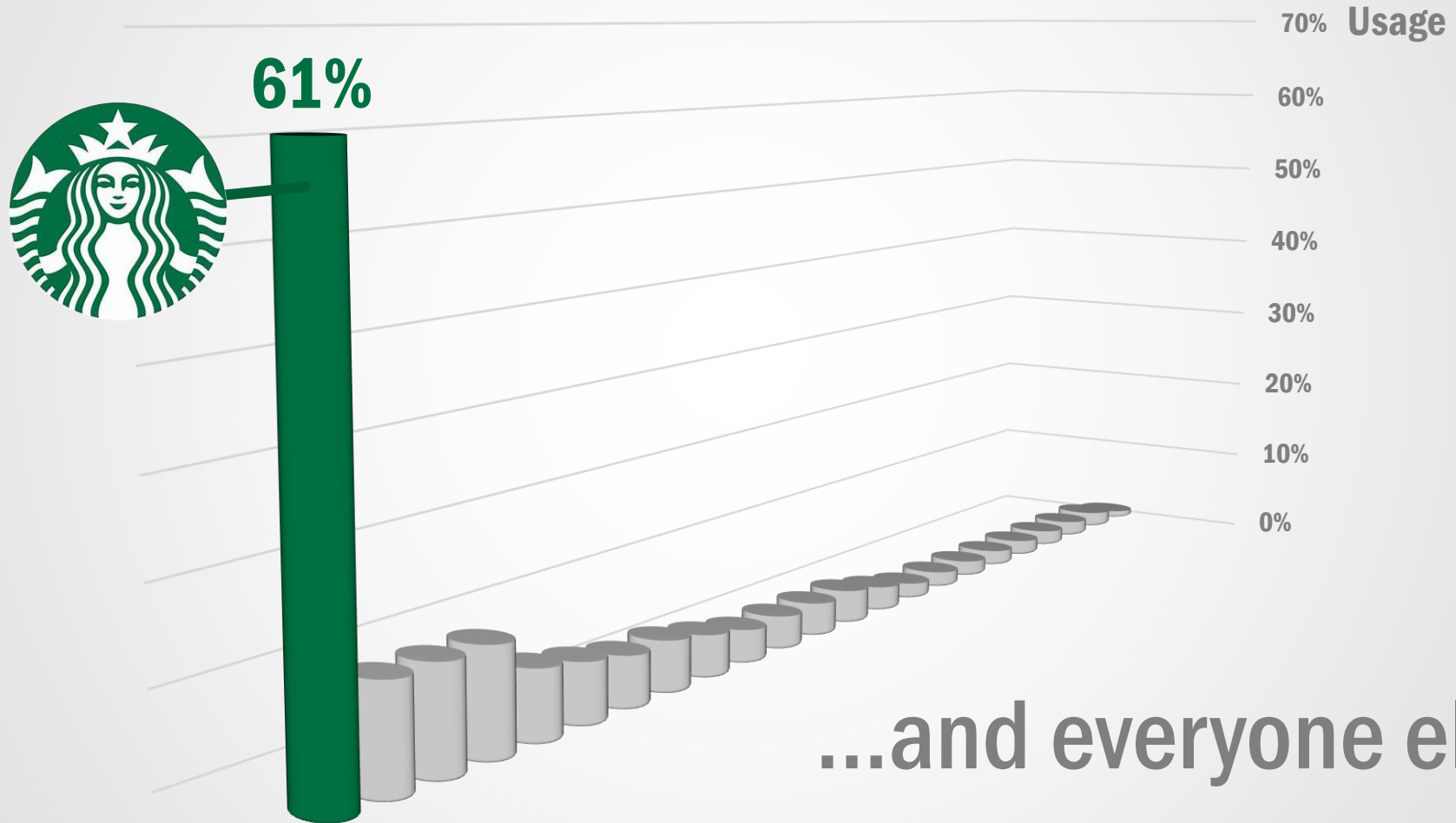
Tasty and wholesome

Ready-to-drink (RTD)

Real, and real simple

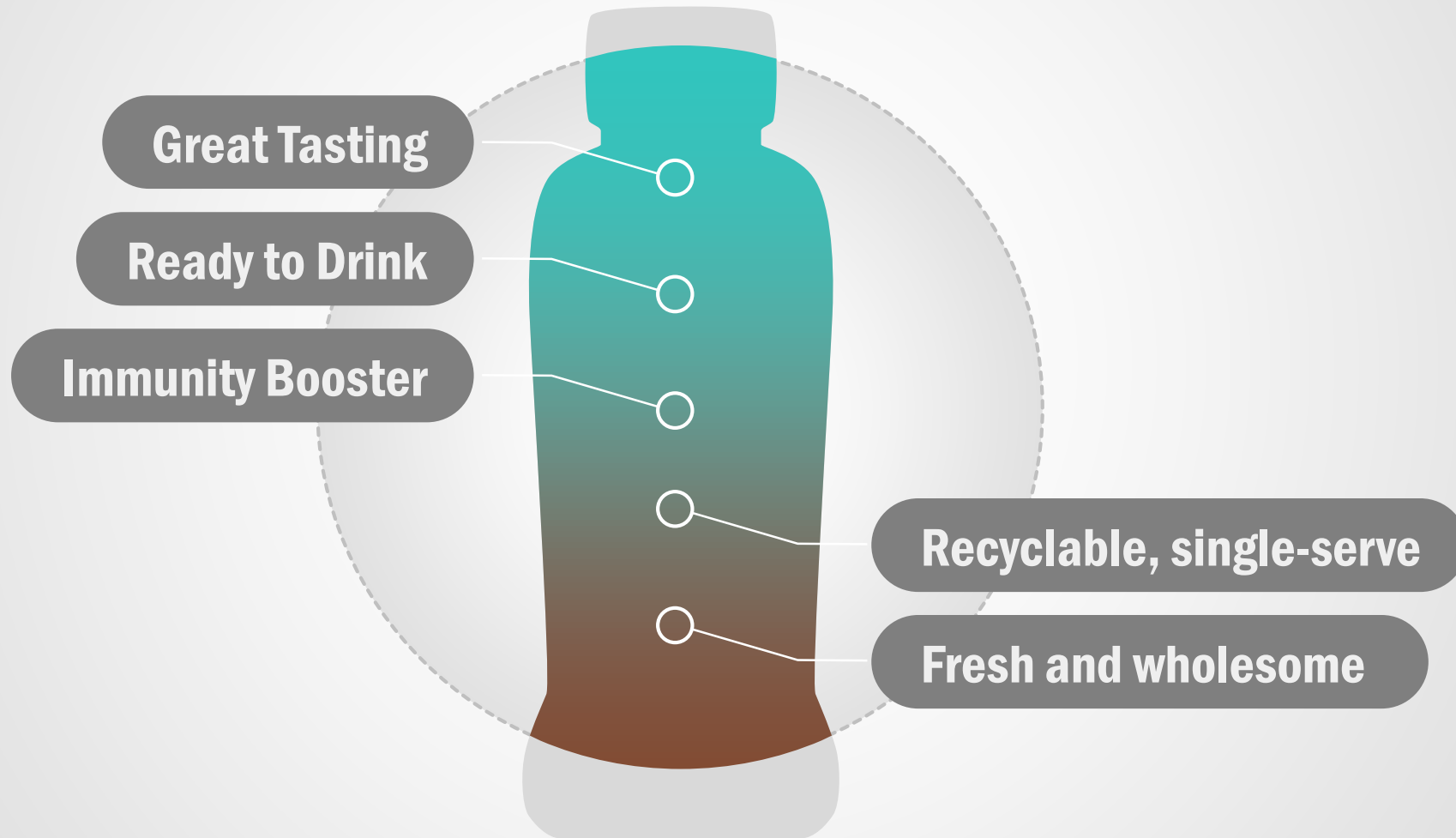


Right now, there's Starbucks...

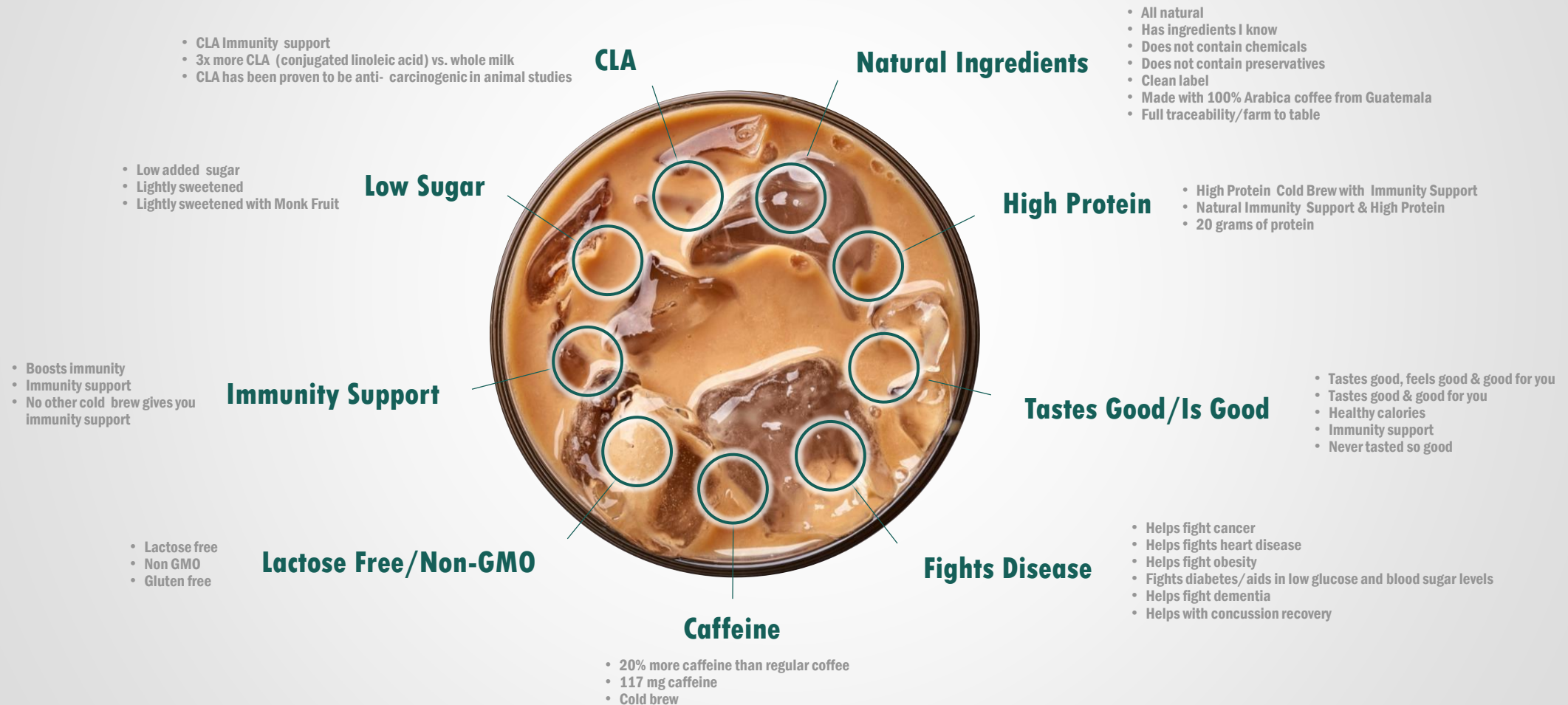


...and everyone else

Conducted Research to Identify its Positioning



35 benefit statements grouped into 9 clusters



TRC's Two-Dimensional Max-Diff

Why examine one dimension when you can do two at the same time?

Single Dimension:

MOST important	Choose	LEAST important
<input type="radio"/>	A	<input type="radio"/>
<input checked="" type="radio"/>	B	<input type="radio"/>
<input type="radio"/>	C	<input type="radio"/>
<input type="radio"/>	D	<input checked="" type="radio"/>

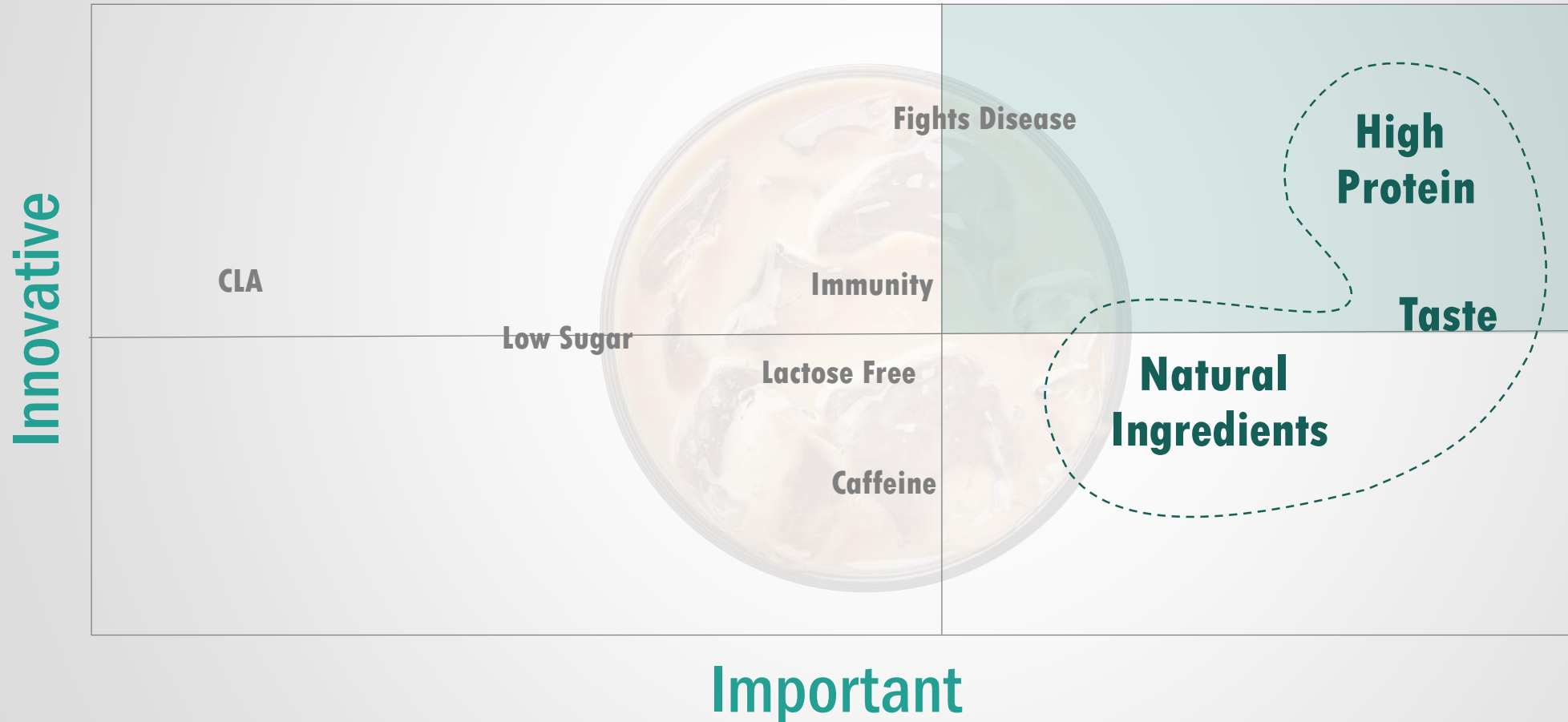
IMPORTANCE

Two Dimensions:

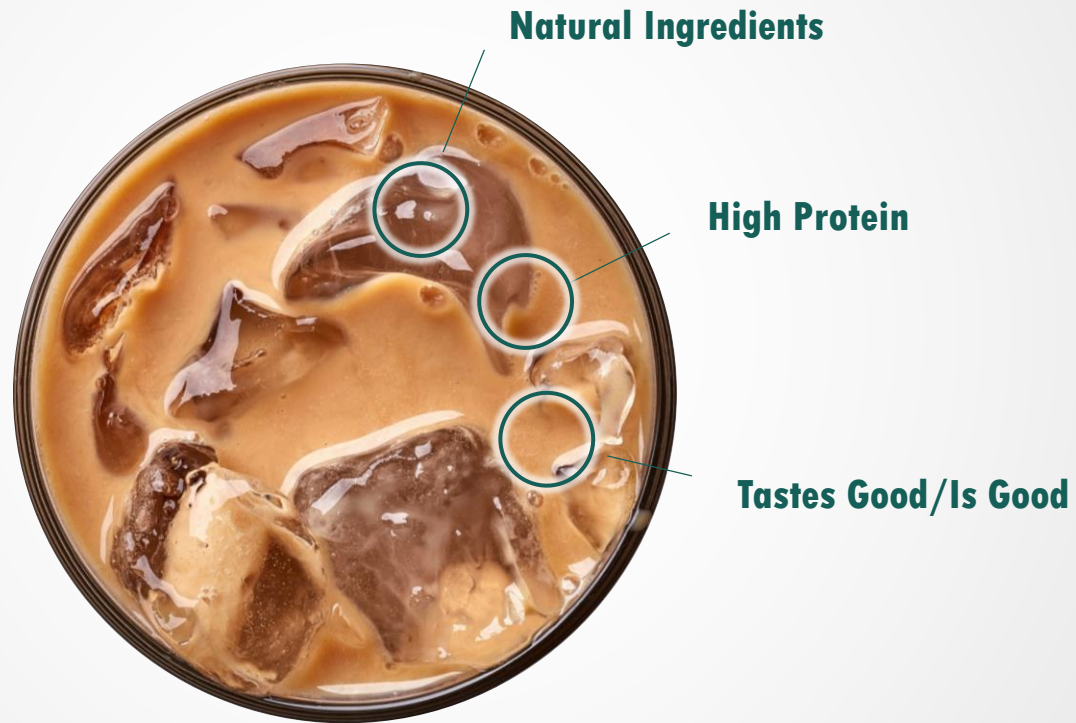
IMPORTANT	Choose	INNOVATIVE
<input type="radio"/>	A	<input type="radio"/>
<input checked="" type="radio"/>	B	<input type="radio"/>
<input type="radio"/>	C	<input type="radio"/>
<input type="radio"/>	D	<input checked="" type="radio"/>

IMPORTANCE & INNOVATIVE

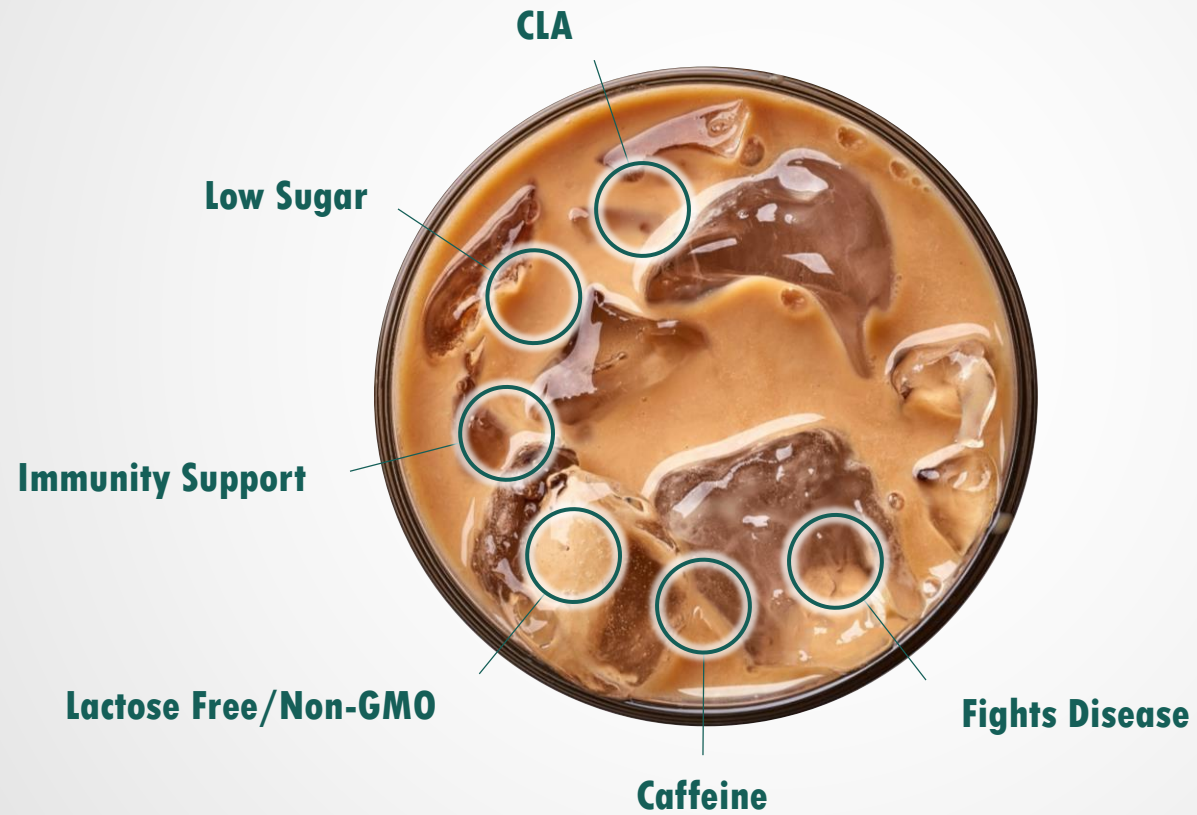
A limited number of Factors were proven to be both Unique and Influential



There were clear winners...



...with additional support



Today a New Look

NEW! FROM SPRUCE HAVEN FARM



22g PROTEIN

SPRUCE
COWFEE®

COLD BREW COFFEE WITH MILK

IMMUNITY SUPPORT

HIGH CAFFEINE LACTOSE FREE
12 FL OZ (355mL)

SPRUCE

THE FIRST
HIGH PROTEIN, COLD BREW
COFFEE & MILK
THAT BOOSTS IMMUNITY!

NEW PRODUCT!

With Compelling Messaging



*Taste &
Natural Ingredients*



- Creamy & Delicious
- Has ingredients I know!
- Does NOT contain chemicals
 - Does NOT contain preservatives
- Low Added Sugar

*NUTRITION &
FUEL FOR LIFE*



- High Protein Cold Brew WITH Immunity support!
- 22G Protein
 - Healthy Calories NOT empty
- 20% more caffeine than regular coffee

QUALITY & IMPACT



- Premium Sourced Ingredients
- Exceed Fair Trade standards
- Rainforest Alliance
 - Support Family Farms & Giving Back to Local Communities
- Leader in sustainable farming

TASTE GOOD, FEEL GOOD AND GOOD FOR YOU

Working Toward the Highest Nutrition with the Lowest Environmental Footprint



22g
PROTEIN

SPRUCE
COWFFEE®

COLD BREW COFFEE
WITH MILK

IMMUNITY
SUPPORT

HIGH CAFFEINE LACTOSE FREE
12 FL OZ (355mL)

COMMITTED TO GOOD

TASTE GOOD, FEEL GOOD,
AND GOOD FOR YOU.

Working toward the Highest Nutrition with the Lowest Environmental Footprint.

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Website
[www.DrinkSpruce.Com](#)

Go Time





Call us when you need to know...

What to
Sell

How to
Sell it

Who to
Target

How to
Target
Them

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