

Growing a Latte

A small but growing specialty coffee company needed to reposition itself in the industry to reflect a new upscale brand image.



Challenge

Berres Brothers Coffee Roasters is a small, Midwest-based specialty coffee company that distributes its products throughout the Midwest in grocery and convenience stores as well as through mail order and wholesale programs. The company had grown from a small, local coffeehouse image into a regionally recognized coffee roaster in the Midwest. It needed a complete re-branding initiative aimed at strategically repositioning them in the coffee industry.

Think

Elevate the company's image from an "old country store" product to an upscale, high-impact brand through consistent brand identity, family and shelf presence; and use PR to build awareness for the new brand personality, identity, positioning and packaging.

Create

Supported the new brand identity with a strong secondary stripe design to unify the brand across various applications, used color-coding to differentiate the coffee flavors and varieties and targeted the state's largest media outlet, the Milwaukee Journal-Sentinel, for business coverage.

Connect

The new brand and its applications created positive retailer response, increased display space, and expanded convenience store distribution. PR efforts yielded a company profile on the front page of the Milwaukee Journal-Sentinel business section. In addition, the paper published a 1/3-page promotional ad that included a photo of the client and synopsis of the story.

SCOPE OF WORK

- Identity & Brand Development
- Package Design
- Line Extensions
- Point-of-Purchase Design
- Store Environment Design
- Illustration & 3-D Renders
- Final Art Production
- Public Relations

CONVENIENCE STORE SET-UP



OLD BRANDING



NEW BRANDING

