

SON OF A BARISTA

PRODUCTS OFFER

SON OF A BARISTA

Messaging

✓ **Quality & Convenience**

- ✓ A quality cup of coffee without the hassle
- ✓ Quality coffee shouldn't be rocket science
- ✓ You shouldn't need a PhD to brew a good cup of coffee
- ✓ A barista quality cup without the wait (or tip)

✓ **Trust & Care**

- ✓ BPA free
- ✓ Recyclable
- ✓ Accessible
- ✓ Made in Italy

✓ **Accessible & Competitive**

- ✓ Fairtrade
- ✓ Only natural ingredients
- ✓ Well priced, but not cheap tasting



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Communication Tone

- ✓ Lighthearted
- ✓ Witty & slightly tongue & cheek
- ✓ Values experience not prestige, status, or lifestyle
- ✓ Sophisticated, yet humble
- ✓ Direct & succinct communication
- ✓ Mission-driven not wealth driven
- ✓ Passionate
- ✓ Cares deeply about sustainability & corporate responsibility
- ✓ Gender neutral communication, not masculine or overly feminine
- ✓ Always speaks to the consumer with respect and on an equal footing



SON OF A BARISTA

NESPRESSO® Compatible coffee Pods

FIRENZE
MEDIUM Roast
Intensity 4/5



PORTOFINO
MEDIUM Roast
Intensity 3/5



TORINO
DARK Roast
Intensity 5/5



Formats Available: 10/30/50 Pods boxes

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KCups® Compatible coffee Pods

FIRENZE
MEDIUM Roast
Intensity 4/5



50% Colombian Arabica 50% Brazilian Robusta



PORTOFINO
MEDIUM Roast
Intensity 3/5



100% Colombian Arabica



TORINO
DARK Roast
Intensity 5/5



70% BRAZILIAN ROBUSTA 20% CHERRY AAA 10% ARABICA



SON OF A
BARISTA
ITALIAN COFFEE

ITALIAN
MADE
PRODUCTS

KEURIG
COMPATIBLE

Confidential v1.1

SON OF A BARISTA

Ground Coffee 12 Oz bags

FIRENZE
MEDIUM Roast
Intensity 4/5



CAPRI
MEDIUM Roast
Intensity 4/5



TORINO
FRENCH Roast
Intensity 5/5



SON OF A BARISTA

Classic Coffee Syrups 750ml glass bottles

*Classic coffee syrup
Salted Caramel flavour*



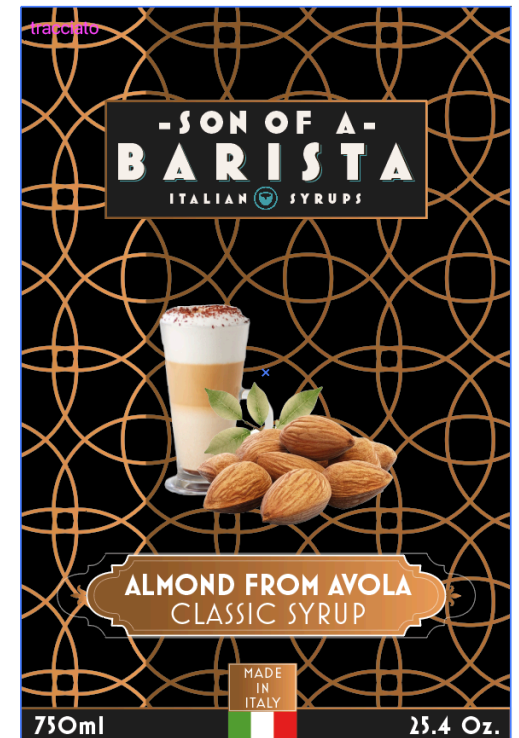
*Classic coffee syrup
Vanilla flavour*



*Classic coffee syrup
Amaretto flavour*



*Classic coffee syrup
Almond flavour*



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Classic Coffee Syrups 750ml glass bottles



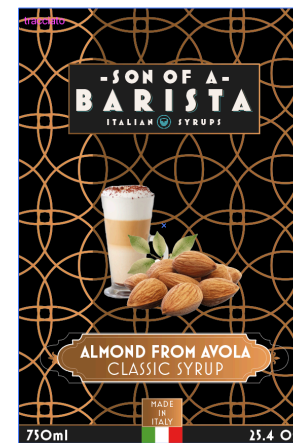
*Classic coffee syrup
Salted Caramel flavour*



*Classic coffee syrup
Amaretto flavour*



*Classic coffee syrup
Almond flavour*



*Classic coffee syrup
Vanilla flavour*



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Cream filled Cookies

*Cookies filled with
Hazelnuts cream*



*Cookies filled with
Pistachio cream*



*Cookies filled with
Apricot Jam*



*Cookies filled with
Apple Jam*



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Dry Flavoured Cookies

*Cookies filled with
Vanilla flavour*



*Cookies filled with
Coconut flavour*



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Cream and chocolate chips Cookies

*Round Shaped
Chocolate Chips*



*Flower shaped
Chocolate Chips*



*Cookies Topped with
Apricot Jam*



*Cookies topped with
Hazelnuts cream*



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Dept in chocolate Cookies

*Round Cookie deep in
Chocolate cream*



*“Hug” Cookie deep in
Chocolate cream*



*“Acorn” Cookie deep in
Chocolate cream*



SON OF A BARISTA

Classic Italian Biscotti

*Classic Biscotti
With Almonds*



*Almond Biscotti
Deep in Chocolate*



*Almond Biscotti
Deep in Vanilla cream*



SON OF A BARISTA

Original Flavours Biscotti

*Almond Biscotti
Deep in White Chocolate*



*Almond Biscotti
Deep in Pistachio Cream*



*Almond Biscotti
Deep in Lemon cream*

