



The Lev Co

Brand Strategy + Design for Specialty Coffee

Hey, Green Coffee Producers!

We merge specialty coffee expertise with compelling creative work to craft exceptional brand experiences within our industry.

We've empowered Green Coffee Producers like you weave a compelling narrative through strategic brand identity and strategy, shedding light on the invaluable stories of the farmers behind each coffee bean.

Our expertise also lies in crafting and launching exclusive offerings, propelling your brand to the forefront of the market.

So, you're curious about what we can do for you.

Coming up next is a rather daunting table of contents, but don't worry, it's there for your reference if you're curious about a particular project. Honestly, we'd probably skip over it too!

Take a look for yourself! And hey, while you're at it...

**click here to listen to this playlist
we've curated just for you! 🎧🎵**

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Branding

Full Brand Build

Brand Refresh

Sub Branding

Strategy + Development

Brand Management



Whole Bean Coffee goodintentionscoffee.com

Costa Rica
 producer: Marigold Estate
 region: Orosi Valley
 process: Washed
 we taste: Geranium, pecan, cherry
 Roasted in Garden Grove, CA 12 oz / 340 grams

Whole Bean Coffee goodintentionscoffee.com

Ethiopia Acacia
 producer: Smallholder Farms
 region: Sidama
 process: Washed
 we taste: Bergamot, pear, cocoa
 Roasted in Garden Grove, CA 12 oz / 340 grams

Whole Bean Coffee goodintentionscoffee.com

Colombia Palmera
 producer: Smallholder Farms
 region: Huila
 process: Washed
 we taste: Dark chocolate, berry, almond
 Roasted in Garden Grove, CA 12 oz / 340 grams

Whole Bean Coffee goodintentionscoffee.com

Papua New Guinea
 producer: Sigri Estate Kula PB
 region: Western Highlands
 process: Washed
 we taste: Caramel, apple, plum
 Roasted in Garden Grove, CA 12 oz / 340 grams



ABOUT BIG RED NOT YOUR MOMMAS PNG



Papua New Guinea has long been relegated to "blender coffee" status for many in the American specialty coffee industry. This is for a variety of reasons including supply chain challenges of origin, the limited pool of quality-focused producers, and, notably, the lack of exposure to great PNG for many roasters. All of this created a sort of vicious cycle of where the limited supply of high quality PNG created a lack of demand for high quality PNG which, in turn, created a lack of interest for producers to create high quality PNG coffees.

Benchmark focuses on representing the best of PNG, produced with higher processing standards by people who are committed to quality. As we have found over the years, our produce-partners' interest in experimenting has also grown. Four years ago, our partners at Sigi Estate began identifying some of the different varieties of coffee found on their land. While the predominant variety was known to be Typica, there were other varieties, found in smaller quantities, that were aggregated together with the Typica in processing. One of these varieties was Maragogype, the "elephant coffee bean" and was believed to be a spontaneous mutation of Typica. Our partners began propagating the Maragogype. For the first time years ago, this variety was planted in a microlot of its very own. For the first time ever, we're honored to present a very limited first-run of "Big Red," as it has been named.

We are proud to ride along on the journey of Papua New Guinea, as recognition grows for this origin and the potential that lies ahead. We feel that Big Red is a great representation of this journey and we hope you enjoy it!

BIG RED ROASTING GUIDE

To give insight into roasting this special coffee, we turned to our very own Kurtis Kearby for some insights in how to approach such a large and delicate coffee.





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services
our work
blog
contact us

Another bold place to say

Let's say some more in-depth greatness lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis risus sed vulputate odio ut enim blandit volutpat. Consectetur purus ut faucibus pulvinar elementum integer enim neque volutpat. At imperdiet dui accumsan sit amet nulla facilisi. Facilisis magna etiam tempor orci eu lobortis. Sit amet tellus cras adipiscing enim eu. Pretium quam vulputate dignissim suspendisse in

hello@pomelocoffeeconsulting.com

Packaging + Design

Package Design

Ready-to-Drink Items
Retail or Wholesale Coffee Bags
Green or Roasted Sample Sets

Label Design

Retail or Wholesale Coffee Labels
Green or Roasted Sample Labels
Burlap Sack Design

Collateral

Merchandise
Sales One-Sheets
Educational Material
(Print + Digital)



current client





Santa Cruz Guatemala Single Origin 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Guji Ethiopia Single Origin 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Rwenzori Kaswa Uganda Single Origin 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Feel Good Signature Blend 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Decaf Columbia Single Origin 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Huila Columbia Single Origin 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Medicine Single Origin 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Medicine Signature Blend 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Cold Brew Guatemala Single Origin 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Kilimbi Rawanda Single Origin 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Kerinci Indonesia Single Origin 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO

Injection Signature Blend 250g of whole bean

Roasted On

A full creamy bodied blend with notes of raisin, toffee and a spiced cocoa finish.

FRESHLY ROASTED IN CHICAGO



current client

A _____ Of _____
Coffee Release & Launch Process
Coffee roasters are _____ companies.
Green Buying & Managing
If you don't know every _____, you cannot scale.
Financial Structure
If you want to make _____ regularly,
comfortable _____, you need to get
Dry Product Management
Your _____ product is what keeps you _____.
Pricing Calculator
A pricing calculator is a tool to _____
of the pricing decision to _____.

Do you need a pricing calculator?

The ONY x 





Content Curation

Social Media

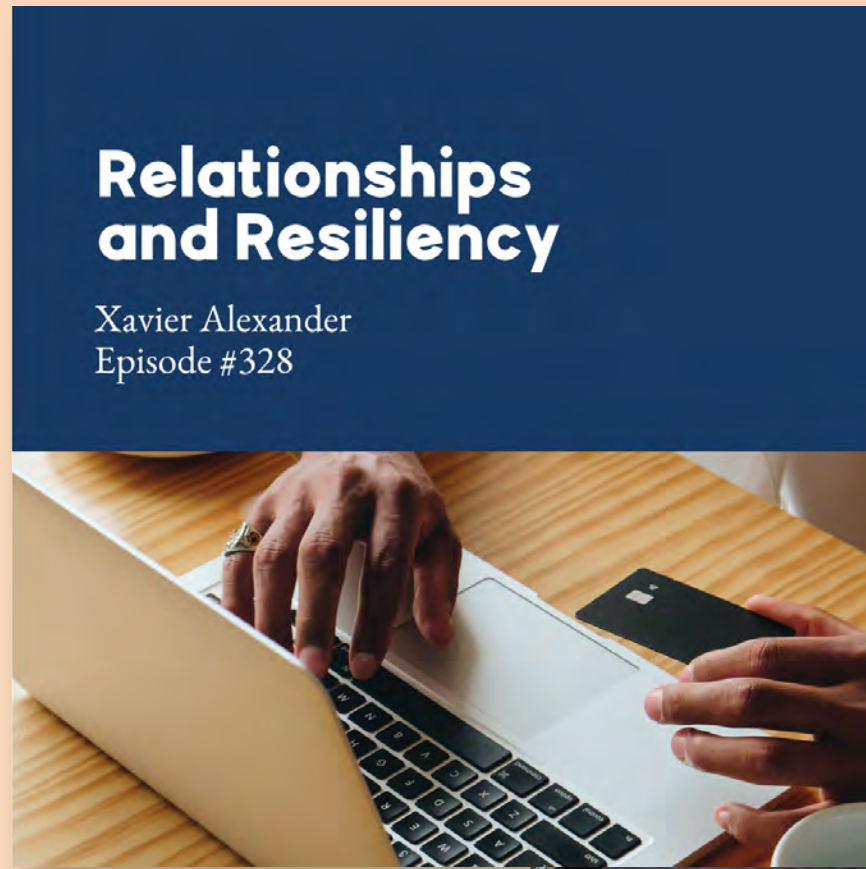
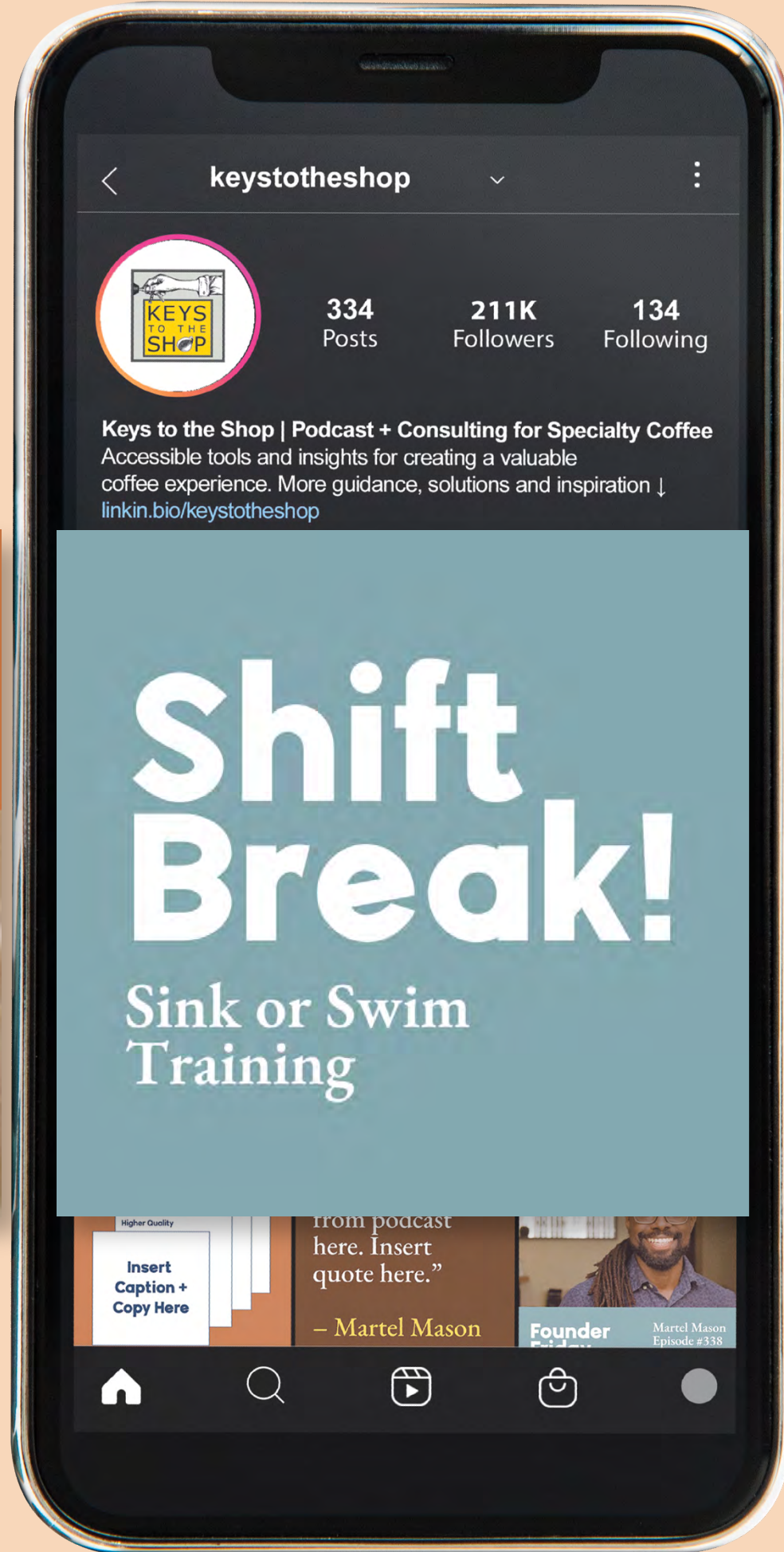
Branded Graphics
(See Slide 19 for full
Social Capabilities)

Photography

Events
E-Commerce
In-Studio Art Directed Shoots
On-Location Shoots

Videography

Documentary-Style Mission Video
Product Launch Teasers
Client Testimonials







KURTIS KEARBY

Quality Control Director | Benchmark Coffee Traders

Social Media

Strategy

Management

**Cross-Platform
Implementation**

Bulk Content Curation

Quarterly or Monthly Photoshoots
Short Form Video

Branded Graphics



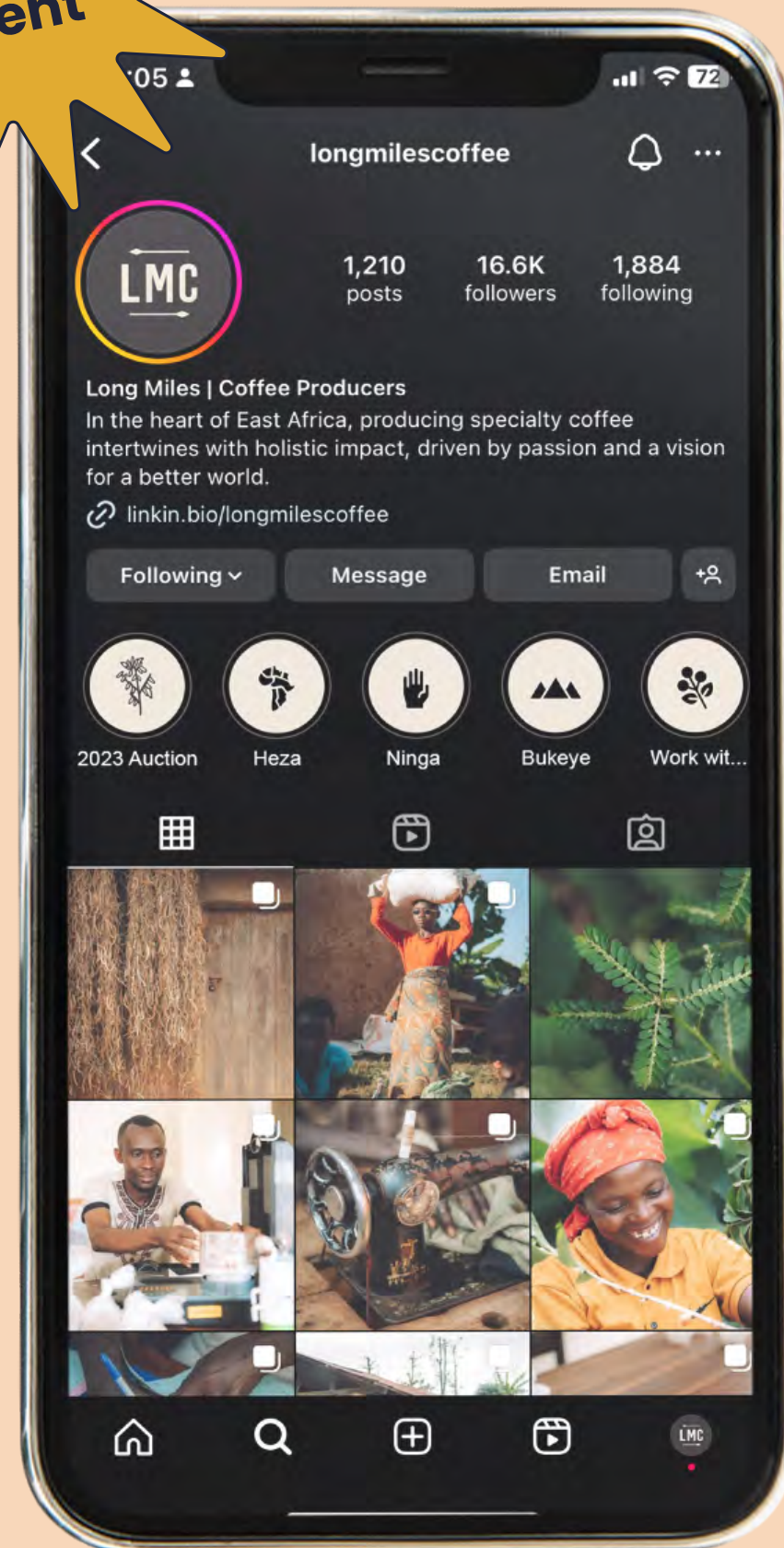
Results

+ 70% Growth Rate
5/1/2020 - 2/1/2024

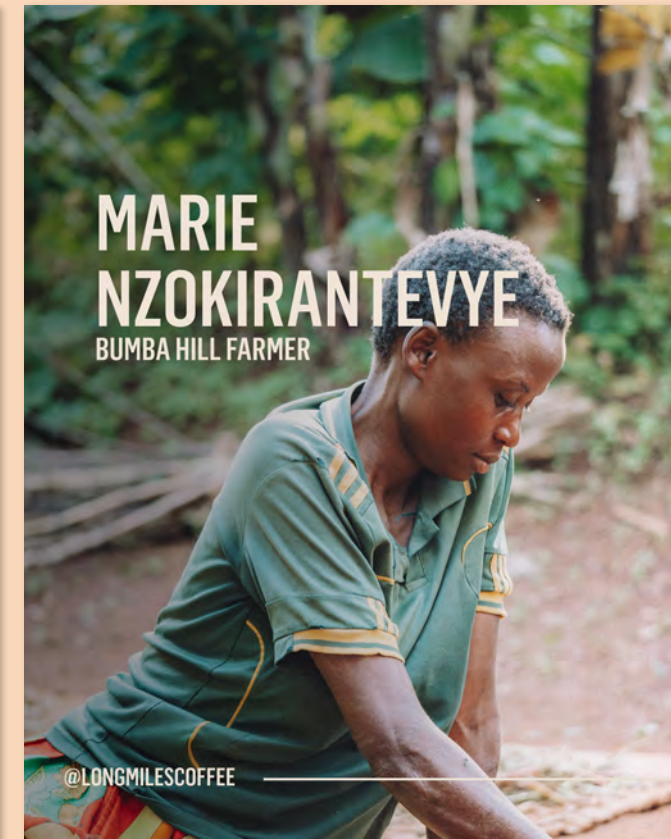
16.2% Average Post
Engagement Rate

80-bag buyer acquired
directly through social

current client



LONG MILES COFFEE AT SPECIALTY COFFEE EXPO
CHICAGO — APRIL 12-14, 2024



BURUNDI IS RANKED 171 OUT OF 181 COUNTRIES FOR RISK OF CLIMATE CHANGE.
@LONGMILESCOFFEE



Results

Imposed a LinkedIn page, growing purely through organic content, gaining the attention of large accounts

Successful Campaign for Private Auction Collection in 2023, resulting in:

- attracting bidders from 5 countries
- sold all 15 lots above the minimum bid price
- increased the average price per pound from \$9.23 to \$10.38
- achieved a record-high purchase price of \$18.10 per pound

The LON Co

Keys to the shop

Social Guide,
Strategy,
& Best Practices

Yeehaw! You made it through. How 'bout a brew or two?

While you ponder your next move,
follow the blocks to navigate!

Not ready to move forward with creative
work? Our sister company, **Pomelo
Coffee Consulting** may have something
in store for you.

And for those who are craving
more...check out our podcast series,
"**Good Folks, Doing Good Work**", where
we chat with incredible folks like you
who are making a difference inside and
outside our industry.

