



The Lev Co

Brand Strategy + Design for Specialty Coffee

Hey, Specialty Coffee Roasters.

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

We've helped push Specialty Coffee Roasters into the spotlight on the shelves with captivating package design, ensured unwavering brand coherence with top-notch social media strategy, and brought their narratives and values to life through strategic content curation.

So, you've found yourself needing help with a creative feat? You've come to the right place.

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 peek at our capabilities, get inspired, 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

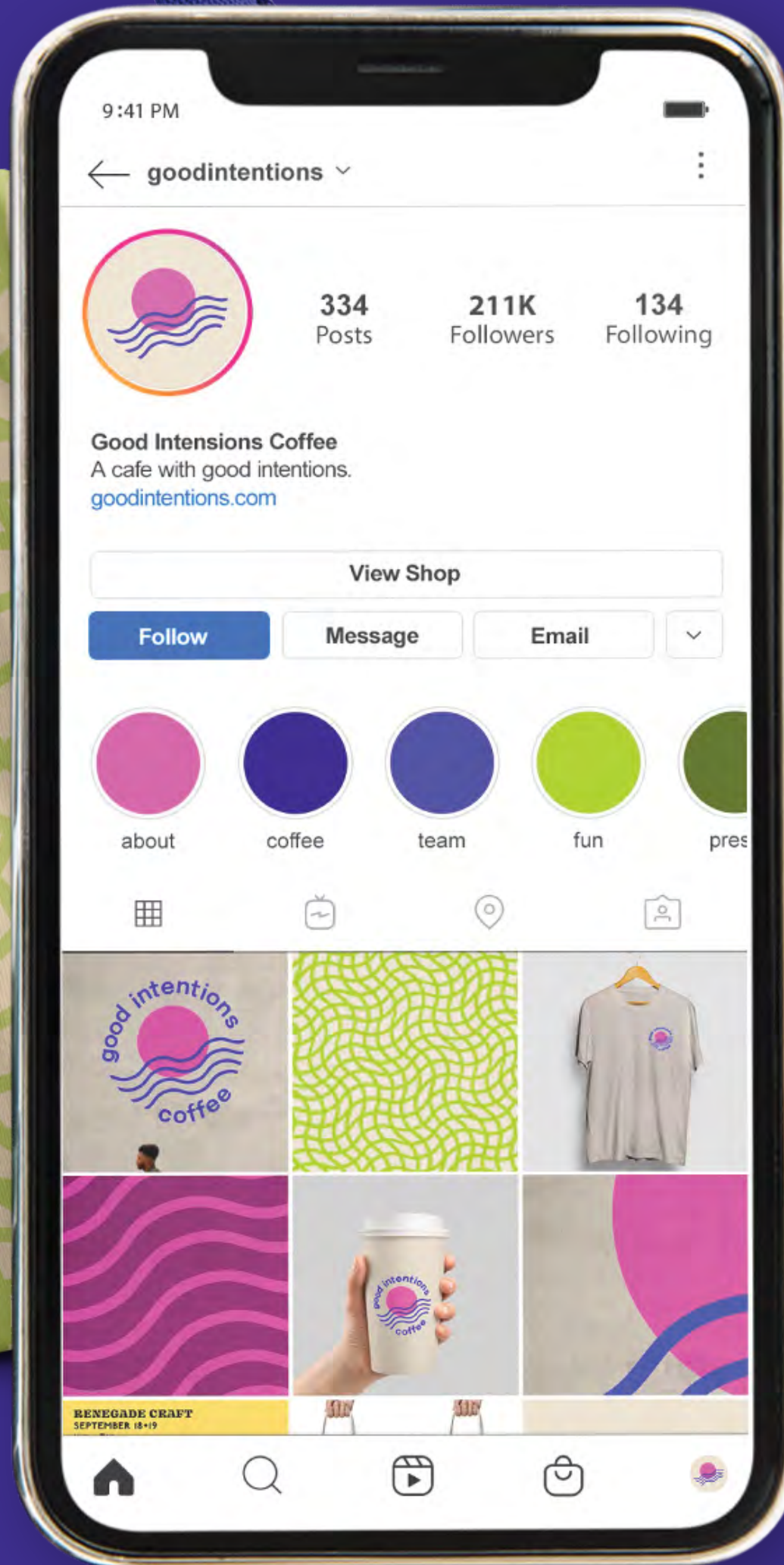
Full Brand Build

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

OCT 25 2022

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

OCT 25 2022

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

OCT 25 2022

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

OCT 25 2022





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**po
me
lo**

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)



nutrition facts

amount per serving

calories

total fat 0g

sodium 5g

total carbohydrates 1g

total sugars 0g

protein 0g

Ingredients: Water, Coffee

Produced by Finca Filter

101 Center St, Portland, OR

current client





We recommend you store your fresh coffee in an airtight container away from direct light. Grind beans just before brewing for maximum flavor. Experiment and have fun.



DR MOJO COFFEE

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

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





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 Co x **po me io**





Content Curation

Social Media

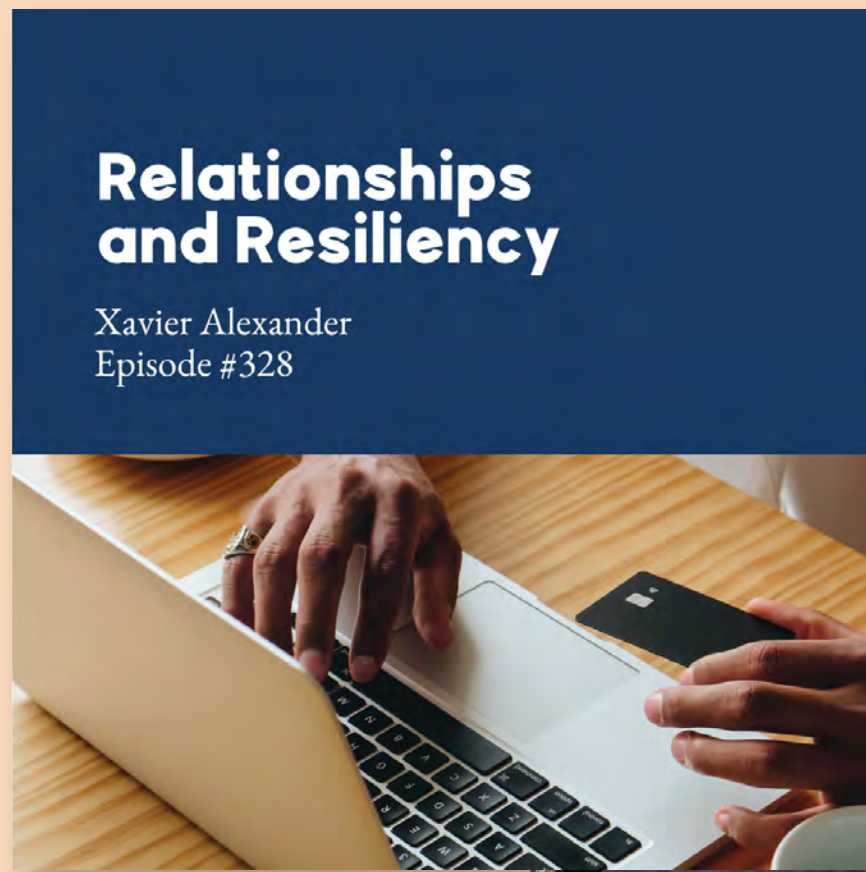
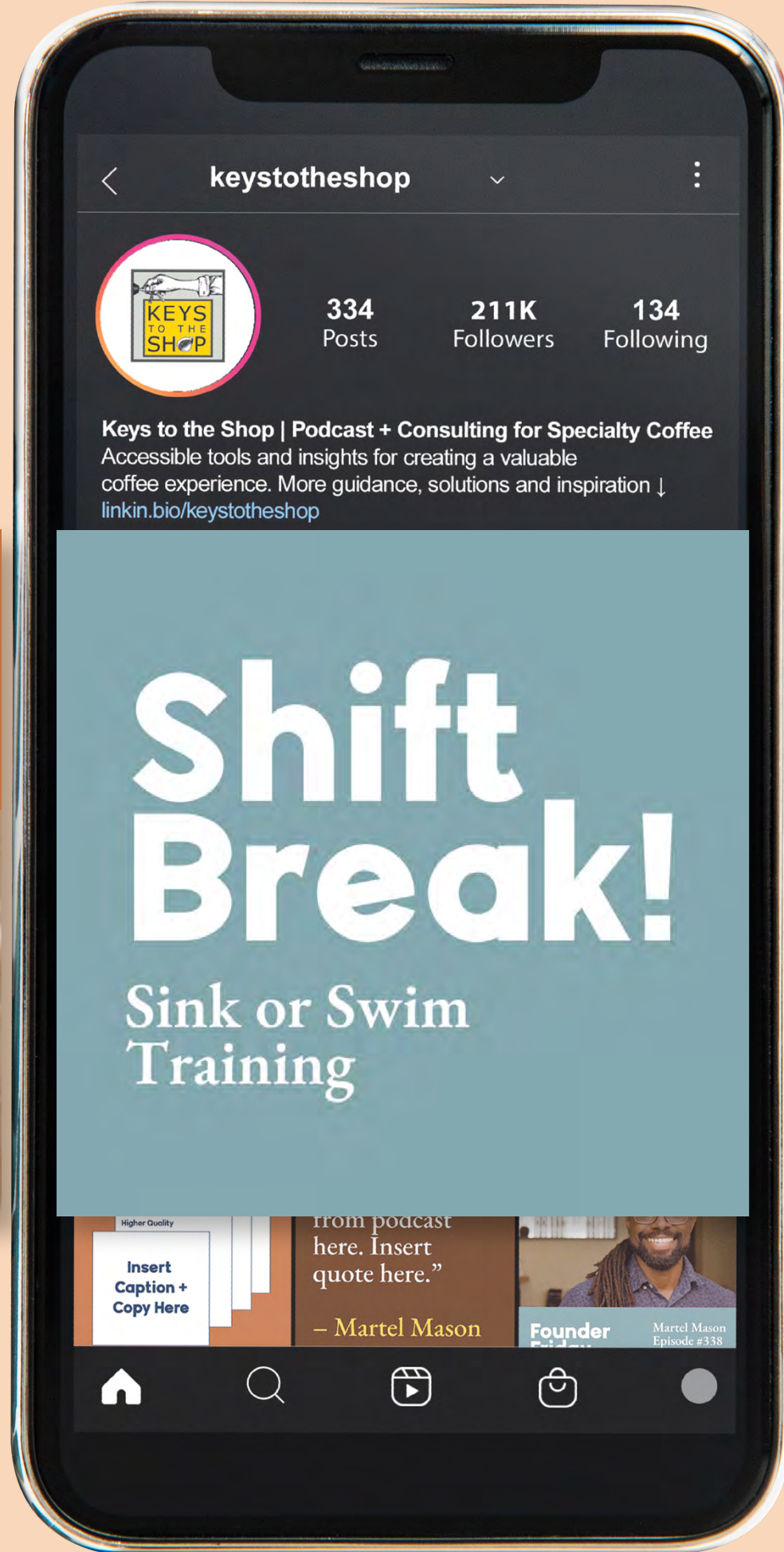
Branded Graphics
(See Slide 19 for full
Social Capabilities)

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

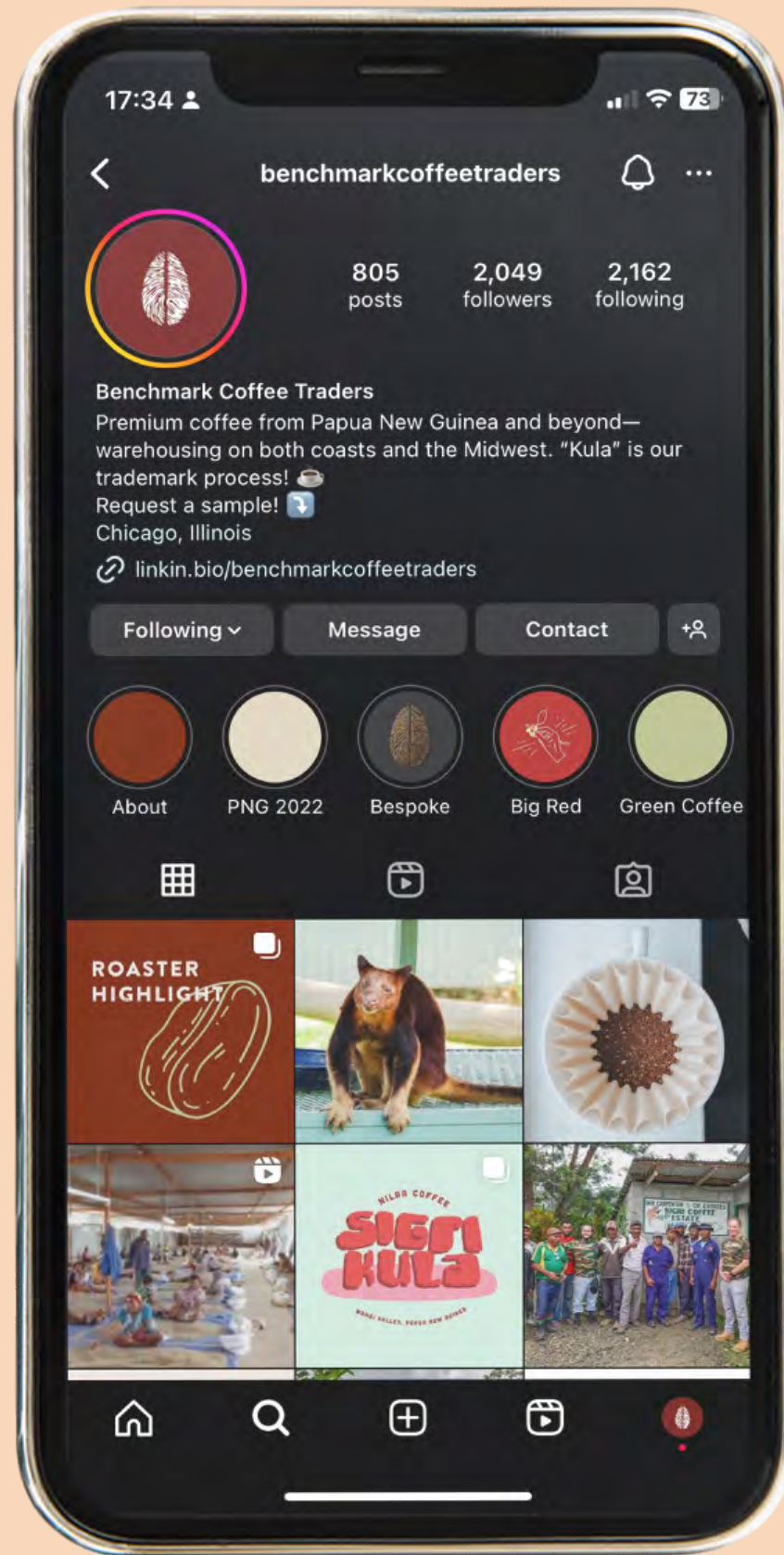
Management

**Cross-Platform
Implementation**

Bulk Content Curation

Quarterly or Monthly Photoshoots
Short Form Video

Branded Graphics

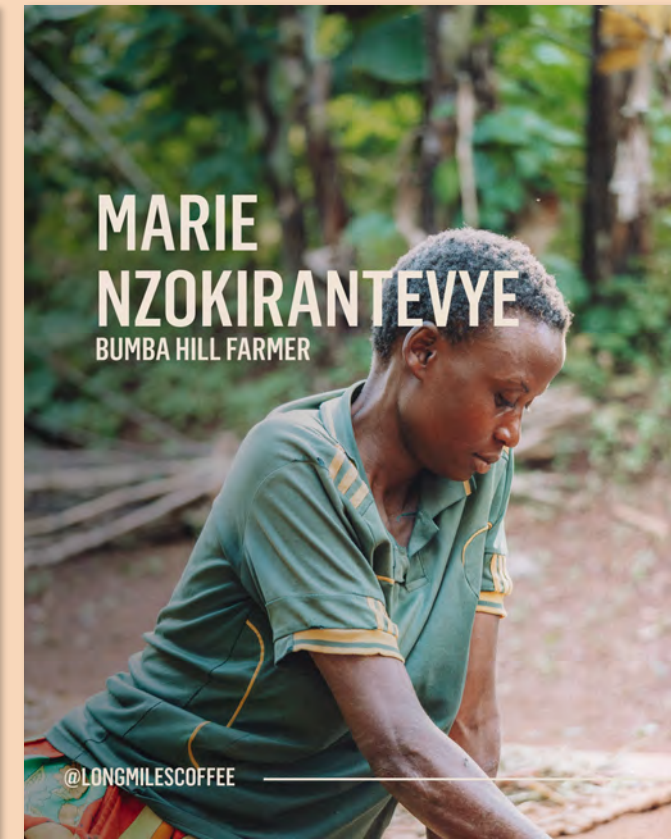
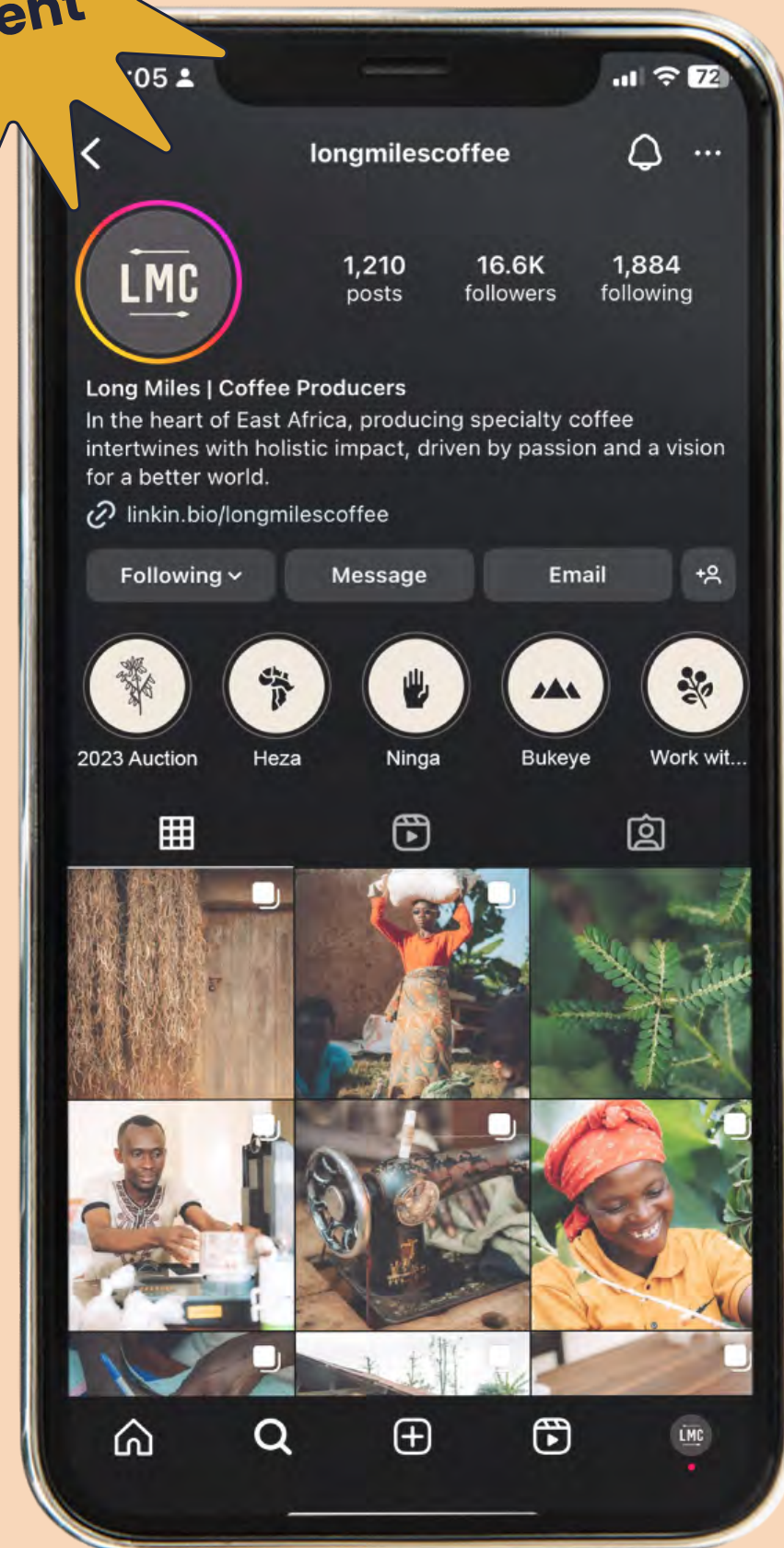


Results

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

16.2% Average Post
Engagement Rate

80-bag buyer acquired
directly through social



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.

