CUPPABREW

EST.24

Global Blends for a Mindful Generation

Meet The Team

Global Blends for a Mindful Generation

Jing

Ethan

Daf

Hattie

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Identity

- Who we are
- End goal
- Branding

Our Company

At Cuppabrew, we’re more than just a tea shop, we’re a space dedicated to mental well-being. Specialising in a curated selection of herbal teas known for their calming, uplifting, and restorative benefits, we aim to create a sense of balance in the fast-paced, lives of Generation Z.

End Goal

Our end goal is to be more than just a tea shop—we aim to become a cultural hub where tradition meets innovation. By bringing people together over the universal ritual of tea, we hope to cultivate a community that values well-being, diversity, and sustainability. From ethically sourced ingredients to environmentally friendly packaging, we're dedicated to doing business in a way that's mindful of the planet and its people.

TARGET AUDIENCE

Gen z

Psychographic: This audience values authenticity, sustainability, and experiences over material goods. They often seek community-focused spaces that align with their values.

Demographic: Gen Z consumers, a distinct group aged 18-24, are characterised by their health-consciousness, tech-savviness, and social awareness.

Gen Z, a younger generation, is more focused on health, wellness, electronics, and technology than prior generations. They are inherently tied to these areas, and marketing efforts should focus on them to increase conversion rates. Gen Z focuses inwardly, striving to become their best version. Utilising their interests in electronics, technology, and social media can help businesses reach their target audience effectively. It's important to emphasise this and target them effectively.

Business Model

- Sustainability
- Subscription
- Source of revenue
- Use of fairtrade

SUSTAINABILITY

Organic and Fair-Trade Teas: Partner with suppliers that offer certified organic and fair-trade teas. This ensures that farmers are paid fairly, supporting ethical and environmentally friendly practices. Also, the tea industry is currently facing a large amount of sustainability challenges. These come in the form of deforestation and water scarcity. Furthermore, when you pair this with the fact that 92% of consumers say that sustainability is key when choosing a brand, sustainability becomes a must. This is why we choose to donate a sum of our proceedings back to the workers in fairtrade to show our appreciation and awareness to their current situation.

Coffee vs tea

As of 2023, coffee consumption in the UK has overtaken tea in a very convincing fashion. Coffee sales are now nearly double that of tea, with 533 million packs of coffee sold compared to 287 million packs of tea over the past year. In terms of regular consumption, 59% of Britons regularly drink tea, but 63% drink coffee, to the tune of around 95 million cups a day.

As a group, this would be an interesting market to try and close. But after some discussion, we decided it would have to be a larger company as opposed to a small business

TARGET

Average spend per customer £13.85

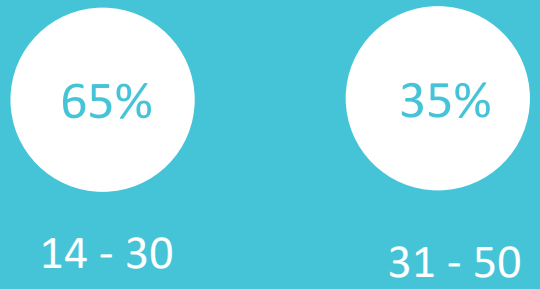
GENDER

M 40%

F 60%

TEA PREFERENCES

AGE



MARKET SIZE

The tea industry has an annual turn over of £748m.

UK

In the UK, the tea industry is only 0.02% of the country's turnover and employs only 3,324 people across 27 businesses, while the fruit juice industry has 7,071 workers across 111 companies.
We can take over the tea industry.

3.1 Million

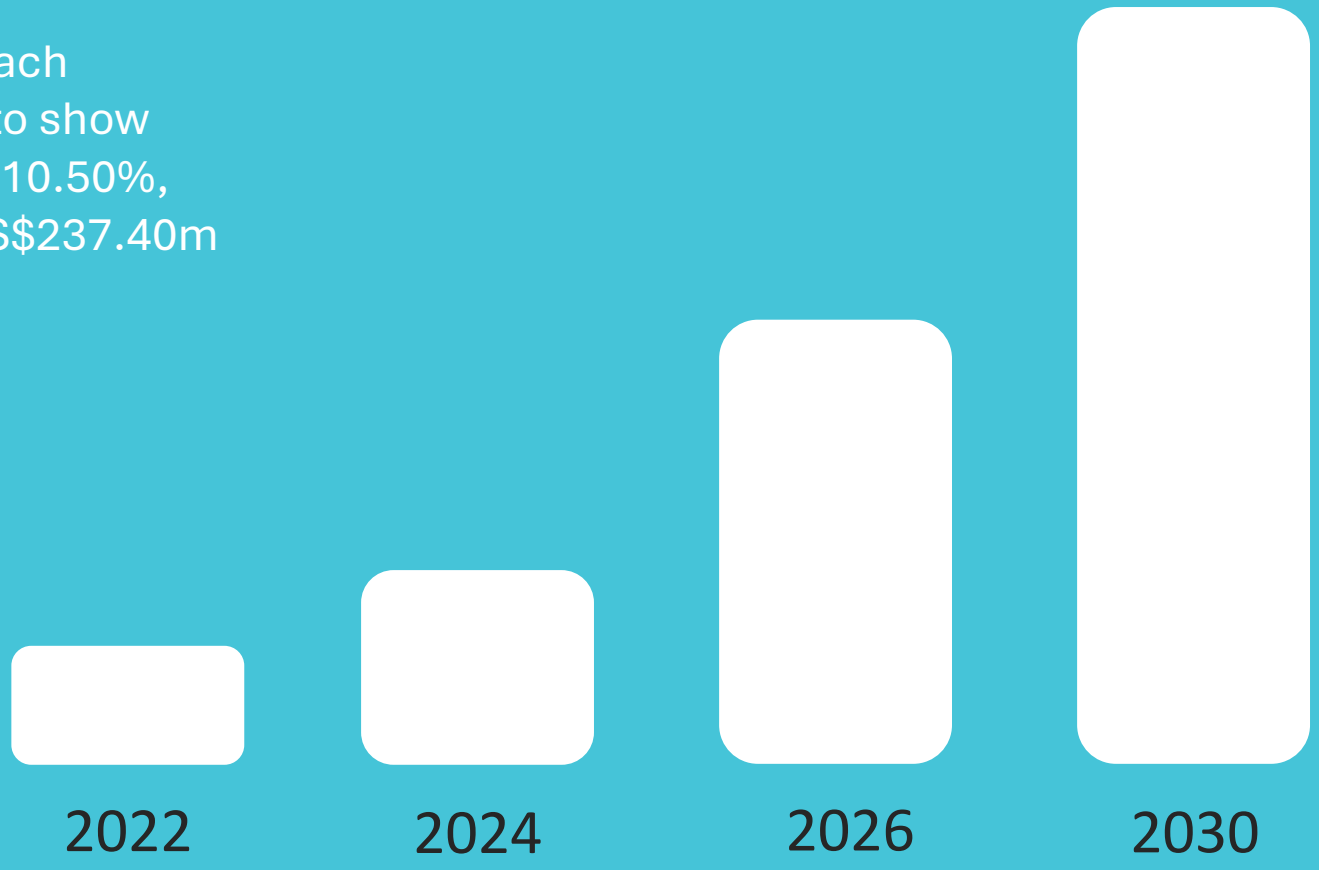
China is the world's largest tea producer. 3.1 million tones

2016

Turkey was the largest tea consuming country, with an average of 6.96 pounds per person that year

PREDICTED GROWTH

Revenue in the Tea Market is projected to reach US$144.10m in 2024. Revenue is expected to show an annual growth rate (CAGR 2024-2029) of 10.50%, resulting in a projected market volume of US$237.40m and on a global scale of 90 billion by 2030.



INVESTMENT

IMPORTS

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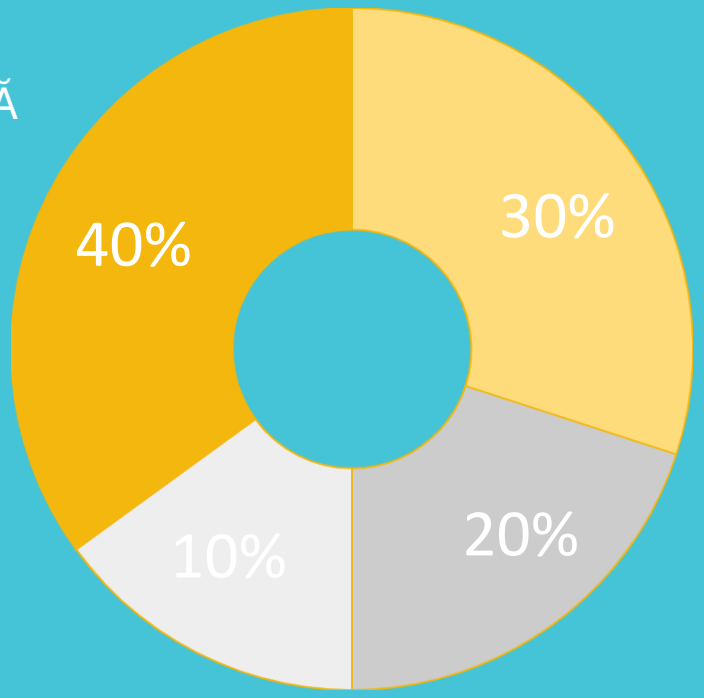
CONSUMPTION

[illegible]



PU-ERH TEA

Rare and antique teas offer a tenfold return on investment, with value realised through auctions in China and Hong Kong despite their relatively low market share of only 30%.

LOCAL SOURCES

[illegible]

Design Project

- Store design
- App design
- Promotional video
- Loyalty card?
- Website?

HERBS Examples

Peppermint
Reduces headache
Helps with digestion

Lavender
Reduces anxiety
Feel more relax

Rosehip
High in vitamin C
Supports immune function

MOCK UPS

Front of house

Product design

Subscription boxes are now available to pre-order in 5 different blend groups.

NEXT

THE TEA BOX

WELCOME

USERNAME

PASSWORD

Display Password

Login

sign up

EMAIL or SOCIAL MEDIA

Don't have an account? Sign Up

CREATE ACCOUNT

LET'S START

FULL NAME

EMAIL OR MOBILE NUMBER

PASSWORD

CONFIRM PASSWORD

Please read and accept our terms and conditions, by signing up you have agreed to these T&C's

SIGN UP

EMAIL or SOCIAL MEDIA

Already have an account? Log in

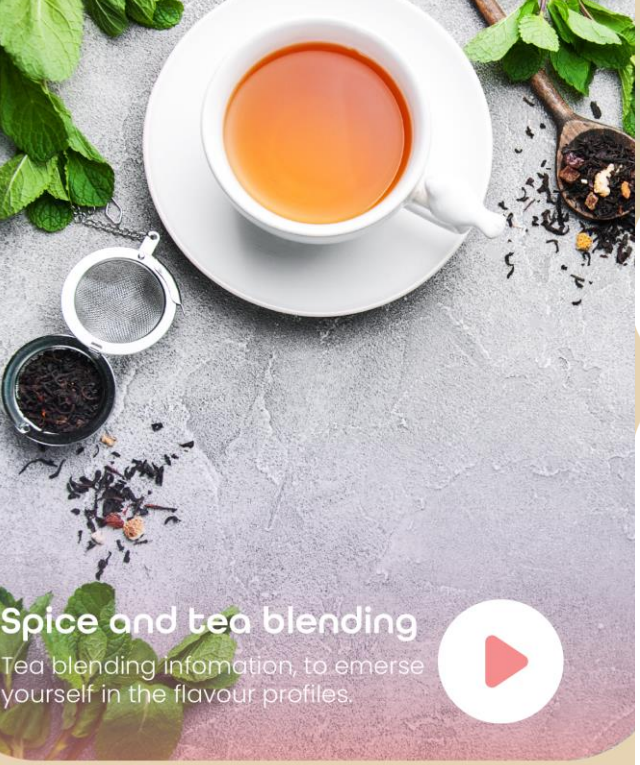
Just some questions

Just a few question to get us started to ensure our app is the best for you

- Your location
- Your favourite store
- Your favourite tea
- Are you a student
- Choose your age range

BACK

NEXT



Spice and tea blending

Tea blending infomation, to emerse yourself in the flavour profiles.

About

Tea blending is a combination of different tea products, herbs, spices, flowers and fruits that create unique aromas and flavour profiles in a beverage. It could be compared similarly to cocktail mixing.

Popular blends

Beginners guide

home stats Profile Goals

Hello Emma!
happy sipping

your points
8 000 / 15 000
53%

Daily Activity
See all

total points
8000 / 15 000

next reward in
446 points

rewards
2.2 / 7.5

53%

Workouts
See all

Your last vist
11/03/2024

Your last order
14/05/2024

home stats Profile Goals

Hello Emma!
Have you tried our new menue ?

Most popular items
Some of these are our most popular drinks
53%

Green tea
iced or hot

Gen Mai Cha latte

Mint tea Cha-ppuccino

Pu'Er tea
Yunnan, China
dried blend

Daily updates

Spice and tea blending
Tea blending infomation, to emerse yourself in the flavour profiles.

home stats Profile Goals

CONGRATULATIONS!

You have reached your next points goal and you have received and extra 100 points to go toward our rewards program. You can redeem these in the form of vouchers in store or online.

Continue

BONUS - VIDEO

https://youtu.be/SmIvBPgYqbg

Thank You

Please present your questions

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WORKBOOK

https://www.theguardian.com/business/2024/feb/12/uk-shoppers-could-face-tea-shortages-due-to-trade-route-disruptions

UK shoppers could face tea shortages due to trade route disruptions

Sainsbury's tells consumers there are problems that could affect the availability of black tea

End of traditional tea shops?

Eugene Wilfred
Demand gen & marketing ops

August 23, 2018

ChatGPT

Tea shops face several challenges, including:

1. Competing with Coffee Culture

Coffee is more popular, especially among younger audiences, making it hard for tea shops to attract regular customers.

2. Seasonal Demand Fluctuations

Tea sales often dip during hot weather, unlike iced coffee, which maintains year-round popularity.

3. Customer Awareness and Education

Many people are unaware of the health benefits and variety of teas. Educating customers about specialty teas can be challenging.

4. Limited Market Perception

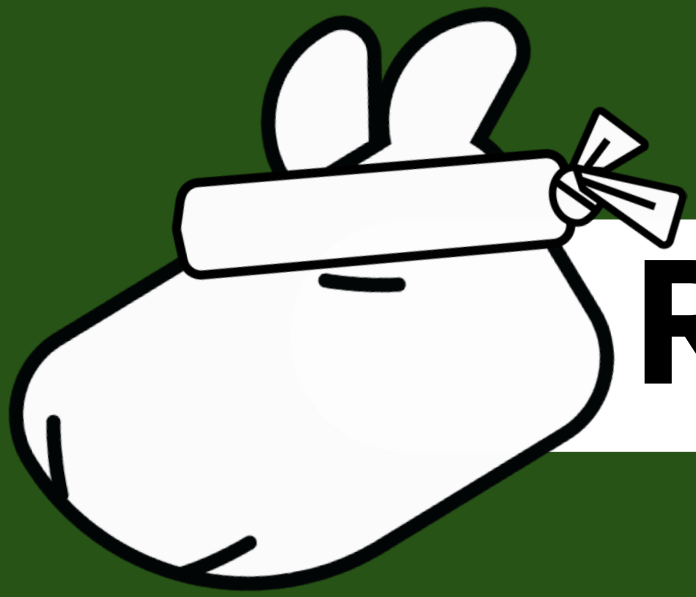
Tea is often seen as a niche or occasional drink, not a daily necessity like coffee, limiting frequent purchases.

5. Menu Complexity

Offering a wide variety of teas can overwhelm customers, especially those unfamiliar with different blends and brewing styles.

- Coffee Lovers

"I don't have a problem with caffeine. I have a problem without it."



REFERENCES

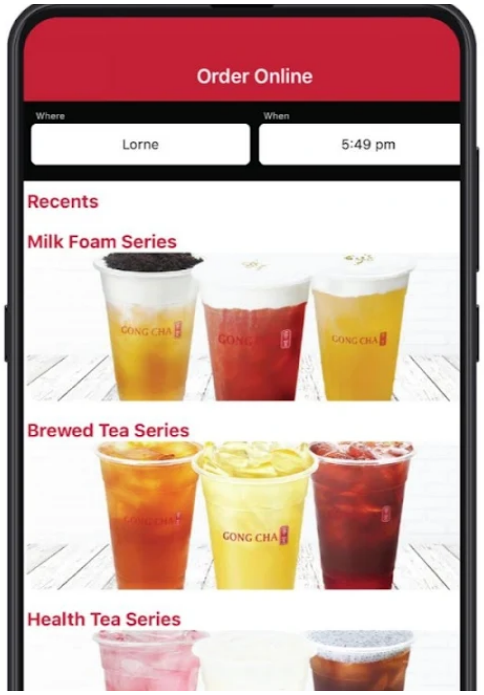
Workbook

Gong Cha

"Gong cha" is the Chinese term for the act of offering the best tea to the Emperor. It represents teas and beverages of the highest and finest quality, fit for royalty.

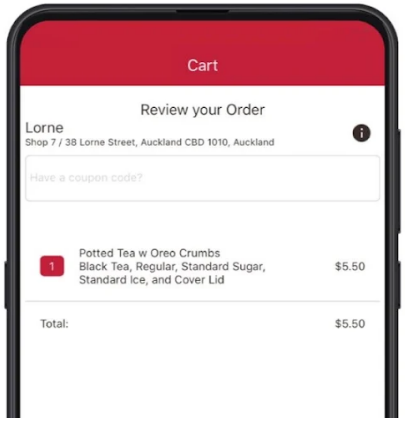
Gong cha 貢茶

Order Online | About Us | What's the Tea? | Menu | Locations | Franchising | Contact Us



-Tap & Pay!-

SKIP THE QUEUE
COLLECT IN STORE

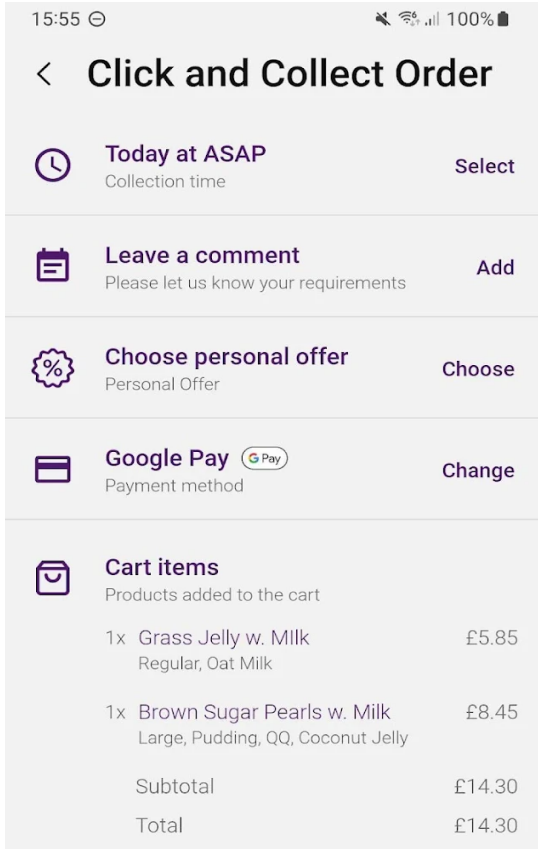


Chatime

They are a clan of passionate tea enthusiasts. And they want to let the world know how a cup of "Good Tea" is made. Every tea has a story to tell, and every story starts with a good cup of tea.

Chatime 日出茶太

Milk Tea | Fruit Tea | Fresh Tea | Ice Blend



Menu
Locations
Merchandise
Tea Lab Fresh
Order Now

Kung Fu Tea

Known for its app-based rewards system, mobile ordering, and promotions. Users can track purchases and receive free drinks after accumulating points.

KUNG FU TEA 功夫茶

ABOUT | MENU | APP | FRANCHISE | KFT

FAMILY | LOCATIONS | MERCH | ORDER NOW

Teatulia

They are a Denver-based, Bangladeshi-grown organic tea company working to create a regenerative and self-sustaining community. They bring the best-tasting, organic tea straight to your cup.

Teatulia

SHOP ORGANIC TEAS | TEA 101 | ABOUT US | WHOLESALE

OP OUR ORGANIC TEAS

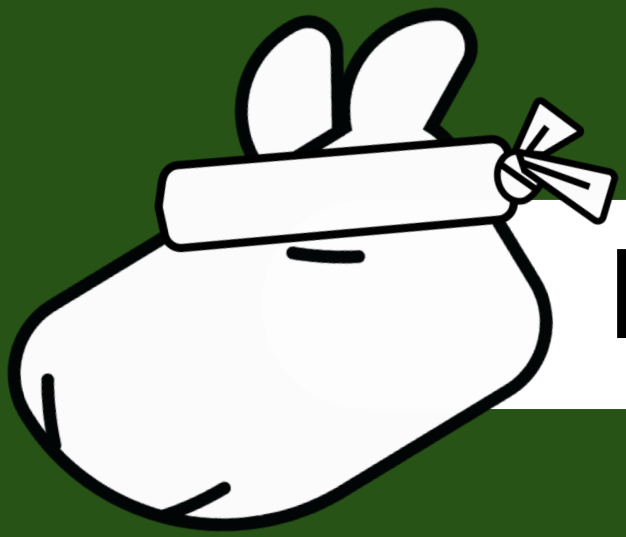
SHOP HOT TEAS

GIFT SETS

NICE THINGS PEOPLE SAY

"Best tea ever. I drink at least a quart everyday."

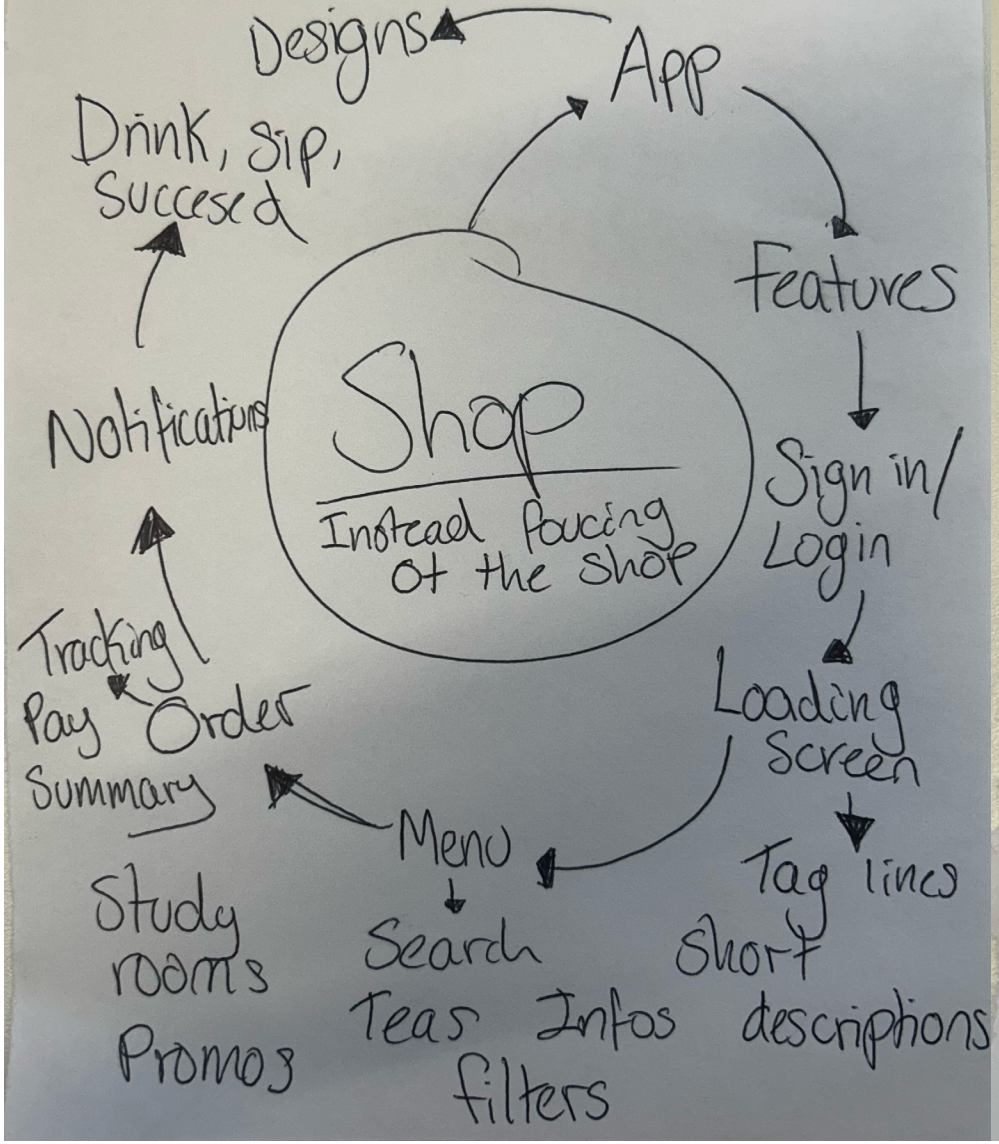
- Natalie



DEVELOPMENT

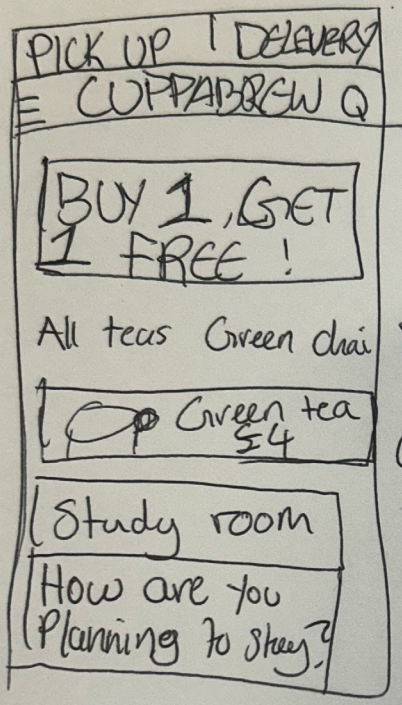
Workbook

Initial thoughts



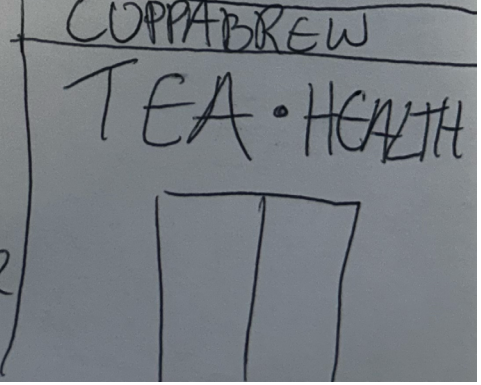
Why App?

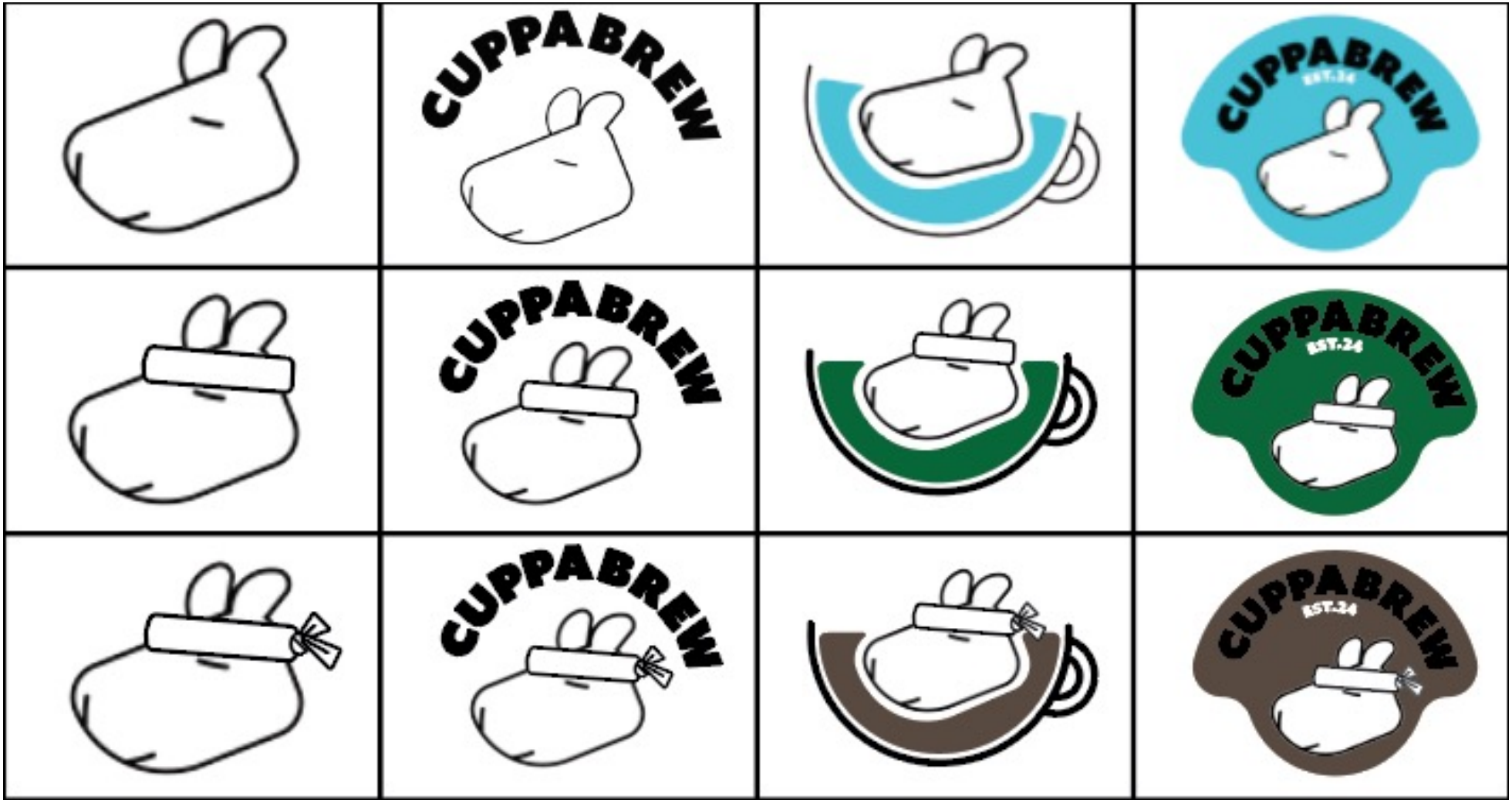
88%



Most Gen Z are always on their phones, they prefer to do everything on their mobile devices.

take advantage and create an app to appeal/ attract that audience

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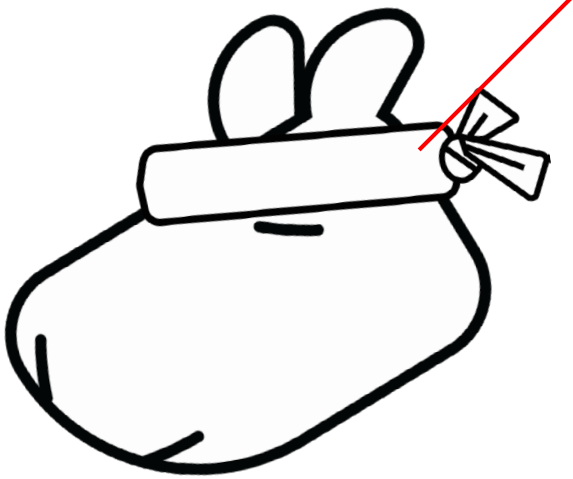
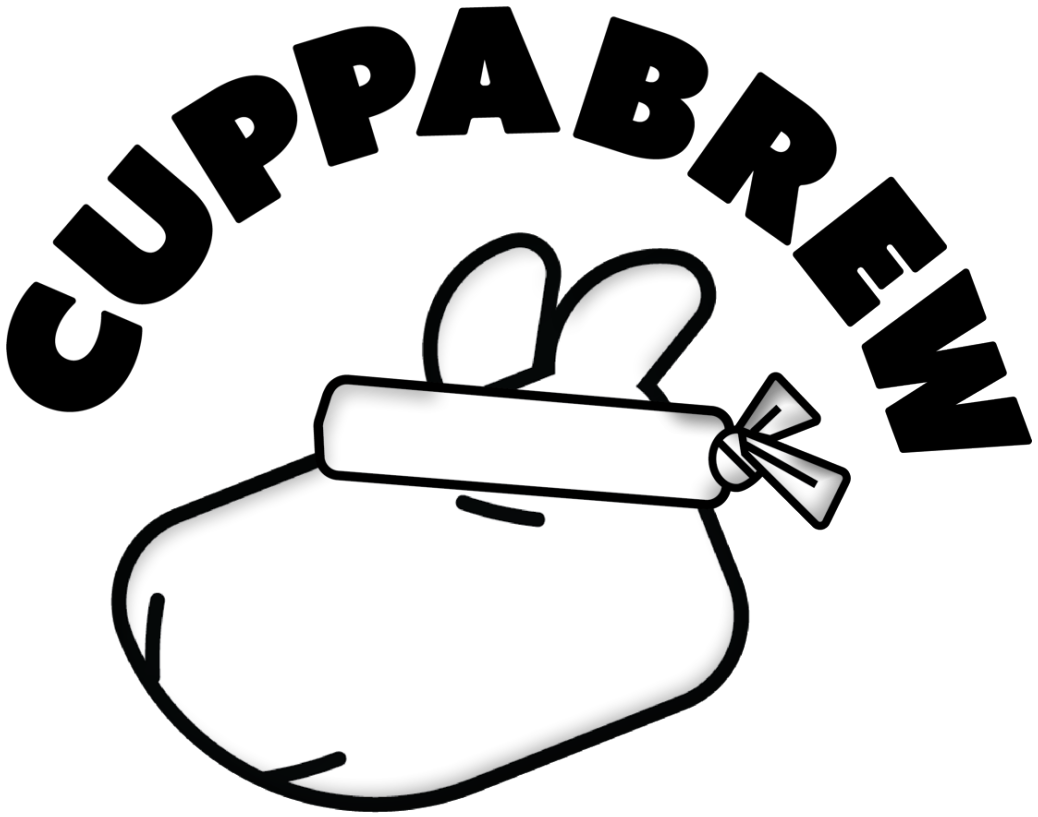


I have added a headband because it symbolises a common visual trope often associated with focus, diligence and intense studying especially in Asian culture. Which overall targeting Gen Z who are still in educations or even working in day-to-day basis.


CUPPABREW

Aa

Sora

Free Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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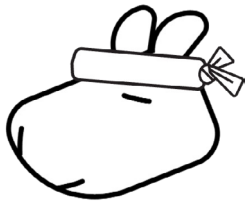

Typefaces

Azo Sans Thin
ABCDEFGHIJKLMNOPQRSTUVWXY Z
abcdefghijklmnopqrstuvwxyz
1234567890!"£$%^&*()<>?

Azo Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXY Z
abcdefghijklmnopqrstuvwxyz
1234567890!"£$%^&*()<>?

Azo Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXY Z
abcdefghijklmnopqrstuvwxyz
1234567890!"£$%^&*()<>?

Azo Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXY Z
abcdefghijklmnopqrstuvwxyz
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Azo Sans Black
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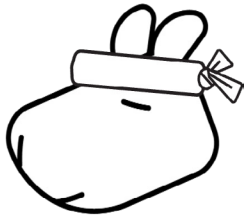
Azo Sans Uber

Aa



Brand Colours

#3c5433

#313131

#EDD6C8

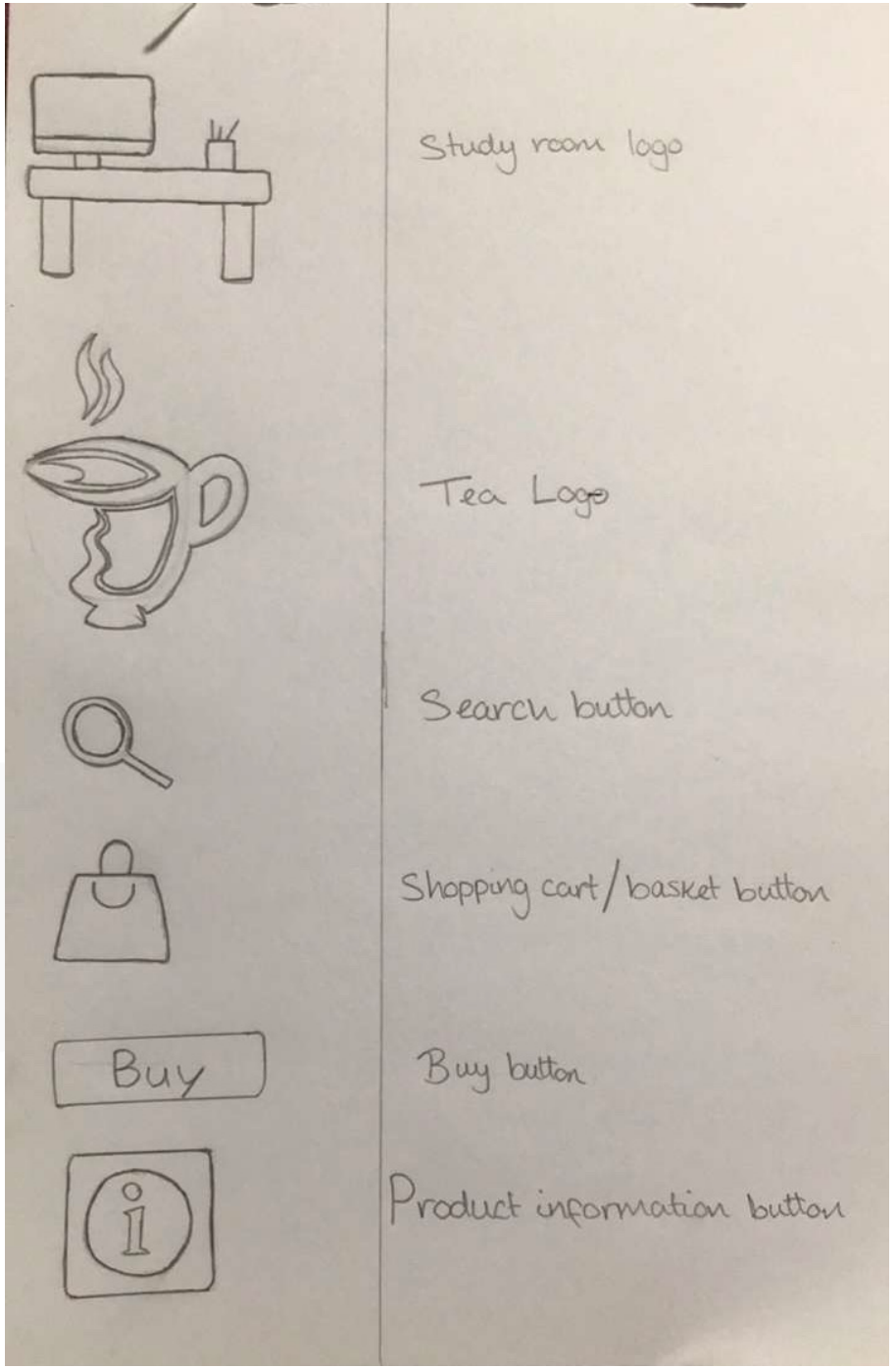
#FF6200

#F9F2ED

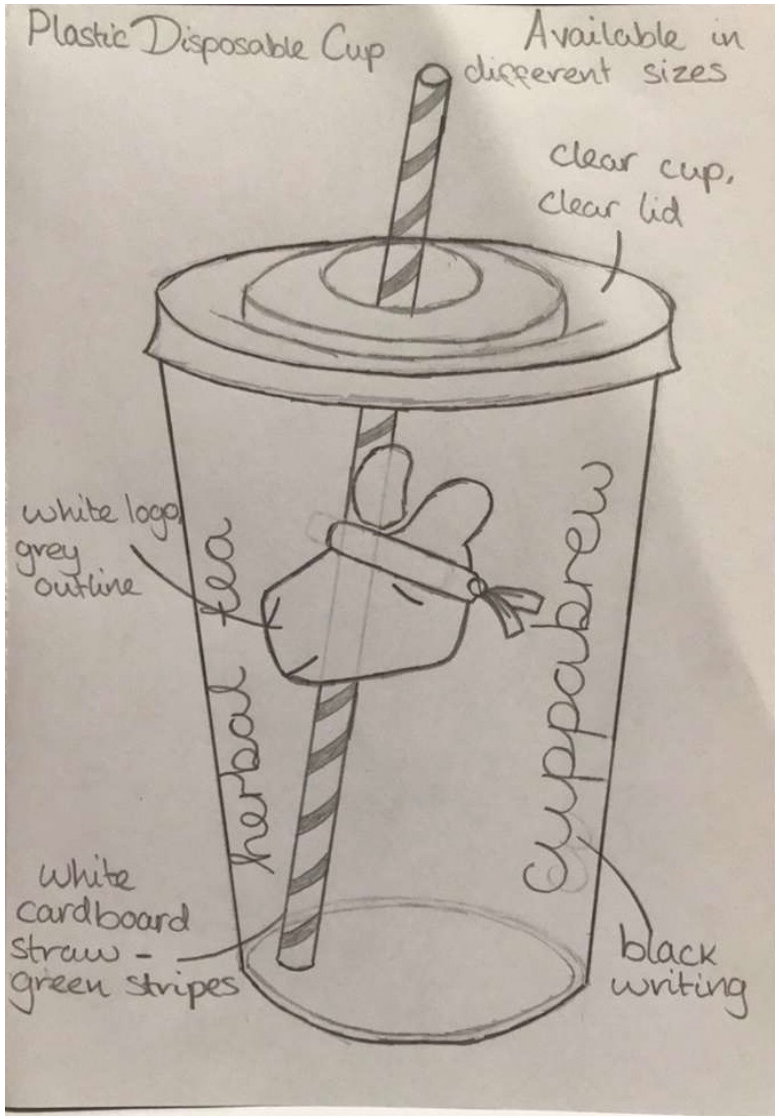
Assets

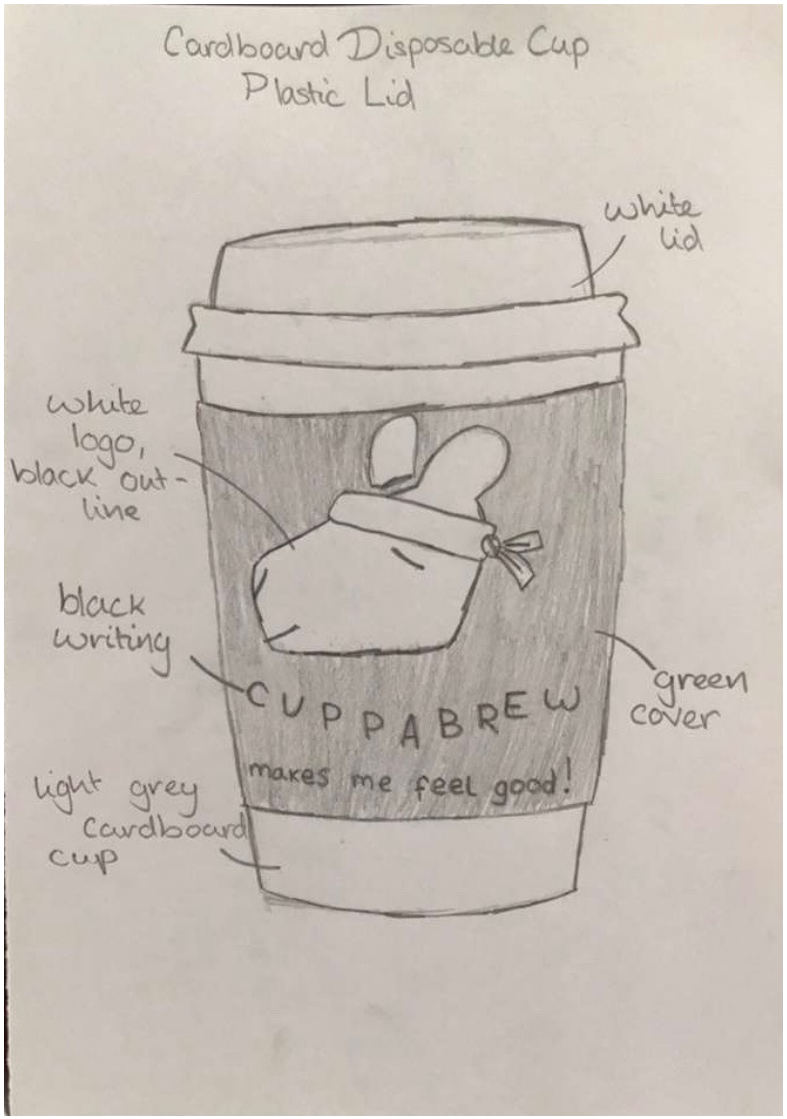
Iconly 3.0

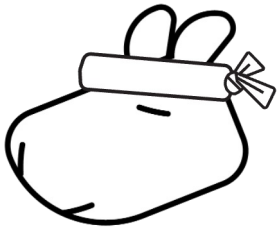
9:41


Study room logo
Tea Logo
Search button
Shopping cart/basket button
Buy
Buy button
Product information button

Sketches


Plastic Disposable Cup
Available in different sizes
clear cup, clear lid
white logo, grey outline
herbal tea
cuppabrew
white cardboard straw - green stripes
black writing


Cardboard Disposable Cup
Plastic Lid
white lid
white logo, black out-line
black writing
CUPPABREW
makes me feel good!
green cover
light grey cardboard cup



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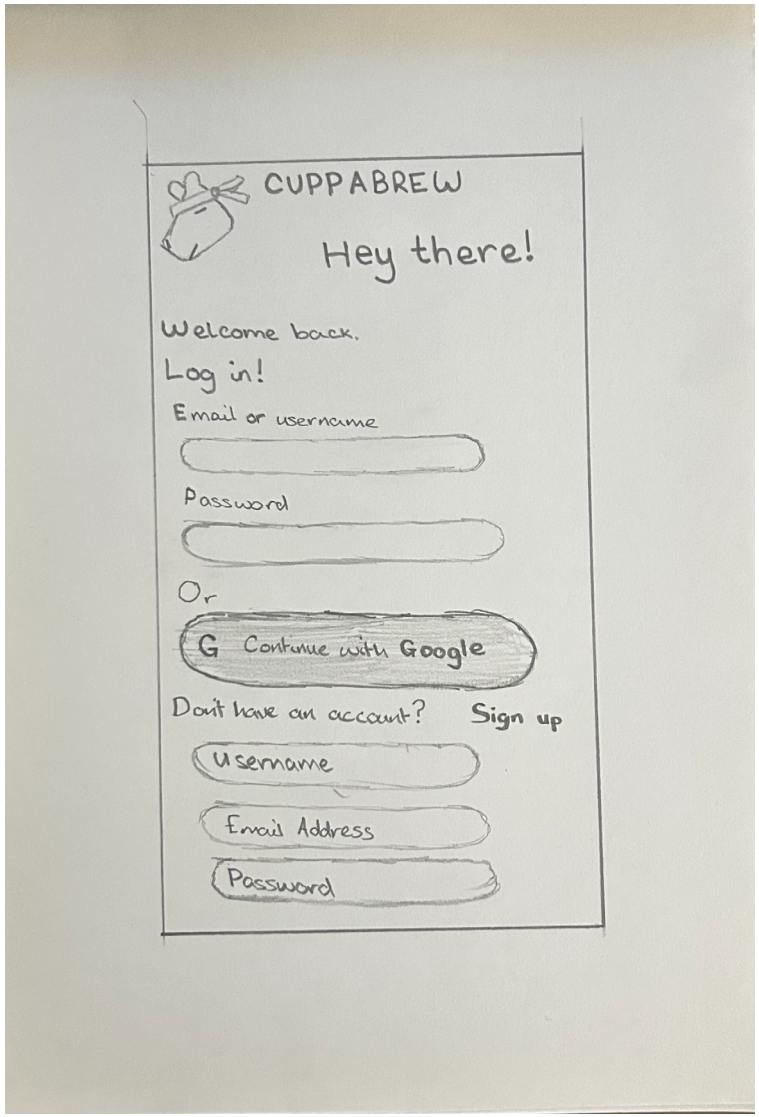
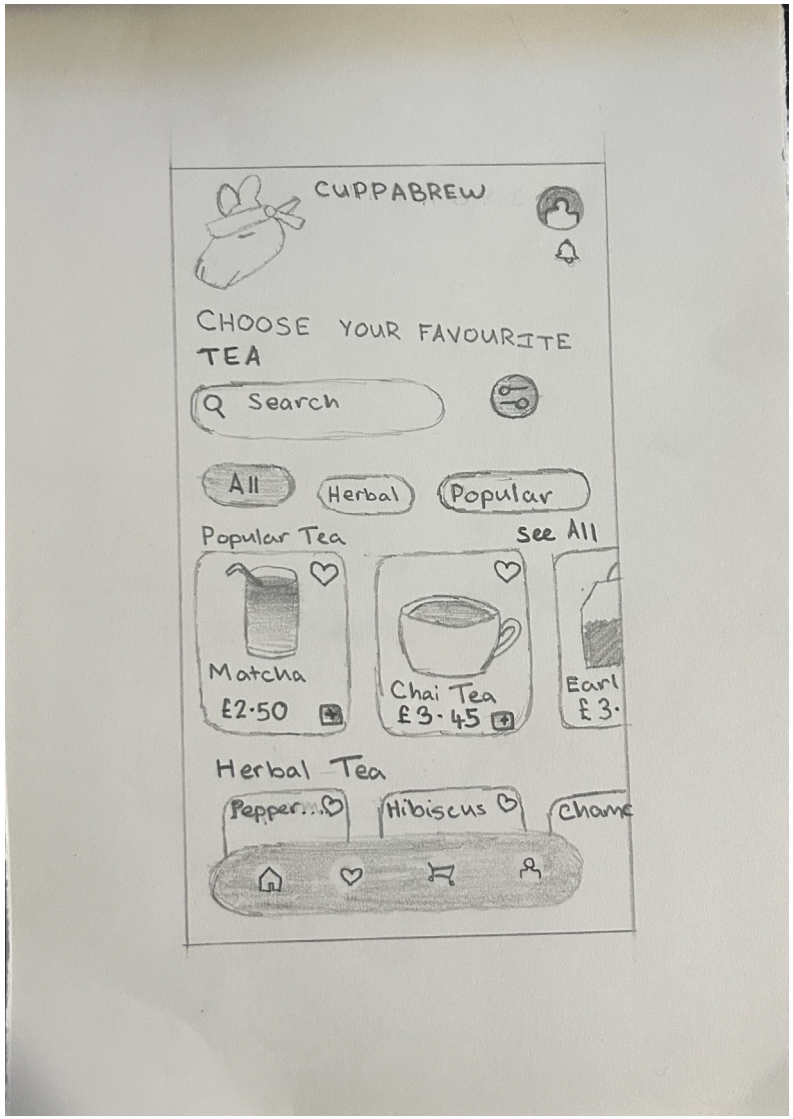
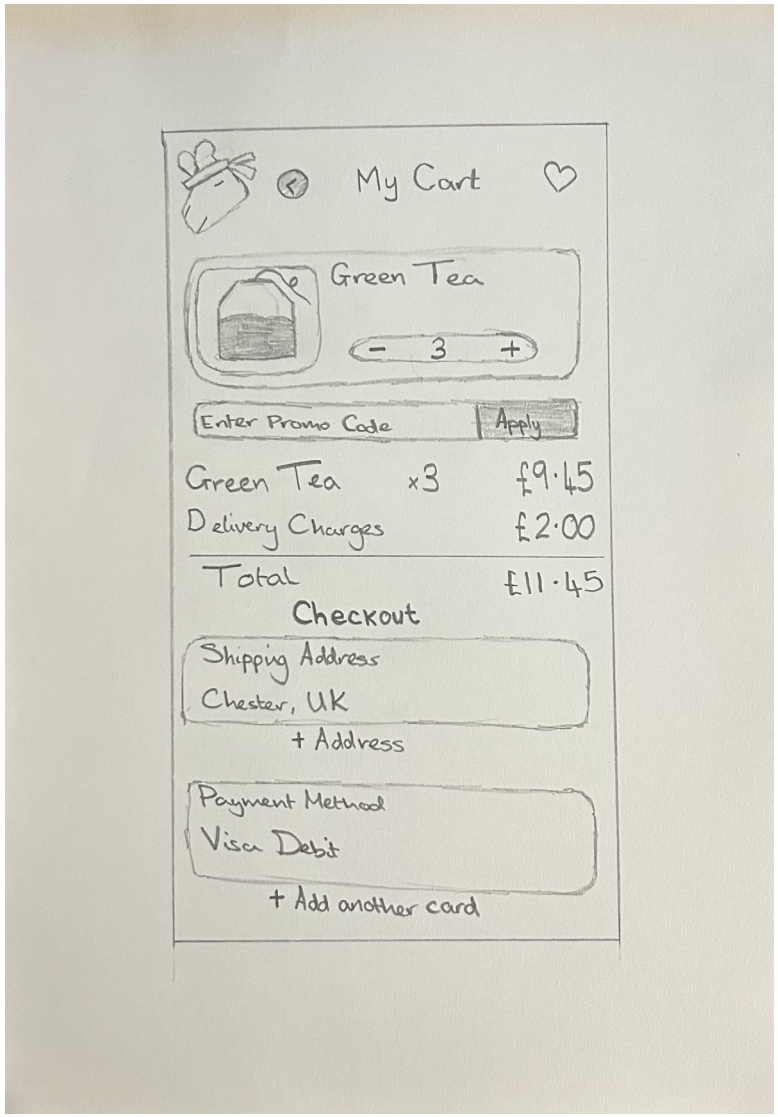
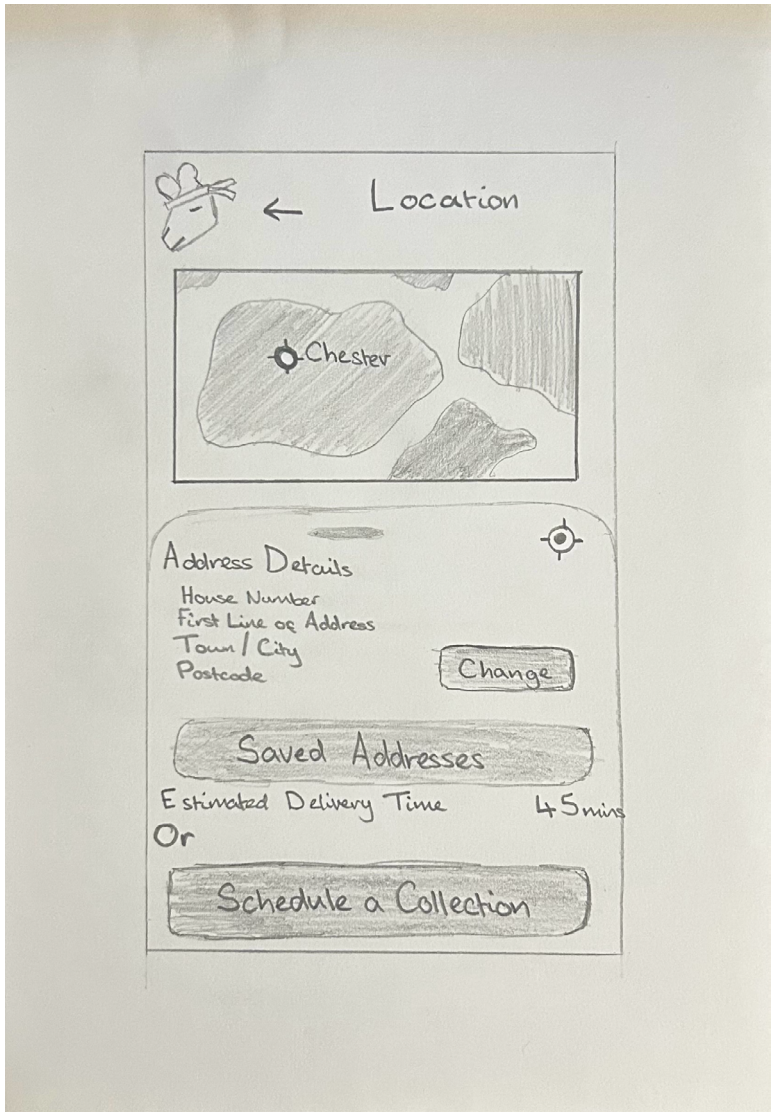

CUPPABREW
Hey there!
Welcome back.
Log in!
Email or username
Password
Or
G Continue with Google
Don't have an account? Sign up
Username
Email Address
Password

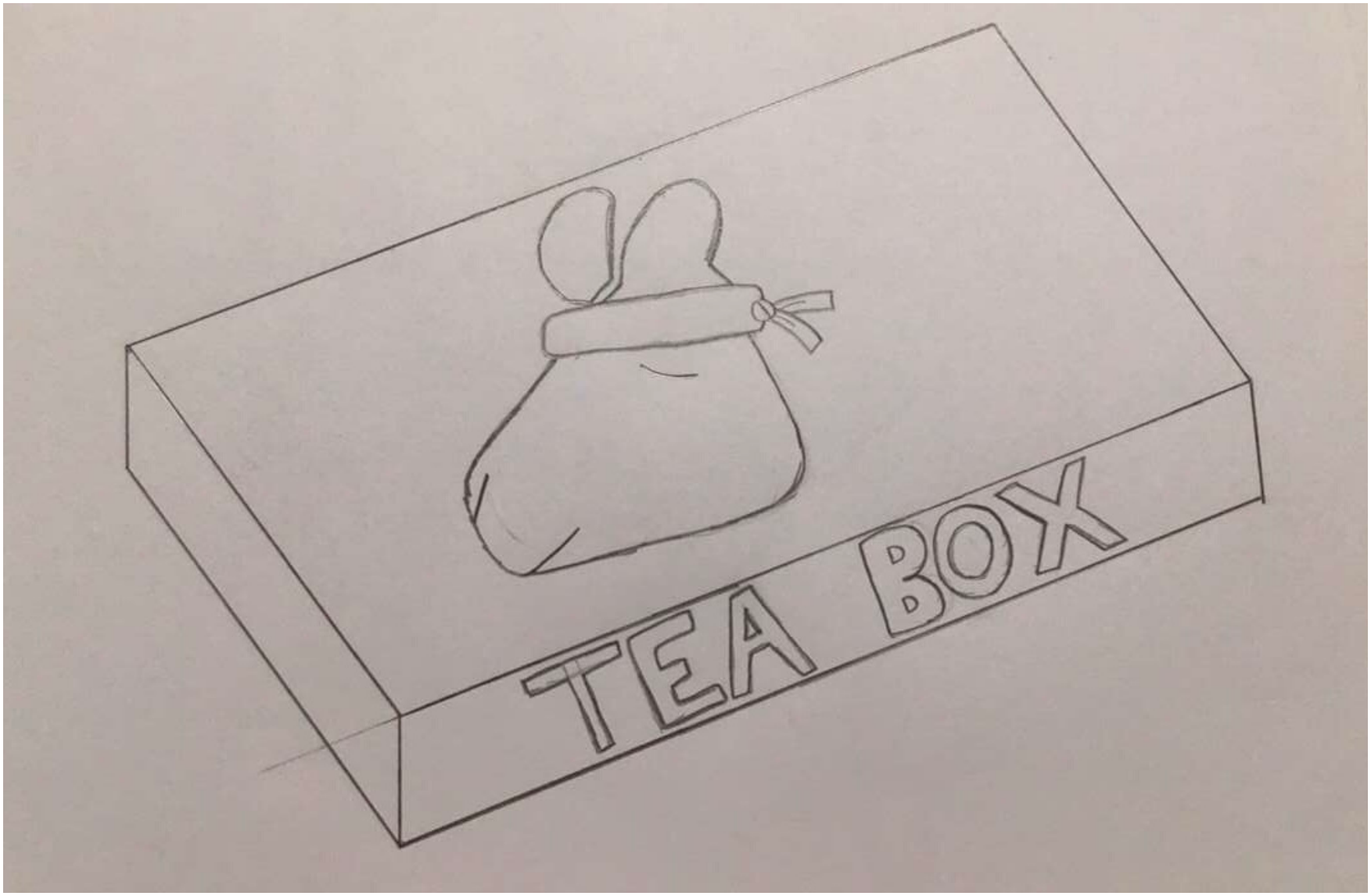

CUPPABREW
CHOOSE YOUR FAVOURITE TEA
Search
All
Herbal
Popular
Popular Tea
See All
Matcha
£2·50
Chai Tea
£3·45
Herbal Tea
Pepper...
Hibiscus

Sketches


My Cart
Green Tea
- 3 +
Enter Promo Code
Apply
Green Tea x3 £9.45
Delivery Charges £2.00
Total £11.45
Checkout
Shipping Address
Chester, UK
+ Address
Payment Method
Visa Debit
+ Add another card

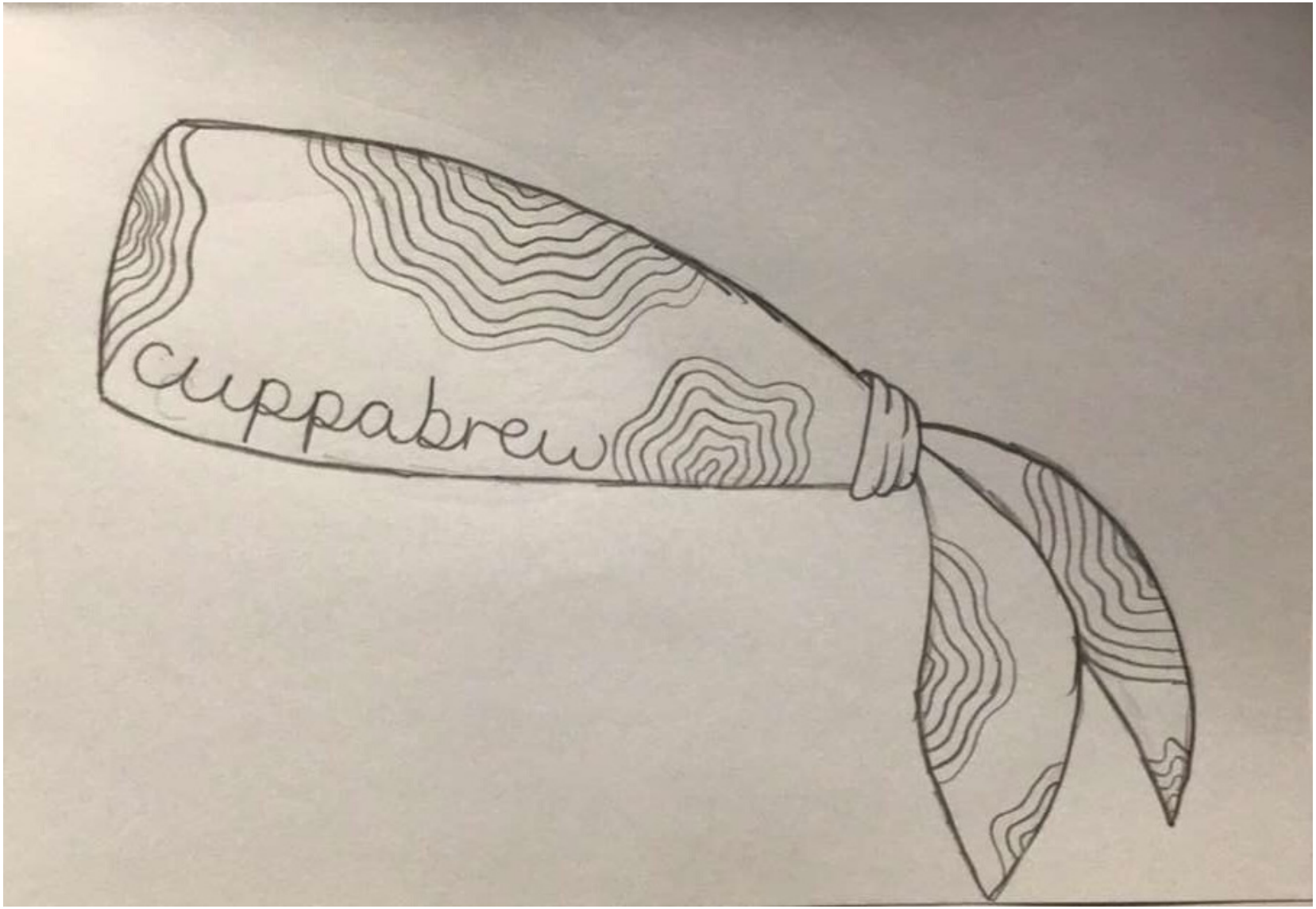

Location
Chester
Address Details
House Number
First Line of Address
Town / City
Postcode
Change
Saved Addresses
Estimated Delivery Time 45mins
Or
Schedule a Collection

Sketches



Sketches

Sketches



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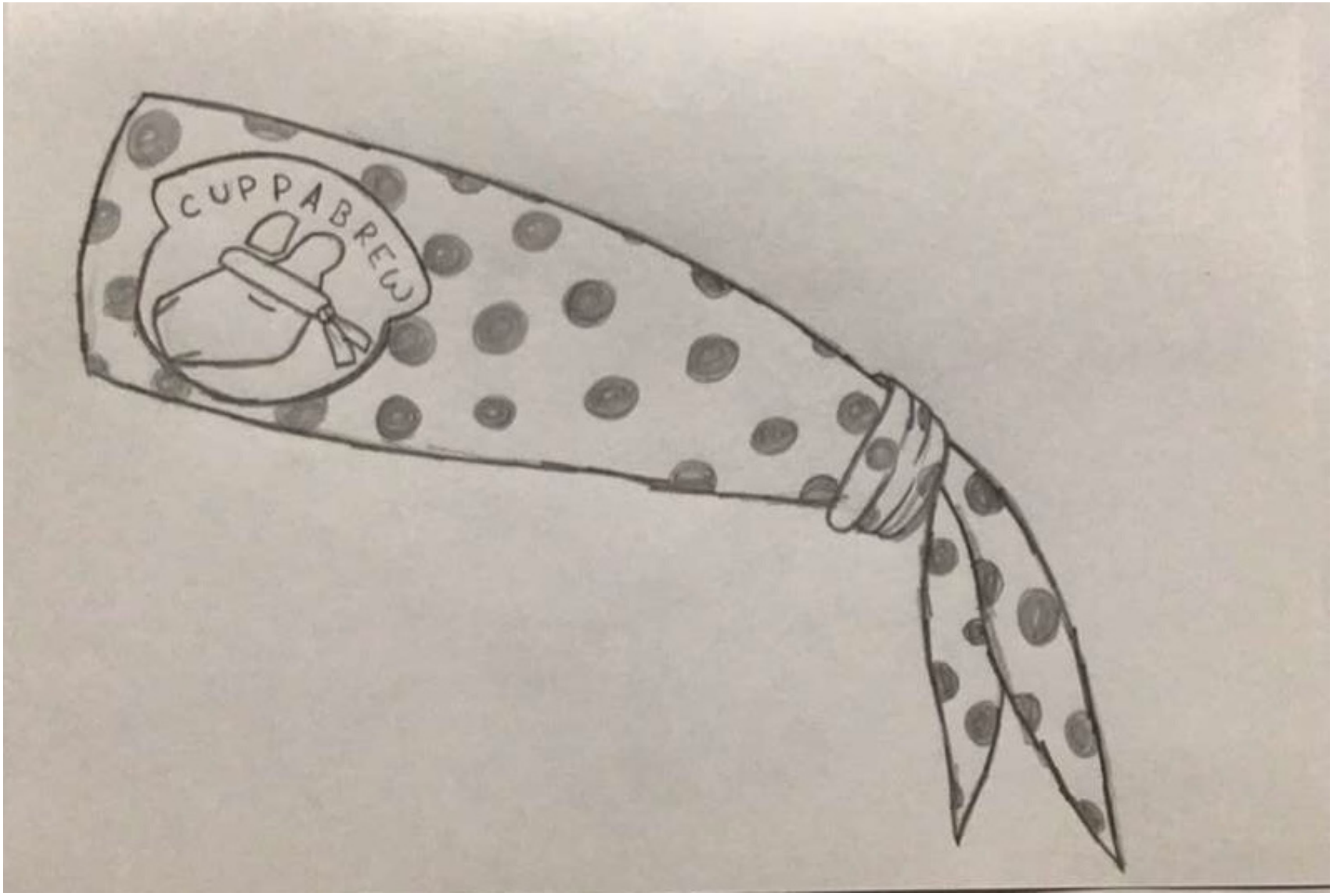

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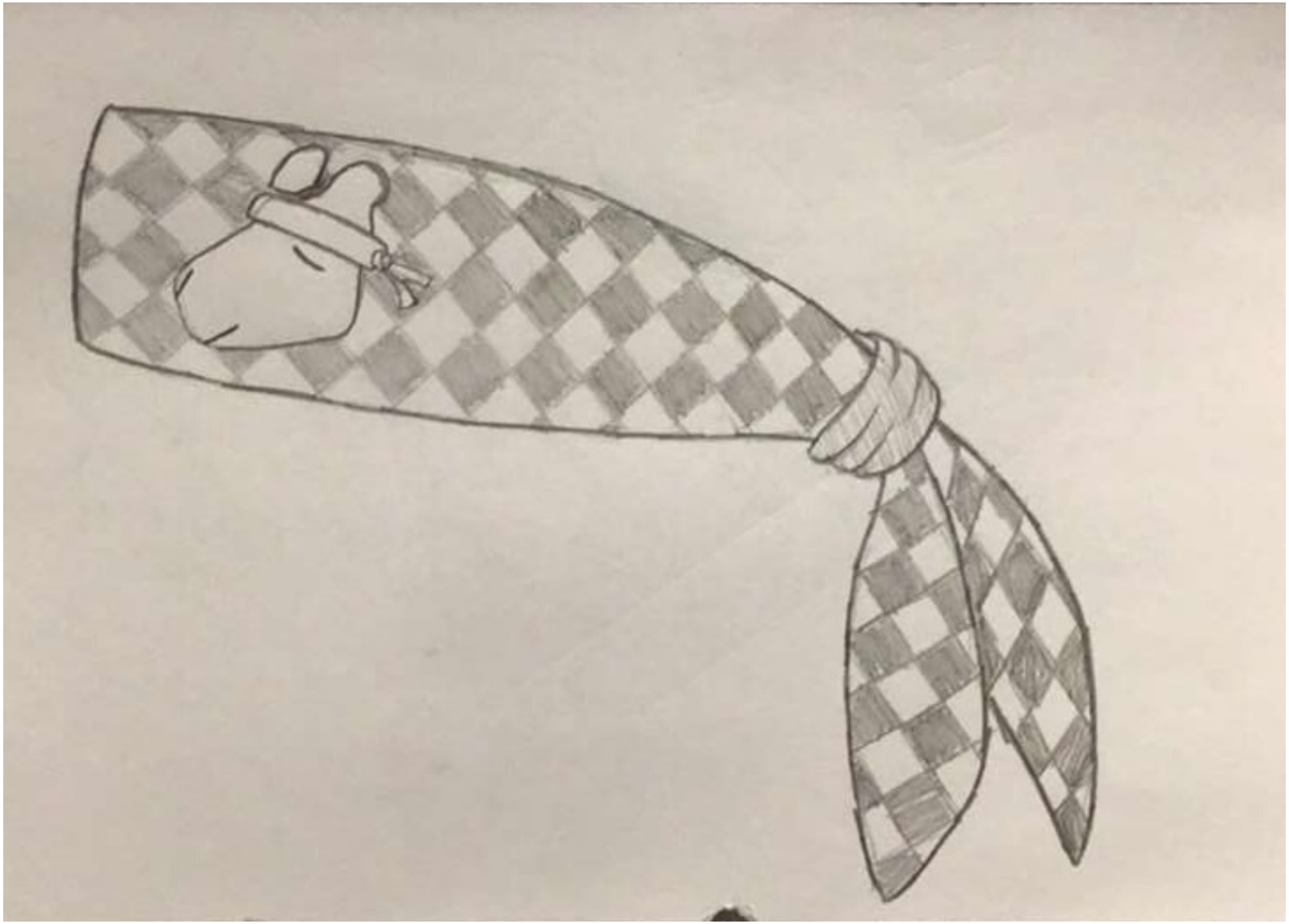
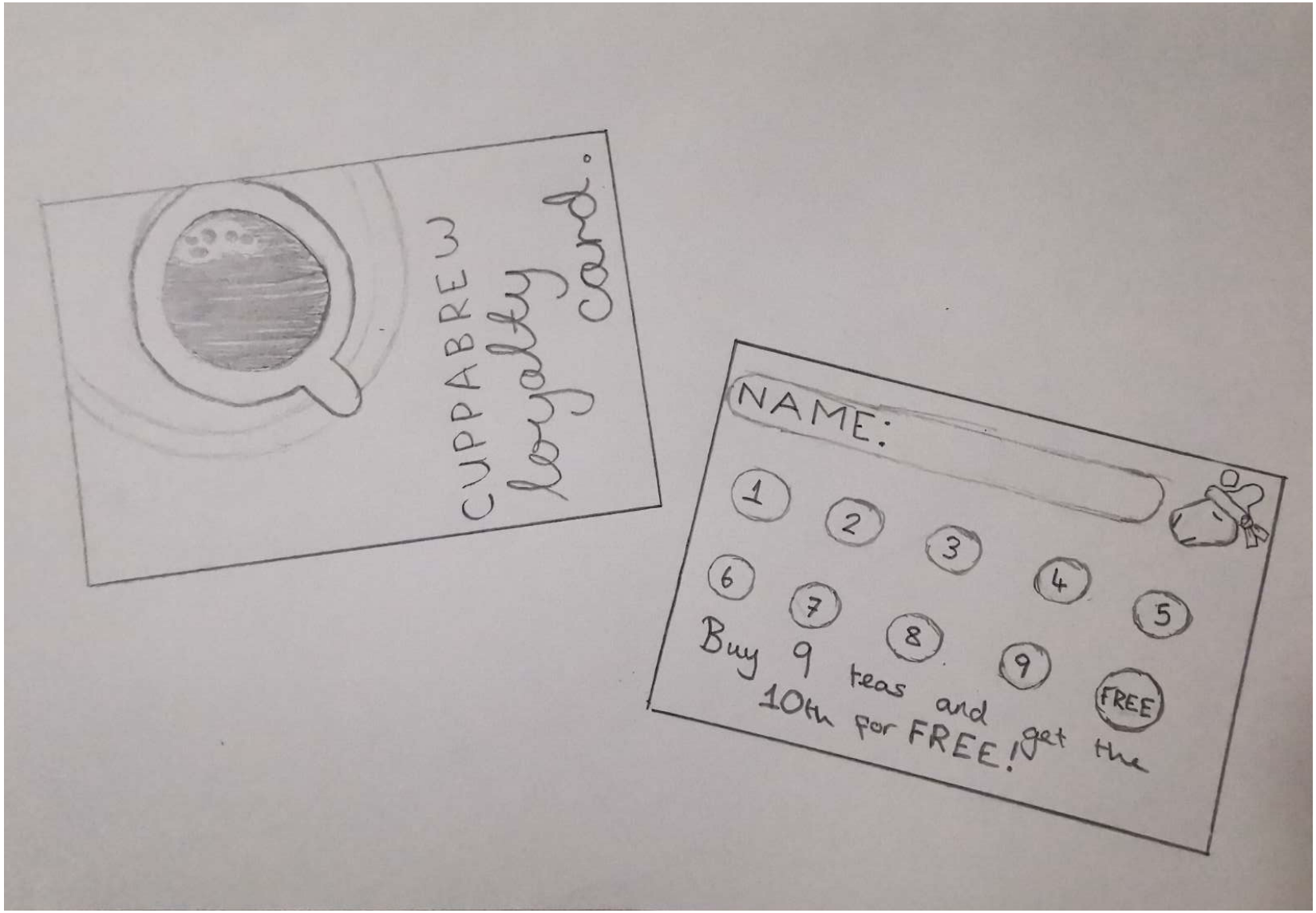
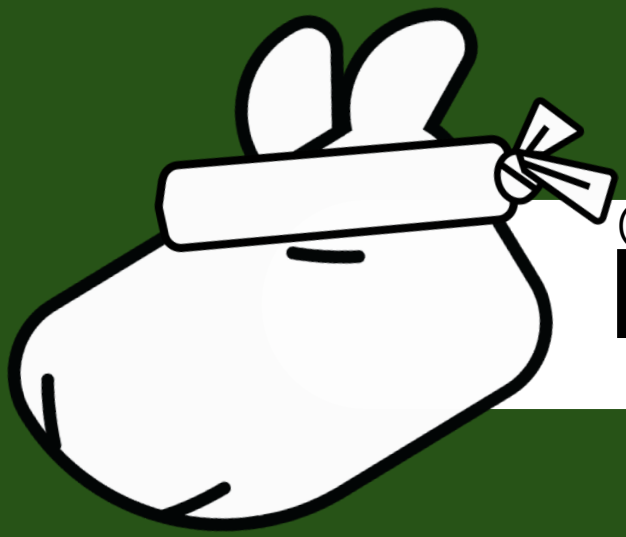



CUPPABREW
loyalty
card.
NAME:
1
2
3
4
5
6
7
8
9
FREE
Buy 9 teas and get the
10th for FREE!

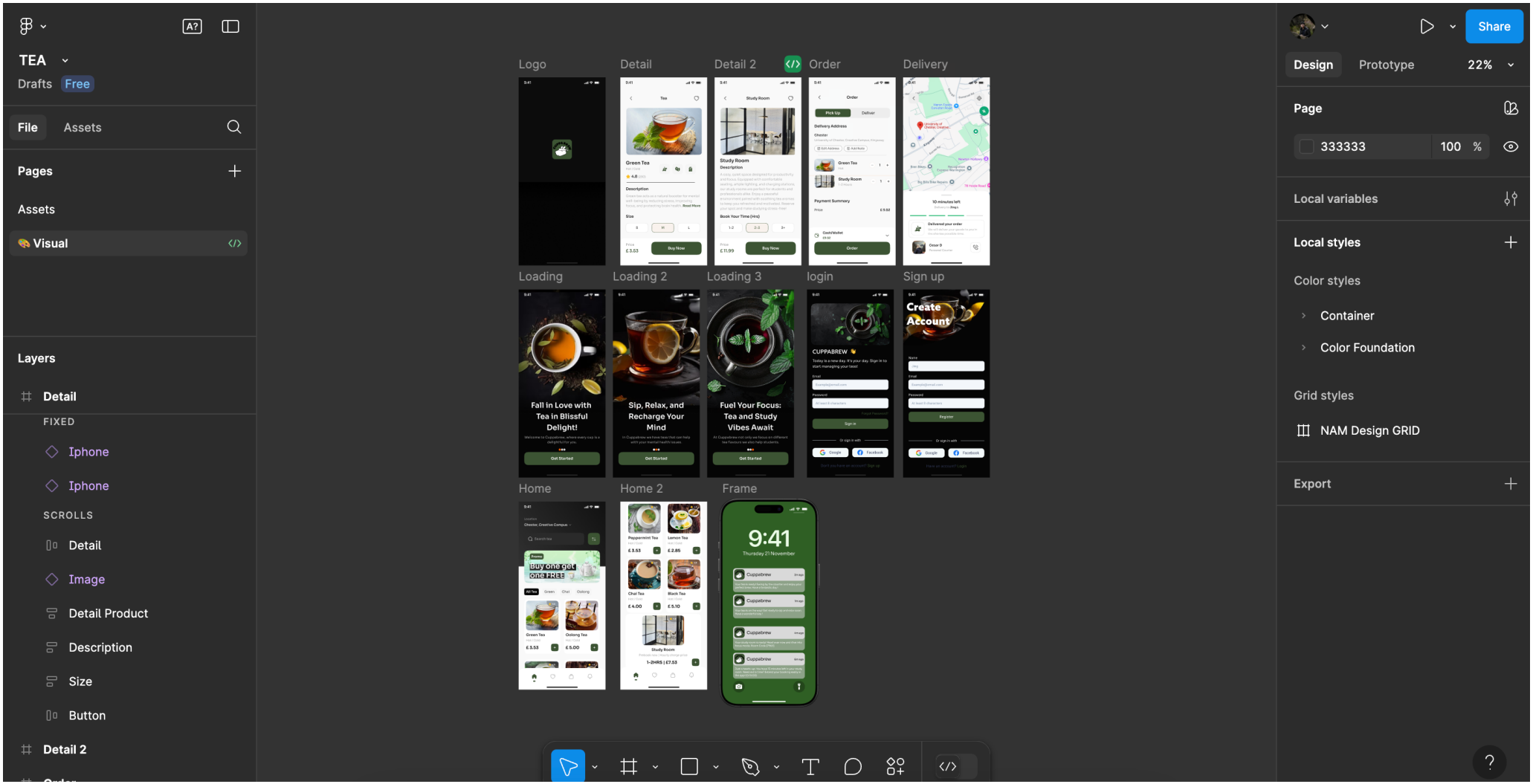


(Figma App Design & Website)

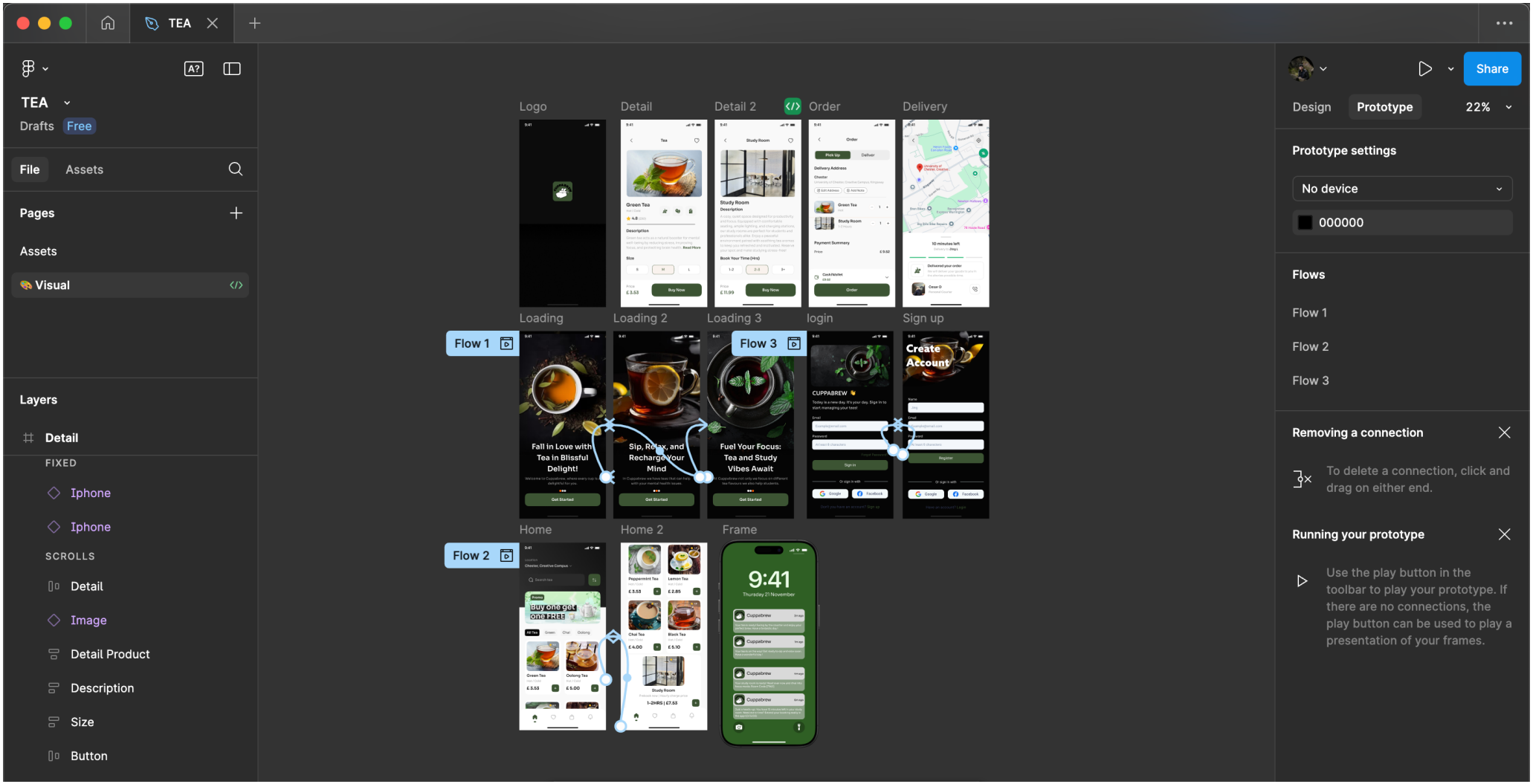
DEVELOPMENT

Workbook

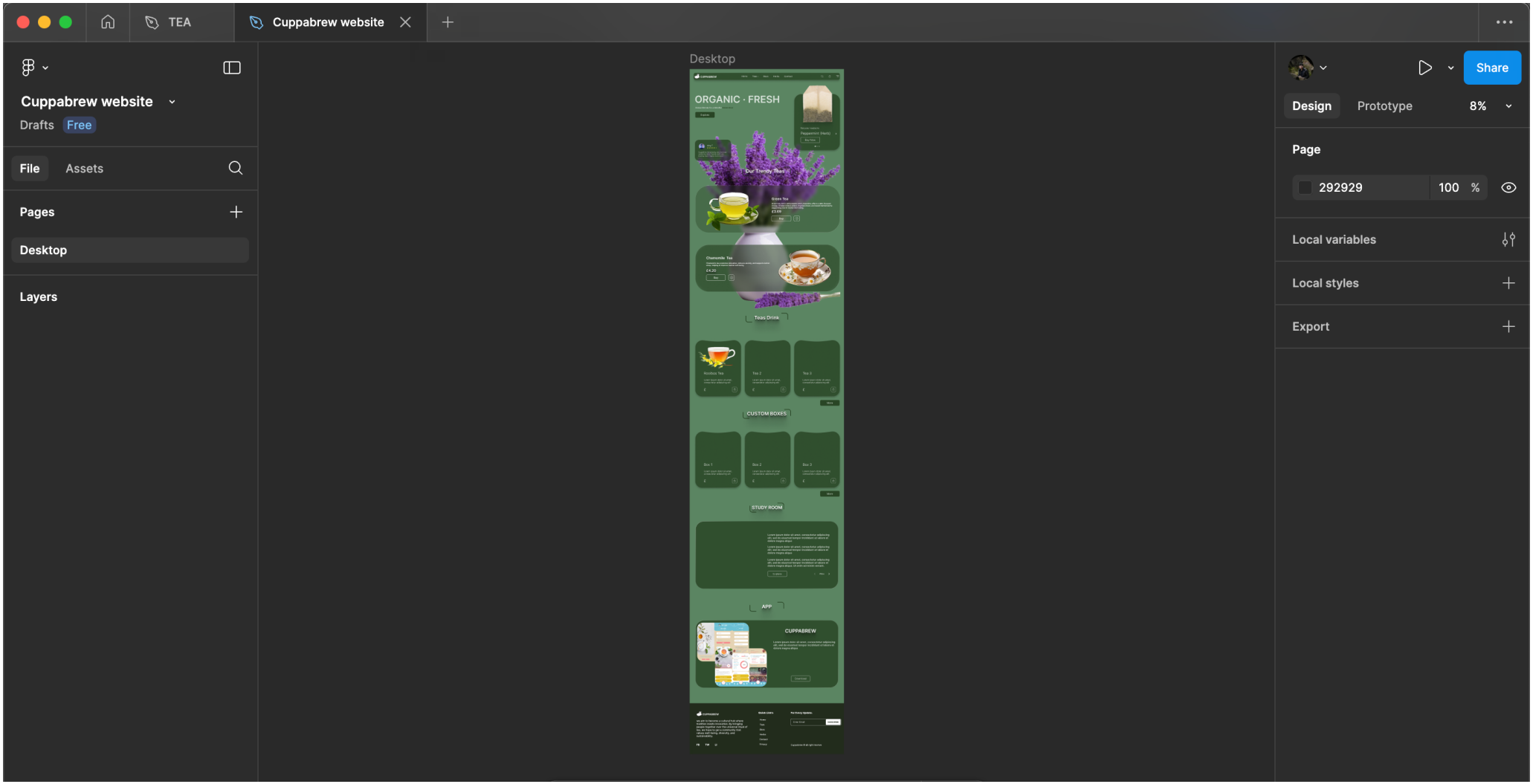
APP DESIGN


TEA
Drafts Free
File Assets
Pages
Assets
Visual
Layers
Detail
FIXED
Iphone
Iphone
SCROLLS
Detail
Image
Detail Product
Description
Size
Button
Detail 2
Logo
Detail
Detail 2
Order
Delivery
Loading
Loading 2
Loading 3
login
Sign up
Fall in Love with Tea in Blissful Delight!
Sip, Relax, and Recharge Your Mind
Fuel Your Focus: Tea and Study Vibes Await
CUPPABREW
Create Account
Home
Home 2
Frame
Buy One get One FREE
9:41
Share
Design
Prototype
22%
Page
333333
100 %
Local variables
Local styles
Color styles
Container
Color Foundation
Grid styles
NAM Design GRID
Export

APP ANIMATIONS



WEBSITE DESIGN



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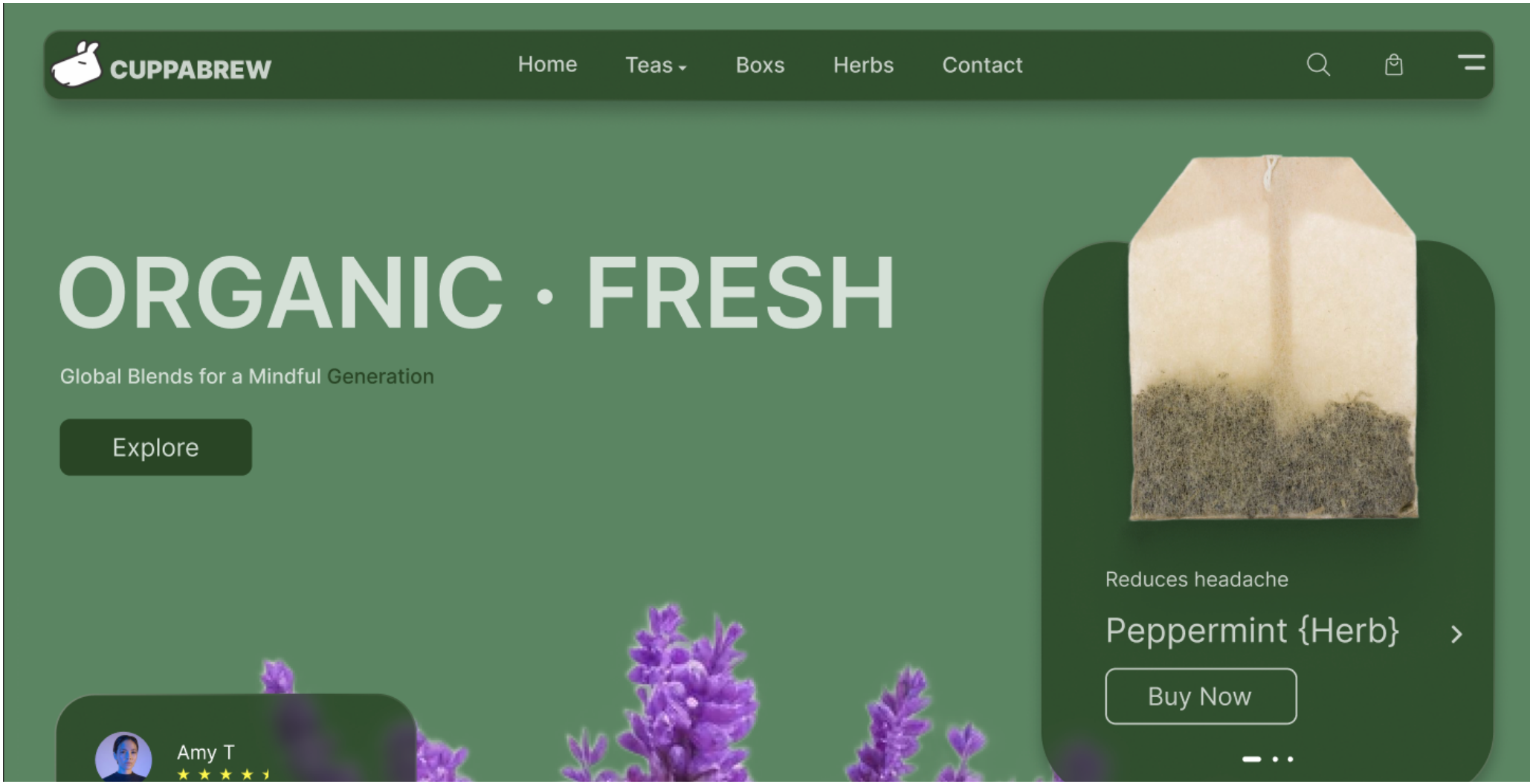

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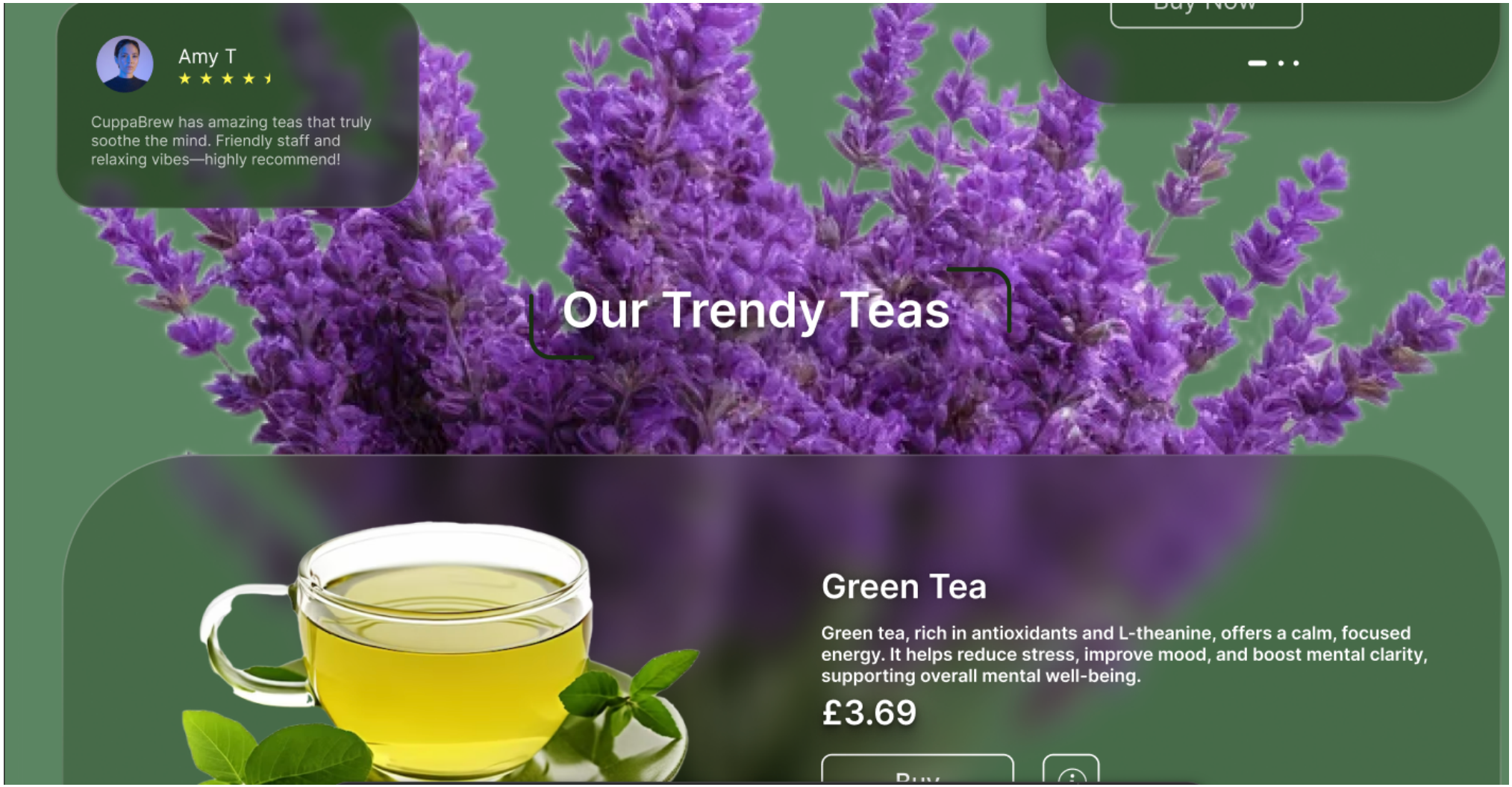
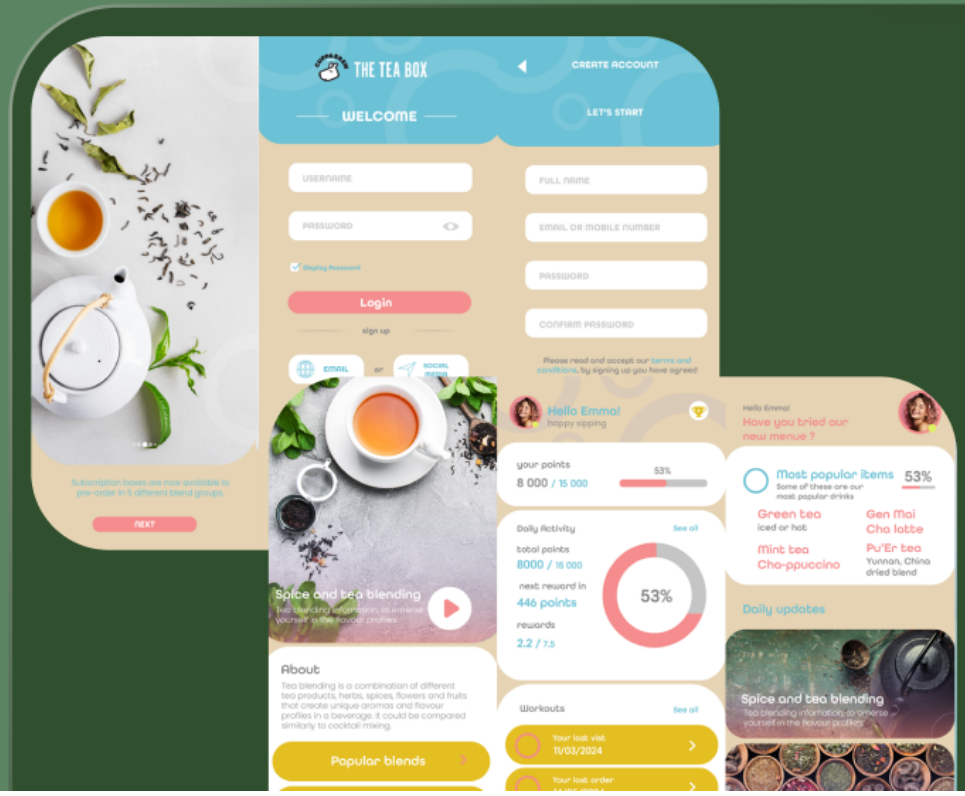


WEBSITE DESIGN

APP

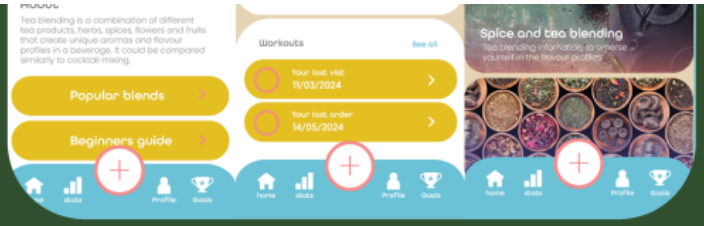


CUPPABREW

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

Download

WEBSITE DESIGN



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CUPPABREW

we aim to become a cultural hub where tradition meets innovation. By bringing people together over the universal ritual of tea, we hope to get a community that values well-being, diversity, and sustainability.

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Privacy

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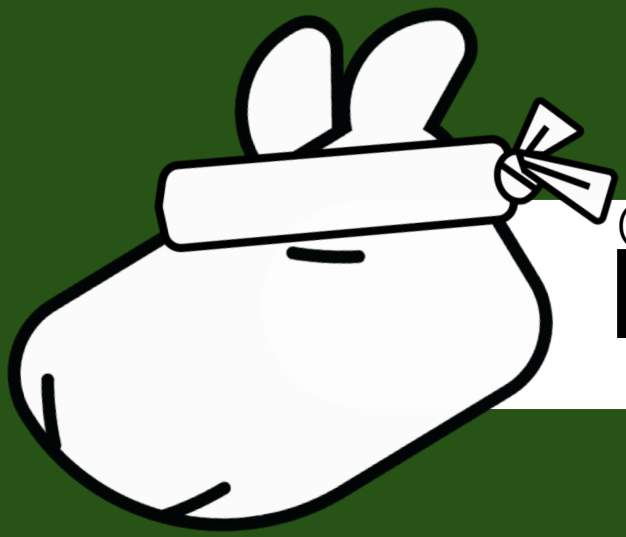
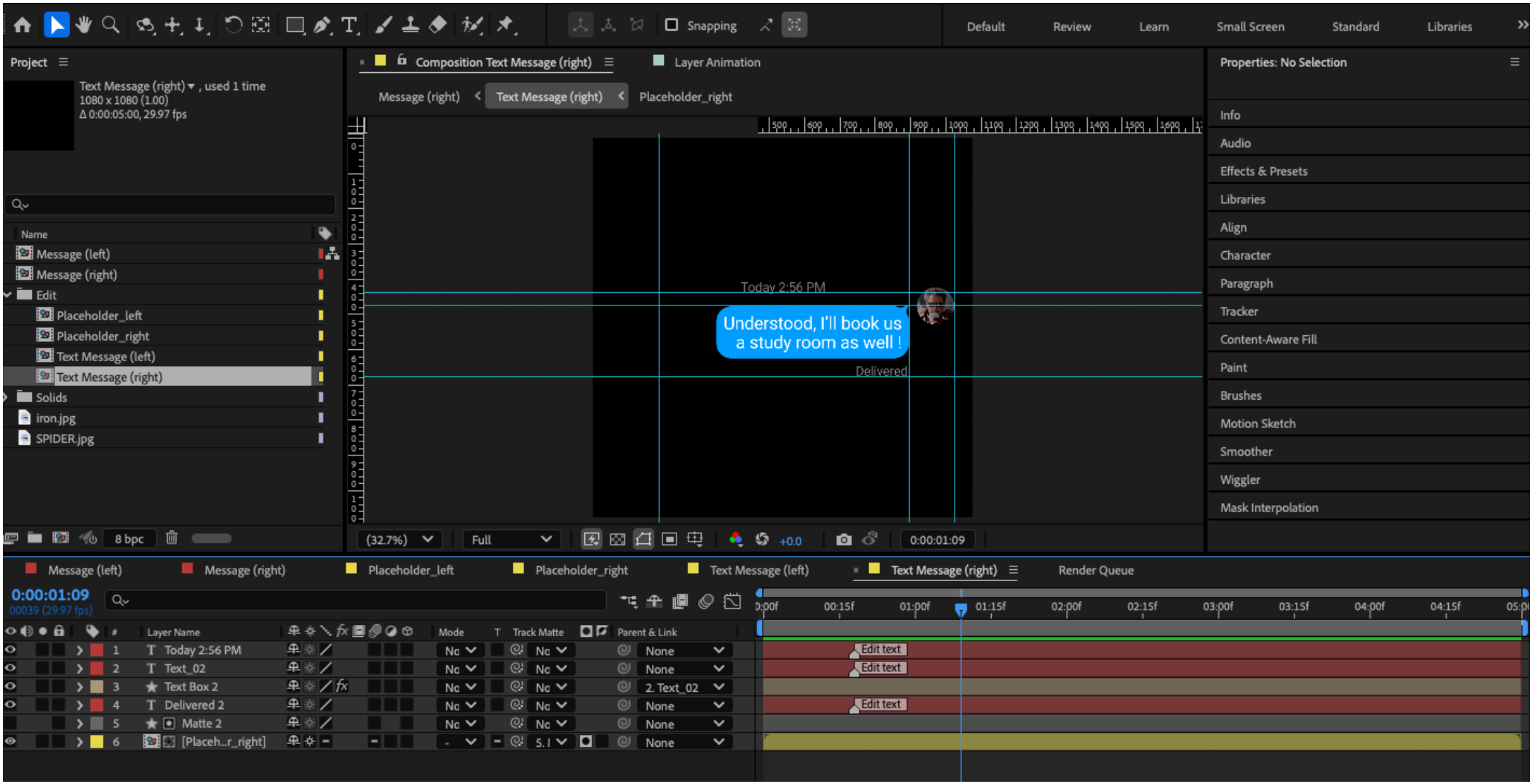
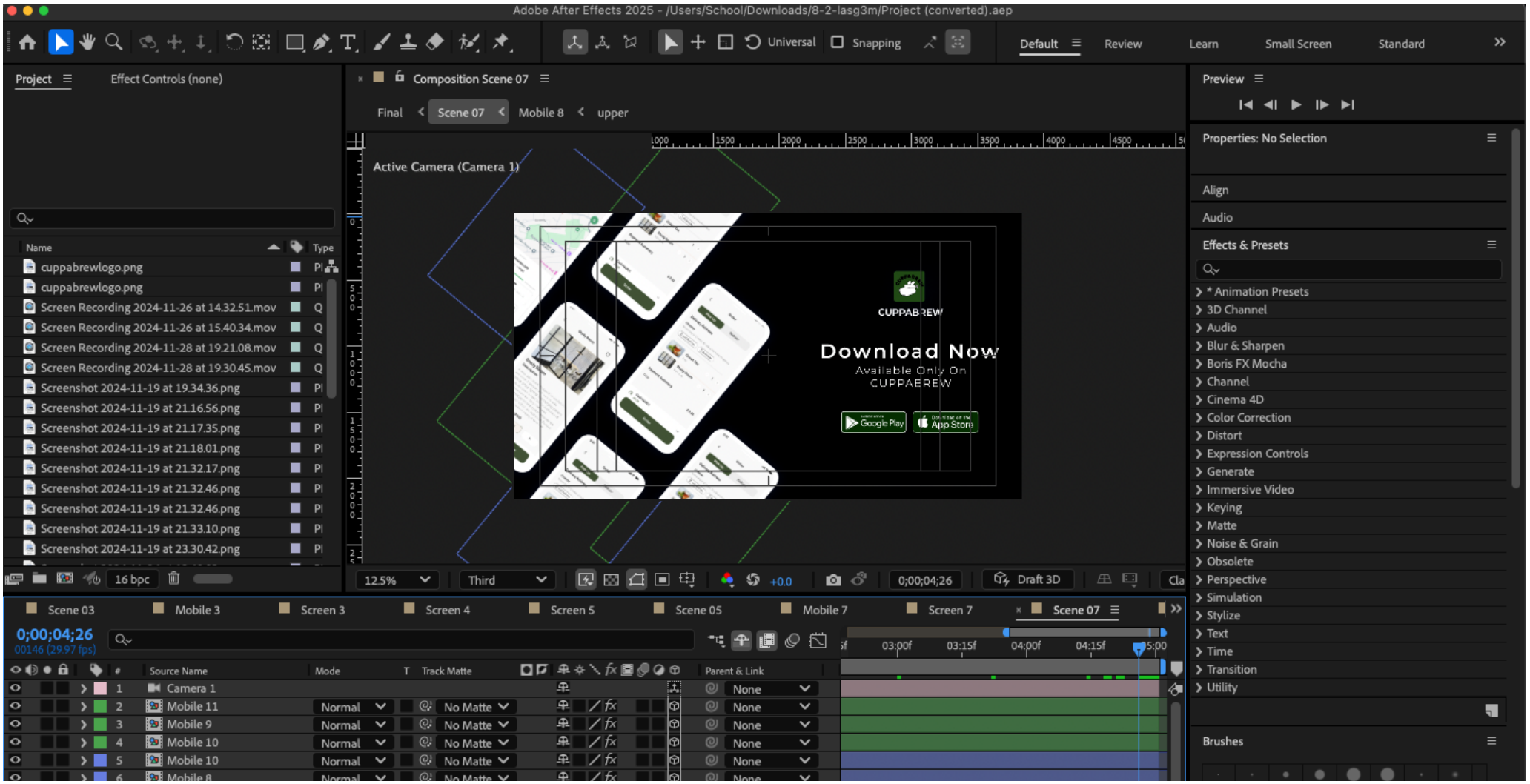


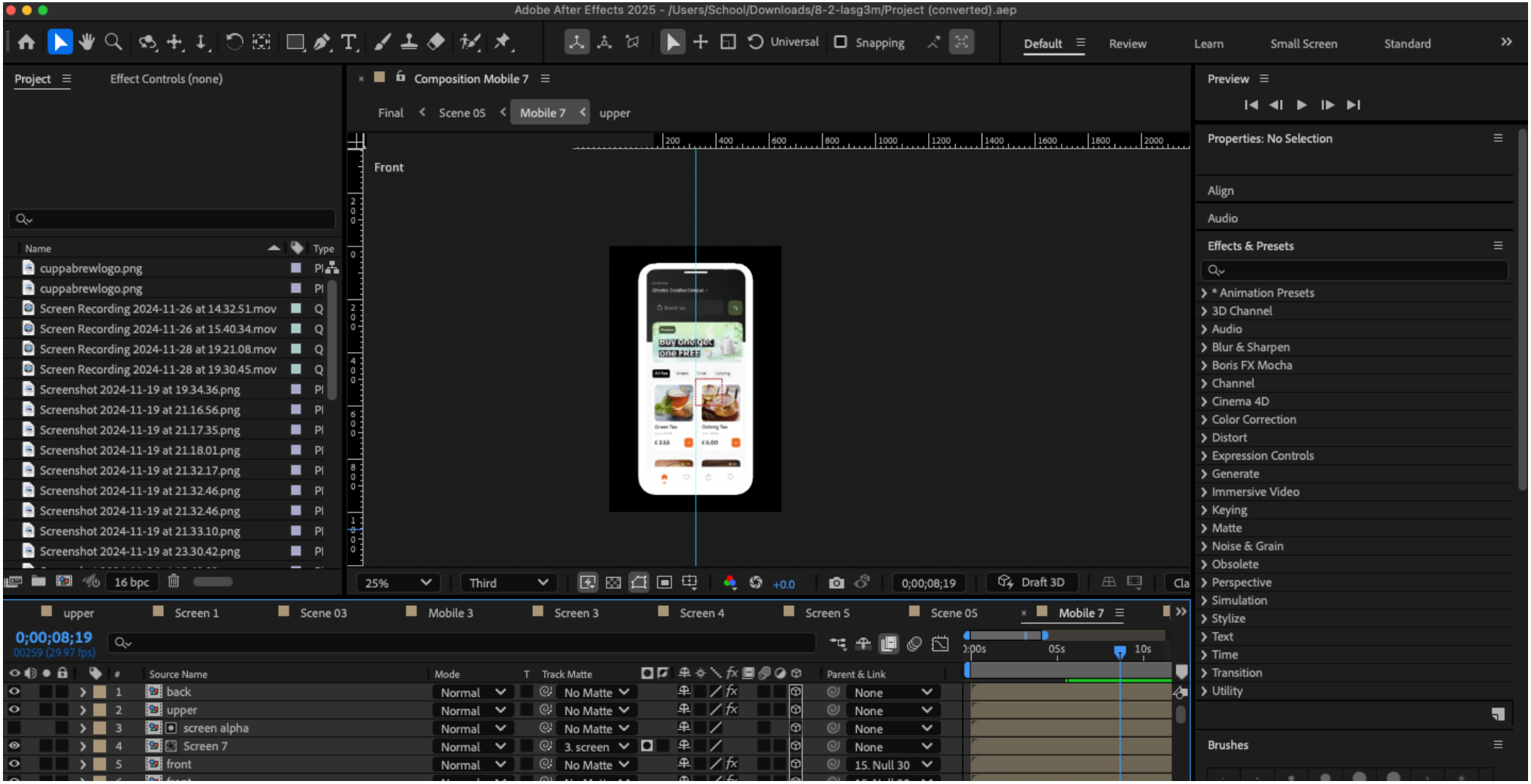
(Video)

DEVELOPMENT

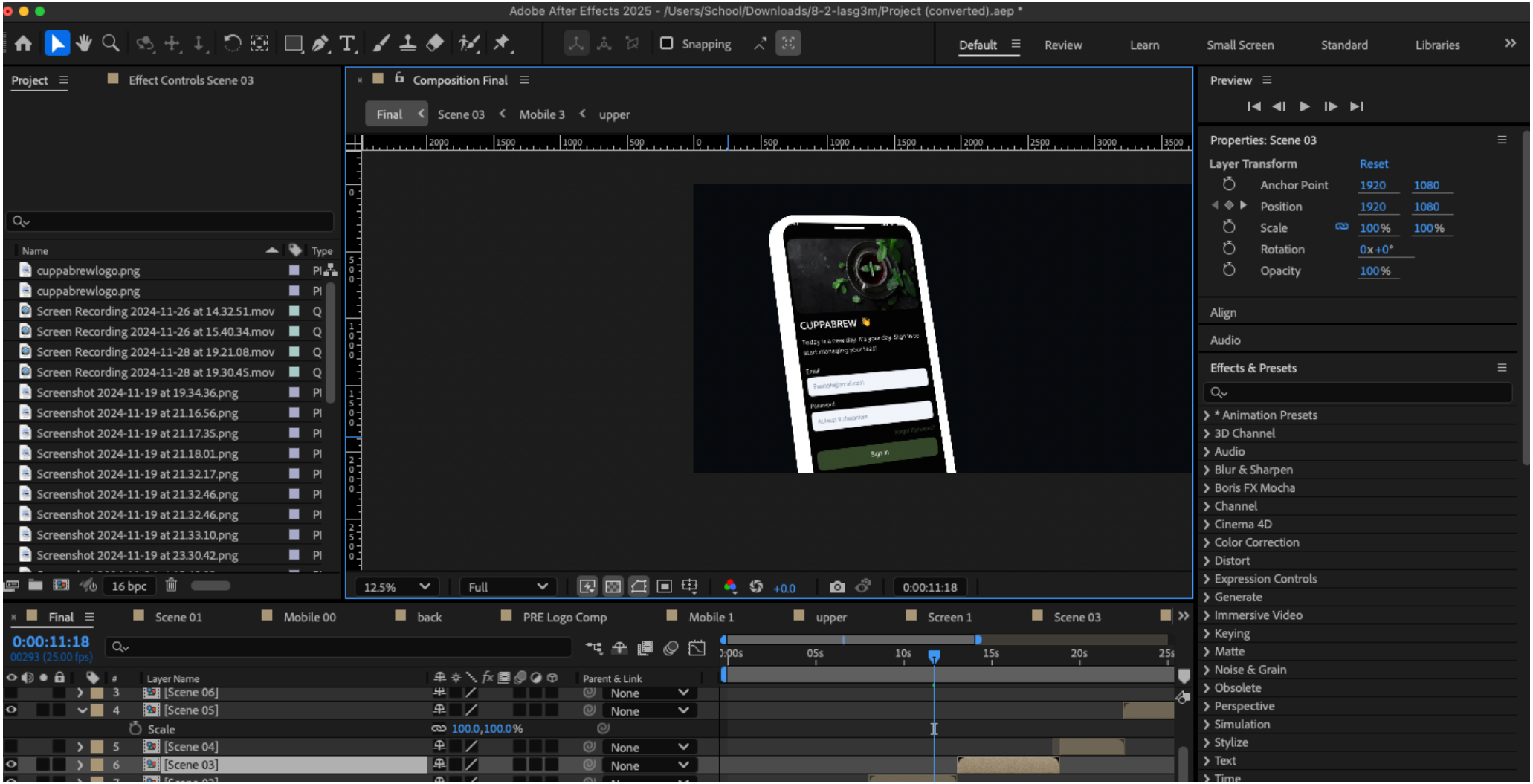
Workbook

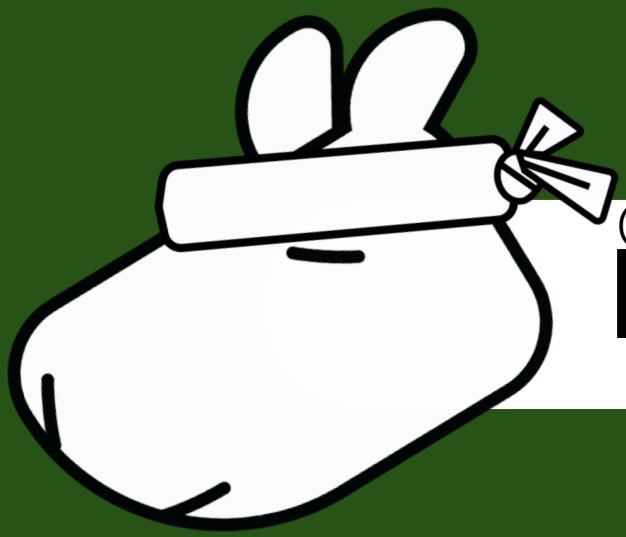

Snapping
Default
Review
Learn
Small Screen
Standard
Libraries
Project
Text Message (right) ▾ , used 1 time
1080 x 1080 (1.00)
Δ 0:00:05:00, 29.97 fps
Name
Message (left)
Message (right)
Edit
Placeholder_left
Placeholder_right
Text Message (left)
Text Message (right)
Solids
iron.jpg
SPIDER.jpg
8 bpc
Composition Text Message (right)
Layer Animation
Message (right)
Text Message (right)
Placeholder_right
Today 2:56 PM
Understood, I'll book us a study room as well !
Delivered
(32.7%)
Full
+0.0
0:00:01:09
Properties: No Selection
Info
Audio
Effects & Presets
Libraries
Align
Character
Paragraph
Tracker
Content-Aware Fill
Paint
Brushes
Motion Sketch
Smoother
Wiggler
Mask Interpolation
Message (left)
Message (right)
Placeholder_left
Placeholder_right
Text Message (left)
Text Message (right)
Render Queue
0:00:01:09
00039 (29.97 fps)
Layer Name
Mode
T
Track Matte
Parent & Link
1 Today 2:56 PM
2 Text_02
3 Text Box 2
4 Delivered 2
5 Matte 2
6 [Placeh...r_right]
None
2. Text_02
Edit text


Adobe After Effects 2025 - /Users/School/Downloads/8-2-lasg3m/Project (converted).aep
Project
Effect Controls (none)
Composition Scene 07
Final
Scene 07
Mobile 8
upper
Active Camera (Camera 1)
CUPPABREW
Download Now
Available Only On
CUPPABREW
Google Play
App Store
Preview
Properties: No Selection
Align
Audio
Effects & Presets
* Animation Presets
3D Channel
Audio
Blur & Sharpen
Boris FX Mocha
Channel
Cinema 4D
Color Correction
Distort
Expression Controls
Generate
Immersive Video
Keying
Matte
Noise & Grain
Obsolete
Perspective
Simulation
Stylize
Text
Time
Transition
Utility
Brushes
Scene 03
Mobile 3
Screen 3
Screen 4
Screen 5
Scene 05
Mobile 7
Screen 7
Scene 07
0;00;04;26
Source Name
Mode
Track Matte
Parent & Link
Camera 1
Mobile 11
Mobile 9
Mobile 10
Mobile 10
Normal
No Matte
None


Adobe After Effects 2025 - /Users/School/Downloads/8-2-lasg3m/Project (converted).aep
Default
Review
Learn
Small Screen
Standard
Project
Effect Controls (none)
Composition Mobile 7
Final
Scene 05
Mobile 7
upper
Front
Preview
Properties: No Selection
Align
Audio
Effects & Presets
* Animation Presets
3D Channel
Audio
Blur & Sharpen
Boris FX Mocha
Channel
Cinema 4D
Color Correction
Distort
Expression Controls
Generate
Immersive Video
Keying
Matte
Noise & Grain
Obsolete
Perspective
Simulation
Stylize
Text
Time
Transition
Utility
Brushes
cuppabrewlogo.png
Screen Recording 2024-11-26 at 14.32.51.mov
Screen Recording 2024-11-26 at 15.40.34.mov
Screen Recording 2024-11-28 at 19.21.08.mov
Screen Recording 2024-11-28 at 19.30.45.mov
Screenshot 2024-11-19 at 19.34.36.png
Screenshot 2024-11-19 at 21.16.56.png
Screenshot 2024-11-19 at 21.17.35.png
Screenshot 2024-11-19 at 21.18.01.png
Screenshot 2024-11-19 at 21.32.17.png
Screenshot 2024-11-19 at 21.32.46.png
Screenshot 2024-11-19 at 21.32.46.png
Screenshot 2024-11-19 at 21.33.10.png
Screenshot 2024-11-19 at 23.30.42.png
16 bpc
25%
Third
0;00;08;19
Draft 3D
upper
Screen 1
Scene 03
Mobile 3
Screen 3
Screen 4
Screen 5
Scene 05
Mobile 7
0;00;08;19
00259 (29.97 fps)
Source Name
Mode
Track Matte
Parent & Link
1 back Normal No Matte None
2 upper Normal No Matte None
3 screen alpha Normal No Matte None
4 Screen 7 Normal 3. screen None
5 front Normal No Matte 15. Null 30

Adobe After Effects 2025 - /Users/School/Downloads/8-2-lasg3m/Project (converted).aep *
Default
Review
Learn
Small Screen
Standard
Project
Effect Controls Mobile 3
Composition Scene 03
Final
Scene 03
Mobile 3
upper
Active Camera (Default)
Fuel Your Focus Tea and Study Vibes Await
Fall in Love with Tea in Blissful Delight!
Get Started
Preview
Properties: No Selection
Align
Audio
Effects & Presets
* Animation Presets
3D Channel
Audio
Blur & Sharpen
Boris FX Mocha
Channel
Cinema 4D
Color Correction
Distort
Expression Controls
Generate
Immersive Video
Keying
Matte
Noise & Grain
Obsolete
Perspective
Simulation
Stylize
Text
Time
Transition
Utility
Brushes
cuppabrewlogo.png
Screen Recording 2024-11-26 at 14.32.51.mov
Screen Recording 2024-11-26 at 15.40.34.mov
Screen Recording 2024-11-28 at 19.21.08.mov
Screen Recording 2024-11-28 at 19.30.45.mov
Screenshot 2024-11-19 at 19.34.36.png
Screenshot 2024-11-19 at 21.16.56.png
Screenshot 2024-11-19 at 21.17.35.png
Screenshot 2024-11-19 at 21.18.01.png
Screenshot 2024-11-19 at 21.32.17.png
Screenshot 2024-11-19 at 21.32.46.png
Screenshot 2024-11-19 at 21.32.46.png
Screenshot 2024-11-19 at 21.33.10.png
Screenshot 2024-11-19 at 23.30.42.png
16 bpc
(16.7%)
Third
0;00;05;13
Draft 3D
Scene 01
Mobile 00
back
PRE Logo Comp
Mobile 1
upper
Screen 1
Scene 03
Mobile 3
0;00;05;13
00163 (29.97 fps)
Layer Name
Mode
Track Matte
Parent & Link
1 [Phone Controller]
2 Phone Null
3 [Mobile 3]
4 [Screen 4]
5 [Screen 5]


Adobe After Effects 2025 - /Users/School/Downloads/8-2-lasg3m/Project (converted).aep *
Snapping
Default
Review
Learn
Small Screen
Standard
Libraries
Project
Effect Controls Scene 03
Composition Final
Final
Scene 03
Mobile 3
upper
Preview
Properties: Scene 03
Layer Transform
Reset
Anchor Point
Position
Scale
Rotation
Opacity
Align
Audio
Effects & Presets
Name
Type
cuppabrewlogo.png
Screen Recording 2024-11-26 at 14.32.51.mov
Screen Recording 2024-11-26 at 15.40.34.mov
Screen Recording 2024-11-28 at 19.21.08.mov
Screen Recording 2024-11-28 at 19.30.45.mov
Screenshot 2024-11-19 at 19.34.36.png
Screenshot 2024-11-19 at 21.16.56.png
Screenshot 2024-11-19 at 21.17.35.png
Screenshot 2024-11-19 at 21.18.01.png
Screenshot 2024-11-19 at 21.32.17.png
Screenshot 2024-11-19 at 21.32.46.png
Screenshot 2024-11-19 at 21.32.46.png
Screenshot 2024-11-19 at 21.33.10.png
Screenshot 2024-11-19 at 23.30.42.png
16 bpc
12.5%
Full
0:00:11:18
CUPPABREW
Sign in
Final
Scene 01
Mobile 00
back
PRE Logo Comp
Mobile 1
upper
Screen 1
Scene 03
0:00:11:18
00293 (25.00 fps)
Layer Name
Parent & Link
[Scene 06]
[Scene 05]
Scale
100.0,100.0%
[Scene 04]
[Scene 03]
None
* Animation Presets
3D Channel
Audio
Blur & Sharpen
Boris FX Mocha
Channel
Cinema 4D
Color Correction
Distort
Expression Controls
Generate
Immersive Video
Keying
Matte
Noise & Grain
Obsolete
Perspective
Simulation
Stylize
Text



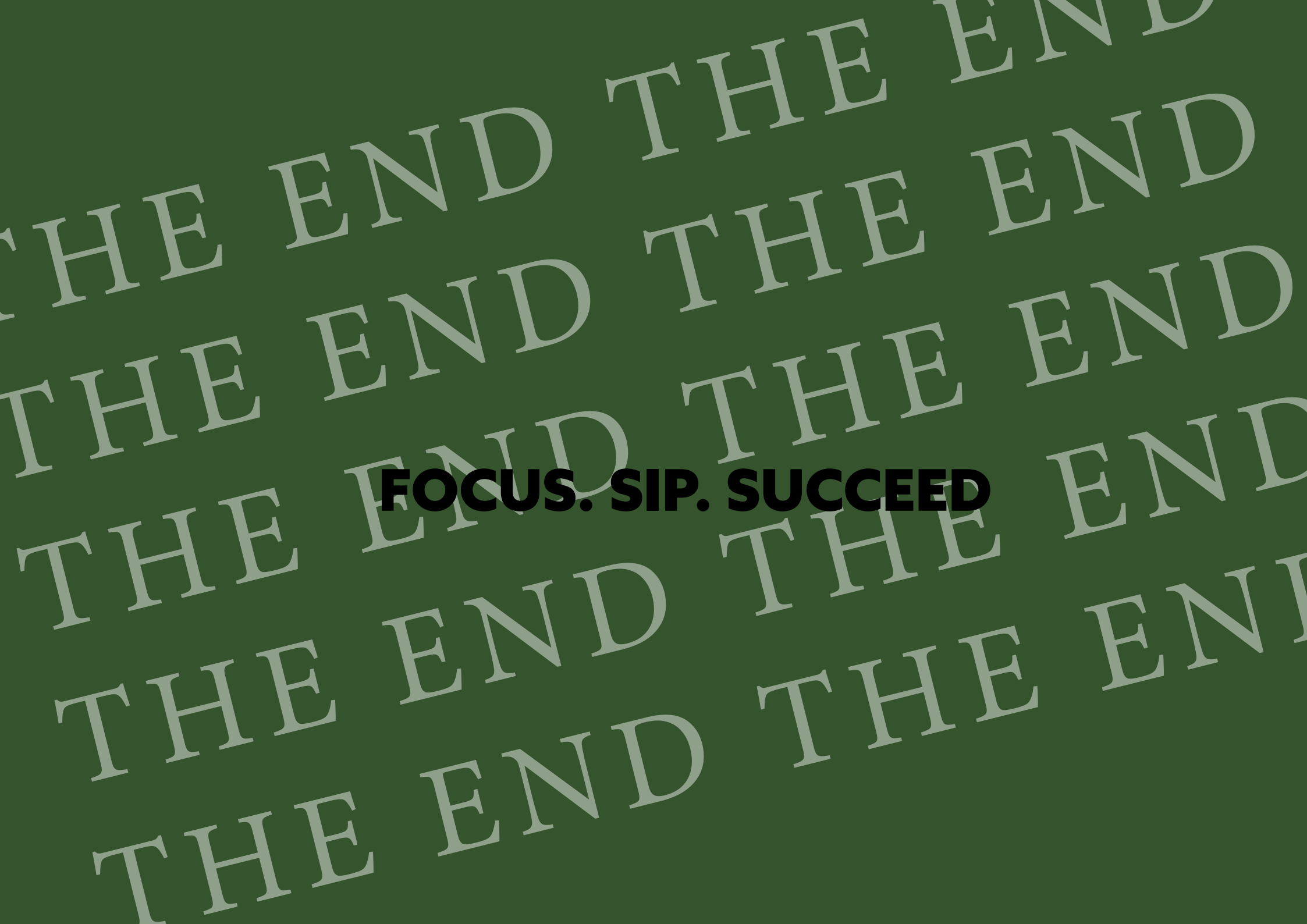
(Reworks)

DEVELOPMENT

Workbook

TEA BOX

CUPPABREW
PEPPERMINT TEA


THE END
FOCUS. SIP. SUCCEED