

# Cofflet: Coffee in Your Pocket

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**Abstract:** *The abstract introduces a newly launched Coffee Tablets named as 'Cofflets' by 'Bean Burst', a mini version of coffee meticulously crafted to help the young generation to have ease in having their cup of coffee anywhere, anytime. Cofflets can be carried around in a pocket or any tiny little space. 'Cofflets' stands as a solution to the problem of not being able to have coffee anywhere, anytime when there's no café or restraunt available. With this mini version of coffee tablet, it not only helps the people to have a cup of coffee anywhere, but also helps in energy boost and also as a coffee shot. We aim to inspire the young generation to go at ease with their favourite time of the day as well. It aims to provide an easy way of carrying coffee without people worrying about it getting sticky due to monsoon season. BeanBurst emphasis on quality, taste, along with health benefits which makes cofflets a preferable choice for the coffeeholics and even kids. It can easily be consumed by just pouring hot water and milk according to the preference, and it can be consumed as cold coffee as well, just add chilled milk, add a cofflet and it's ready, a good refreshing drink of your coffee.*

**Keywords:** Coffee tablets, Cofflets ,100% arabica seeds , Pocket friendly, campaign, creativity, Brand Management, advertising, new product

## REFERENCES

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