

# 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

## I. INTRODUCTION

Coffee, often hailed as the lifeblood of billions worldwide, is undeniably one of the most popular beverages in history. With over 2 billion cups consumed daily and a staggering 1 billion people relying on this caffeinated elixir to kickstart their day, it becomes crucial to understand the global magnitude of coffee consumption.

The 'Cofflet' is basically an idea to bring in a new, creative way of making coffee which is different yet easy and simple. It's carrying your coffee around in a tablet form.

Whenever, wherever you feel like, just take out a cofflet of your favourite flavour, pour water and milk according to your preference, have your wonderful , refreshing cup of coffee at a go.

It's specially designed for the young generation who is usually running late for the office, colleges or at times, the tuitions.

Children of the age 16 can safely consume the amount of caffeine in these tablets.

The product 'Cofflets' was developed to address the need for a convenient way of carrying a favourite drink without occupying much of the space in a bag and protecting the environment on the other hand. It aims to provide an easy way of carrying coffee without people worrying about it getting sticky due to monsoon season. Consumer can simply keep the tablets in the wallet or even pockets.

Customers should think of choosing cofflets due to its unique blend of flavours along with different amount of caffeine in such a small compact manner which is just a tablet size. BeanBurst emphasis on quality, taste, along with health benefits which makes cofflets a preferable choice for the coffeeholics and even kids.

They are made with 100% Arabica Beans from Indian estates. Plus there are variants which are a mix of coffee and chicory with medium caffeine which is suitable for people who cannot tolerate high percentage of caffeine. There are other variants which has intense and luxurious taste with dark roast, suitable for high caffeine drinkers.

Cofflets are available in different flavours as well suitable for the people who prefer flavoured coffee, like caramel, vanilla, americano, cinnamon, expresso, hazelnut and many more.

The coffee is made by brewing, drying and granulating coffee beans. The beans are first roasted and ground, then brewed with water to make a concentrated extract. The extract is then dried by either spray-drying or freeze-drying, which removes the water and creates dry granules or powder. These granules can dissolve in water without brewing. Then the powder form is mixed with its special flavours and ingredients and then kept in a mould at -40 degree Celsius. The cofflet are in different variants having different percentage of caffeine in them which are all available in most of the flavours. Then these cofflets are packed in a pouch to save the space and the environment all together.

### 1.1 Research Objectives

The main objectives of this product is basically a compact form of coffee in a form of a tablet just like a medicine. The tablet consists of pure Arabica beans powder which is sweeter and can be consumed straight without adding sugar for black coffee.

These tablets are available in many flavours and in different variants with different percentage of caffeine. They are specifically designed for the people who loves coffee and can carry these little tablets in their wallets or even pockets. These coffee tablets can be consumed in making instant coffee, just pour hot water or hot milk and water along with one tablet, and you have your coffee. Moreover, these tablets can be used for cold coffees and even kids from the age 16 and above can drink this coffee.

Moreover, the distribution and sales locations for your coffee product ‘cofflets’ would be sold online through our website and on e-commerce platforms, & by physical retail stores. We have primary market & target location is based on our research which indicated the highest demand. The manufacturing or production location would depend on our supply chain decisions, considering factors like quality control, demand of the product, cost.

- To make it easier for the people to have their favourite sip of coffee anywhere.
- To have coffee literally in the pocket.
- To make it convenient to carry it anywhere.
- Packaging is Eco- friendly.

## II. LITERATURE REVIEW

Coffee is one of the most popular beverages in the world and there are a lot of people who swear that they cannot start their day without it. It is enjoyed in different countries and cultures with different manners of brewing and service. coffee is prepared from roasted coffee beans, which are the seeds of berries from the Coffea species. The plant is native to tropical Africa – specifically in the areas of Ethiopia and Sudan – Comoros, Madagascar, Mauritius, and Reunion in the Indian Ocean. When brewed the drink is dark, bitter and slightly acidic with a stimulating effect from the caffeine content. Coffee is served with cream, milk, butter, egg, salt or sugar according to taste and preference. It is usually served hot, although iced coffee and even room temperature coffee has also become popular lately.

### 2.1 Hypothesis

However, there are unlimited coffee brands and variants of coffee are available in the market, but there still hasn’t been any research for any kind of product like coffee tablet or cofflet.

There are plenty of research papers associated with coffee but how is it dangerous or how much caffeine intake is good or how coffee is better than tea or how much coffee is consumed in a day.

In short, there is coffee, but no cofflet.

## III. METHODOLOGY

Qualitative method studies to have numerous coffee and brands and different types of coffee but not in a tablet form that has to be just mixed with hot water and hot milk or that can be consumed as cold coffee as well.

### 3.1 Research Data Collection and Analysis

The main target audience is the young generation, from school to job sector or even above who are usually travelling or are way to consumed in their schedule that they often forget to brew their coffee which takes time. Cofflet would make it easy for them to just put in the cup and pour hot milk and water and just have your coffee.

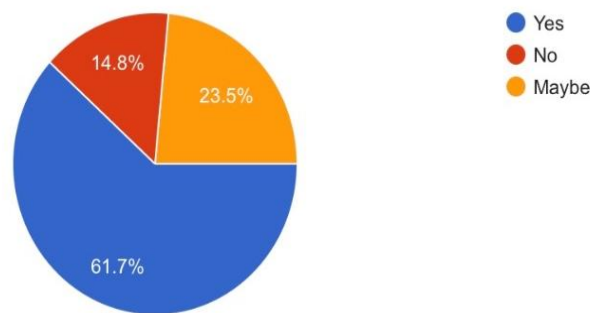
It can also be consumed as cold coffee and kids 16 and above can have it happily.

According to the survey that was done for the cofflet, 61.7% of the people would love to carry cofflet so that the ordinary coffee won't take the space and 23.5% said they might think of giving a try.

To occupy less space in your bag, would you prefer carrying coffee in a tablet form?



115 responses

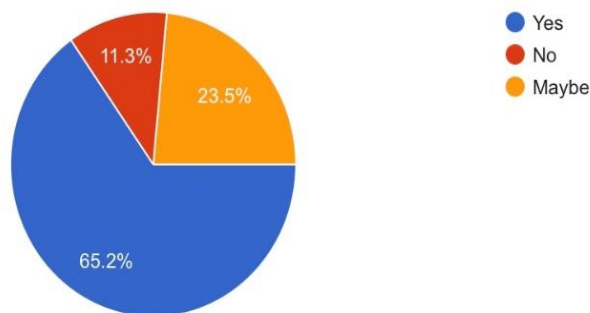


While, 65.2% said they would love to try the same flavour of coffee in a tablet form and 23.5% said they might give it a try.

Would you like to try the same intense coffee flavour in form of a tablet and not powder?



115 responses



### IV. CONCLUSION

People are ready to be experimental this time and are willing to try this product which brings their life at ease and they can have their coffee anytime, anywhere.

BRAND NAME : BEAN BURST

PRODUCT NAME : COFFLET

AVAILABLE FLAVOURS : 11

NAME OF THE FLAVOURS :

- HAZELNUT

- CAMEL
- IRISH
- AMERICANO
- VANILLA
- MOCHA
- EXPRESSO
- LATTE
- BLACK
- CAPPUCCINO
- CINNAMON

YEAR OF THE LAUNCH : 2023

PACKAGING STYLE : STAND UP POUCH

TARGET AUDIENCE AGE : 16 & ABOVE

LOCATION : WOULD BE SOLD THROUGH THE BRAND WEBSITE AND ON E-COMMERCE PLATFORMS AND BY PHYSICAL RETAIL STORES.

TAGLINE : A 'COFFLET' IN YOUR 'WALLET.'

MOTIVE : TO HAVE COFFEE ANYWHERE, ANYTIME

USP : PURE ARABICA COFFEE IN A TABLET FORM THAT JUST HAS TO BE MIXED WITH HOT WATER AND MILK TO HAVE A PERFECTLY BREWED COFFEE, IT CAN ALSO BE CONSUMED WITH COLD MILK AS COLD COFFEE.

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