

BRAND NARRATIVE

CAP PUCCINO

CAP PUCCINO is a French café whose specialty is coffee with wine flavor. The name was not chosen at random: the word cap in connection with the cork of wine and cappuccino which is the name of a coffee drink.

CAP PUCCINO is located in Portland since 2015. The idea of this atypical café came from the curiosity of its creator. As a wine lover, he tried to mix a drop of wine in his coffee. The experience was surprising and pleasant for the creator who decided to create a business out of it. Since 2015, the café has been a huge success, constantly reinventing itself.

As for the location, it was not chosen at random. The French creator has always wanted to establish his business in the United States. It was therefore necessary to choose the best city to accept and appreciate a café as atypical as Cap Puccino. Portland is the location since it is the coolest, most tolerant and creative city in the United States. The inhabitants of the city are fond of coffee shops and are open to anything new that is offered to them.

Cap Puccino has a capacity of 30 people.

A- THE CAP PUCCINO OFFER

A café is a place where people come to enjoy a moment of pleasure, relaxation, meeting or work in a pleasant place while enjoying a drink.

CAP PUCCINO is an atypical and chic café that offers all kinds of high-quality drinks such as:

- Coffee
- Hot chocolate
- Tea
- Juices

And to accompany the ordered drink, petit fours are proposed.

Product selection:

The coffee beans are carefully selected from the best small producers to guarantee a certain quality of product. Cap Puccino works directly with them so that the biggest part of the price of the coffee comes back to them and not to the intermediaries as with the occidental coffee beans sellers.

The café has selected 3 different beans:

- The Hawaii Kona coffee because it is an American coffee of world fame. It is a soft arabica coffee, not very acidic and with hazelnut aromas.

- The Brazil Bahia coffee which is known for its length in mouth with chocolate and hazelnut flavors.
- The Blue Mountains coffee selected for its sweet flavor and its fragrant aroma with floral notes, herbs, and nuts.

For the cocoa, the café has selected a cocoa from Amazonia. And as for the coffee, the café also works directly with a producer from Guyana.

The teas offered come from La Maison Palais Des Thés which is a French tea company. The company imports these teas from China, India, Sri Lanka, and Japan. The teas are offered in bulk to keep the maximum flavor than if it was offered in bag.

As for the juices, the fruits are pressed directly at the time of the order to keep the flavor of the selected fruit.

The mini pâtisseries come directly from the kitchen of the establishment since they are made by the pastry chef of the coffee shop.

As for the wines, ten different French wines are offered. Nine of the ten have a permanent place on the menu of the establishment and each week, a new wine is proposed as a novelty. Each wine is carefully selected among the best wines of the best vineyards of France to ensure a better taste in mouth with the coffee.

The Cap Puccino experience:

This café offers an on site consumption and not a take away to live the Cap Puccino experience completely. The experience begins as soon as you enter the café. On the bar that runs the length of the coffee shop, the different wines of the moment are presented. A first olfactory experience is then proposed. If some people wish, a gustative experience is also proposed to choose the wine to put in the coffee. After ordering the coffee with wine or not, an information card on the origin of the coffee beans and the wine is given. A cultural experience is then to be lived. When the coffee is consumed, a second taste experience is lived with the discovery of the drink. This second taste experience is lived in a setting reminiscent of the roasting of coffee but also the crushing of wine until its bottling for a visual experience. From the moment you enter the store to the moment you leave, several experiences are available.

B- THE CAP PUCCINO MISSION AND ISSUES

Cap Puccino offers the tasting of atypical and refined coffees to make the customer travel with a new taste in mouth. In a city like Portland where creativity is emphasized, this café is very appreciated.

Values:

- Promoting the culture of coffee but also and especially the culture of wine.
- Promoting small producers to fight against the big middlemen who exploit them.
- Guaranteeing the quality of the products and services for a successful Cap Puccino experience.
- Advocating open-mindedness as much for the employees as for the customers with its atypical drink proposal. "Get out of your comfort zone and go discover the world" is the slogan of the coffee shop.
- Sharing of knowledge for the personal development of everyone.
- Conviviality
- Respect of the staff but also of each of the customers.

C- COMPETITIVE ENVIRONMENT AND DIFFERENTIATION

Cap Puccino is so atypical it has no direct competitor in Portland. The other coffee shops are either very traditional or very common because they are part of chains like Starbucks.

The biggest differentiation from other coffee shops in town is offering a mix of flavors of wine and coffee in the same drink. Even though Cap Puccino serves other coffee and other drinks without adding drops of wine, the fact that it offers coffee with wine makes it different from the competitors.

Cap Puccino also differentiates itself:

- on the different experiences it offers. The customer uses 3 of his senses like smell, taste and sight. It's not just tasting a drink, it's living it.
- At the level of culture. As a cultural point on the origin of coffee beans and wine is given for each tasting.
- By its authenticity. Cap Puccino does not aim to become a franchise like Starbucks. The location was not chosen at random. Portland is the city to open a coffee shop because the inhabitants are consumers of this drink and on top of that, opening a very atypical coffee shop where the curiosity of the inhabitants is essential.
- On the non-proposal of takeaway coffee to keep the traditional side of a French coffee which is consumed at a table of the coffee shop with a mini-pâtisserie in accompaniment.

All these differences make Cap Puccino stand out from the other coffee shops in the city.

D- STRATEGY AND SUCCESS

Cap Puccino is a coffee shop offering high-end products and service. The price is therefore higher than in other cafés in the city. The strategy at the opening of the café was to attract a category of people who could afford to drink a good coffee. For this, the French chic is a big advantage. France is the country of luxury par excellence, and the worldwide fame of its wines facilitated the success of the coffee shop. The inhabitants rushed to discover this new business filled with discovery. Two categories of consumers were thus presented. The first, which remains the main target, having the financial means and to come regularly to live the Cap Puccino experience (SEE PERSONA IN ANNEX). The second is a curious clientele, who cannot really afford to live the Cap Puccino experience regularly but who will do occasionally. This second clientele is not to be taken lightly because it is more numerous than the first. The café's strategy has therefore diversified a bit since 2015 to bring together its two categories of customers. Their main common point is their curiosity. A coffee with a drop of wine is rather surprising but tempting. So, the coffee shop has emphasized cultural discovery of wine to attract the curiosity of a regular as well as a novice. Every week, a new wine is introduced in the coffee shop. With the arrival of a new wine, a presentation of this one is proposed by the oenologist. The strategy is to always innovate to keep this faithful clientele but also to attract others.



ROBERT WILSON

executive
at Inspiration Software

"The best way to evolve is to be enriched by the world around us"

PROFILE

Age: 39 years

Family: Married, Kids

Location: Portland, Oregon

Nature: Curious, Interesting

Ambitious Calm Open-Minded

PERSONALITY

Thinking

Perceiving

Sensing

Extrovert

HOBBIES

Travel

Run

Oenology

GOALS

An experience to be felt

A task that need to be completed

A fulfilled family and social life

A rich cultural exploration

A nice professional carter

FRUSTRATIONS

An obstacle that prevents this user from achieving their goals

A daily routine

MOTIVATION

Incentive ++

Growth +++

Power +

Social +

BIO

Robert is a hard worker. He doesn't count his hours to deliver quality work. He always wants to do better than the last time to see his career evolve. Whenever he can, he gets away from his office to sit in a café and work in another universe. He is cultured, curious and wants to learn more every day. He wants to make the most of every second of his life with a fulfilled professional and personal life.