

Final Deliverable

Microfinance at Berkeley
Spring 2022





MEET THE TEAM



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Project Overview





Agenda

Project Overview

Objectives: Solidifying Cafe Gabriela's CPG and design a plan to launch the product

1

Sustainable Packaging

- Looking into the various sustainable packaging options
- Potential coffee bean and vinaigrette designs

2

Product Launch

- Step by step plan on how to launch the vinaigrette
- Timeline

3

Streamline Distribution Process

- Finding a more affordable shipping procedure
- Various shipping options

4

Conclusion

- Final overview
- End of project
- Questions?

Packaging



Sustainable Packaging

Packaging Options

Elevate Packaging

- Intended Product: Coffee Beans
- Packaging Type: Standup Pouches
- Appearance: Transparent, Kraft, White
- Size: Varied Sizing
 - 4 oz
 - 8 oz
 - 12 oz
 - 16 oz
 - 3 lb.
- Pricing: \$67 - \$143
 - Per carton of 100



Sustainable Packaging

Packaging Options

Paper Tube

- Intended Product: Coffee Beans
- Packaging Type: Cylindrical Tubes
- Appearance: Black, Kraft, White, Custom
- Size: Varied Sizes
 - 2 oz
 - Customizable dimensions
- Pricing: \$98-\$754
 - \$1.96: Quantities of 50-99
 - \$1.64: Quantities of 100-249
 - \$1.51: Quantities of 250-499
 - Request quote for custom packaging



Sustainable Packaging

Packaging Options

Grounded Packaging

- Intended Product: Both
- Packaging Type: Standup pouches and Spout pouches
- Appearance: Transparent, Kraft, White, Custom
- Size: Varied Sizing
 - 130mm W x 210mm H x 40mm BG
 - 160mm W x 230mm H x 40mm BG
 - 190mm W x 250mm H x 50mm BG
 - Customizable dimensions
- Pricing: \$109-\$179
 - Per carton of 200
 - Request quote for custom packaging



Logo Goals

Annie's : One Universal Logo for all Products



Great for marketing

Logos can convey the values and purpose of a brand



Memorability

Unique logos stand out to consumers



Fosters brand loyalty

Consumers likely to purchase other products from your brand





Potential Logo



One Universal Logo for all Vinaigrettes

Nutritional Information

servings per container: 6

Amount Per Serving	As Packaged
Calories	100
% Daily Value *	
Total Fat 10g	13%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 60mg	3%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Total Sugars 1g	
Incl. 0g Added Sugars	0%



Cafe Gabriela was founded in 2010 by Penny Baldado, a formerly undocumented, queer immigrant from the Philippines. Centered and inspired by the courage and actions of Gabriela Silang, a Filipina revolutionary who led a revolt against the Spanish colonizers.

Cafe Gabriela is committed to building with the Community. Through our delicious food, coffee and socially relevant art on our walls, we provide a safe and welcoming space for our workers and customers. When you drink this coffee we hope it brings you to a place that is warm, nourishing and familiar ... just like your Lola's kitchen.

Introduction

Packaging

Product Launch

Distribution

Conclusion

Potential Logo - Mock Ups

Mock Ups of How the Logo Would Look



Product Launch





Vinaigrette Launch Timeline

Product Launch Overview

Three Main Areas of Focus

1



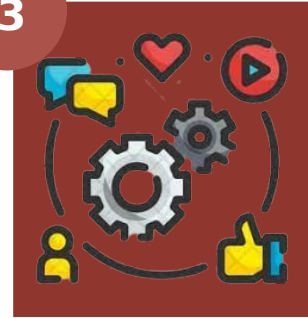
Prototyping Product
& Small-Scale
Launch

2



Optimal Time to
Launch Vinaigrettes

3



Pre-Marketing Tactics
to Consider

Introduction

Media & Delivery

Product Launch

Distribution

Conclusion



Vinaigrette Launch Timeline

Prototyping Product & Small-Scale Launch



Packaging Assessments

- determine how long packaging preserves freshness of vinaigrette
- may be useful to include directions on storing vinaigrette



Small-Scale Launch

- sell vinaigrette to friends, family, and customers
- ask customers to provide feedback on the product



Improve Overall Product

- using the feedback gathered, make adjustments to the product
- solidify product design and packaging

Vinaigrette Launch Timeline

Optimal Product Launch Time

Product Launch Time Period Recommendation

Time when gatherings occur most often



Easter



Christmas



Fourth of July



Introduction

Media & Delivery

Product Launch

Distribution

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Coffee Launch Timeline

Media Outreach and Customer Engagement [part 1]



Oakland Newspapers

- The Oaklandside
- East Bay Express
- The Oakland Press



Bay Area Food Influencers

- Kelly Huibregtse
[@[asideofsweet](#)]
- Yen Pham
[@[foodiswhyimbroke](#)]
- Tim Cheung
[@[bayarea.foodies](#)]

Outreach Example:

“Hi *insert name*,
My name is Penny and I’m the owner of Cafe Gabriela, a Filipino owned cafe based in Oakland. We have seen your work and we’d love to have you try out our cafe in exchange for a review! Please let me know what you think and we can discuss further details.
Best,
Penny”

Coffee Launch Timeline

Media Outreach and Customer Engagement [part 2]



Social Media

- Countdown posts
- Build customer anticipation



Launch Day

- Giveaways
- Post on social media stories

Streamline Distribution Process





Streamlining Delivery Process

Delivery Options

Current Method: Each delivery packages to a customer costs \$7



Etsy

- pros: 30% discounted shipping label costs from USPS and FedEx
- cons: need to manage external website, product listing charges



Fulfillment Centers

- pros: removes the stress of getting packages delivered
- cons: cannot control delivery status & mistakes can be made



In-House Optimization

- pre-paid shipping labels
 - 20% off shipping labels when they are purchased in advanced

Conclusion





Conclusion

A summary of the second phase of the project

Packaging

3 packaging options,
logo goals, and
design options

Product Launch

Vinaigrette launch
timeline, coffee bean
launch timeline, and
marketing tactics

Distribution

Etsy, fulfillment
centers, and in-
house optimizations
pros and cons

Thank you!

Questions?

