

# La COLOMBE®

FOR IMMEDIATE RELEASE

## La Colombe Coffee Roasters® Launches its First-Ever Advertising Campaign Celebrating Mouth-Watering Images You Can Taste



**(Philadelphia, June 2019)** – La Colombe, a pioneer in cold brew and creator of the world’s first-ever textured cold latte, is launching a multi-market integrated advertising campaign designed to make your mouth water.

With 30 cafes located across the country, La Colombe is one of the largest independently-owned coffee companies and the only vertically integrated ready-to-drink coffee company. Its summer campaign, which kicked off this week, highlights the company’s mission of liberating the café menu and making people happy using real ingredients.

Throughout the summer, the brand will roll out digital and out-of-home placements in Chicago, Denver, Tampa, Charlotte, Raleigh, Jacksonville and La Colombe’s hometown of Philadelphia. Markets were identified based on the highest distribution (ACV), combined with high and growing brand and ready-to-drink category development indexes (BDI/CDI), and a layer of cafe data.

Media buying was executed in partnership with NYC-based media agency Junction 37, and all creative was developed in-house. The campaign launched with a giant, hand-painted billboard located at Lafayette St. & Kenmare St. in New York City. The billboard features a Cold Brew coffee, the most ordered beverage in La Colombe’s New York cafes, with a cold stream of Draft Latte pouring over top.

“Our goal is to expose the simple ingredients of a Draft Latte in a delicious and approachable way,” said Kathryn O’Connor, SVP of Marketing at La Colombe Coffee Roasters. “It’s smooth



cold brew coffee mixed with creamy foamed milk - the drink most often enjoyed in our cafes everyday, and also available in a can in retailers across the country.”

As part of its summer campaign kick-off, La Colombe will be surprising and delighting people with Draft Latte when they need it, where they need it. From ice cream shops to local commuter stops, La Colombe’s field marketing team will pop-up in key markets with a refreshing boost of caffeine.

The campaign is launching at the perfect time. Cold Brew has never been so popular. This past winter, La Colombe announced that it has seen over 300% increase of cold coffee consumption in its cafes in just three years. Last August, the peak of cold coffee season, 65% of coffee sold in cafe was cold.

“For the past 25 years we’ve had a very simple mission - to make people happy with coffee,” said JP Iberti, President and Co-Founder of La Colombe Coffee Roasters. “Now, our goal is to take the beauty of the cafes and the taste of perfectly crafted cold brew on the road. We are freeing the cafe menu and making it available to everyone. This campaign celebrates the next phase of La Colombe and it’s a beautiful thing.”

Since the inception of the Draft Latte in 2017, Draft Latte has gained over 55,000 points of distribution nationwide and has achieved more than 55% ACV.<sup>1</sup> Due to La Colombe’s unique “innovalve™ Technology, which adds to the frothy experience, 66% of La Colombe first-time purchases are new to the ready-to-drink coffee category.<sup>2</sup>

The Total US Food ready-to-drink coffee category did \$690 million in annual sales and is growing at an average rate of 15%, compared to La Colombe’s growth at 23%, versus one year ago.<sup>3</sup> According to Total US MULO + Convenience, La Colombe’s ready-to-drink beverages leads the category growth at 63%.<sup>4</sup> The multi-serve (large format) segment is growing 2x that of the total category growth (25% vs 13%), indicating consumers are also looking for ready-to-drink solutions for their at-home needs.<sup>5</sup> All of this makes La Colombe one of the fastest growing ready-to-drink brands in the world.

For more information on Draft Latte, or to find out which retailers is carrying the can, [visit our website](#) or follow our summer adventures using #TasteofColdBrew.

## ABOUT LA COLOMBE

La Colombe ([www.lacolombe.com](http://www.lacolombe.com)) is a leading coffee roaster known for ethical, long-term trade practices with growers. Considered one of the pioneers of the third wave of coffee, it provides signature classic blends and exceptional single-origin coffees to cafés, hotels, restaurants and retailers around the world. In addition, the company owns and operates 30 cafés in Philadelphia, New York, Chicago, Boston,

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<sup>1</sup> IRI Total US Foods + MULO, Last 52 Weeks Ending 05.19.19

<sup>2</sup> Catalina, Rolling 52 w/e 12/22/2018 vs prior 52 wks

<sup>3</sup> IRI Total US Foods, Last 52 Weeks Ending 05.19.19

<sup>4</sup> IRI Total US MULO + Convenience, Last 52 Weeks Ending 05.19.19

<sup>5</sup> IRI Total US Foods, Last 52 Weeks Ending 05.19.19

# **La COLOMBE®**

Los Angeles and Washington, D.C. – with additional locations and new markets scheduled to open in 2019-2020. The company has also made headlines in the ready-to-drink business with its DRAFT LATTE™ – the world’s first-ever textured cold latte.

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