

ve/la



Brand Profile Spring 2023



ve/ia

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Say Hello to ve/la. It's a part of your new morning routine.

your *favourite* neighbourhood cafes.

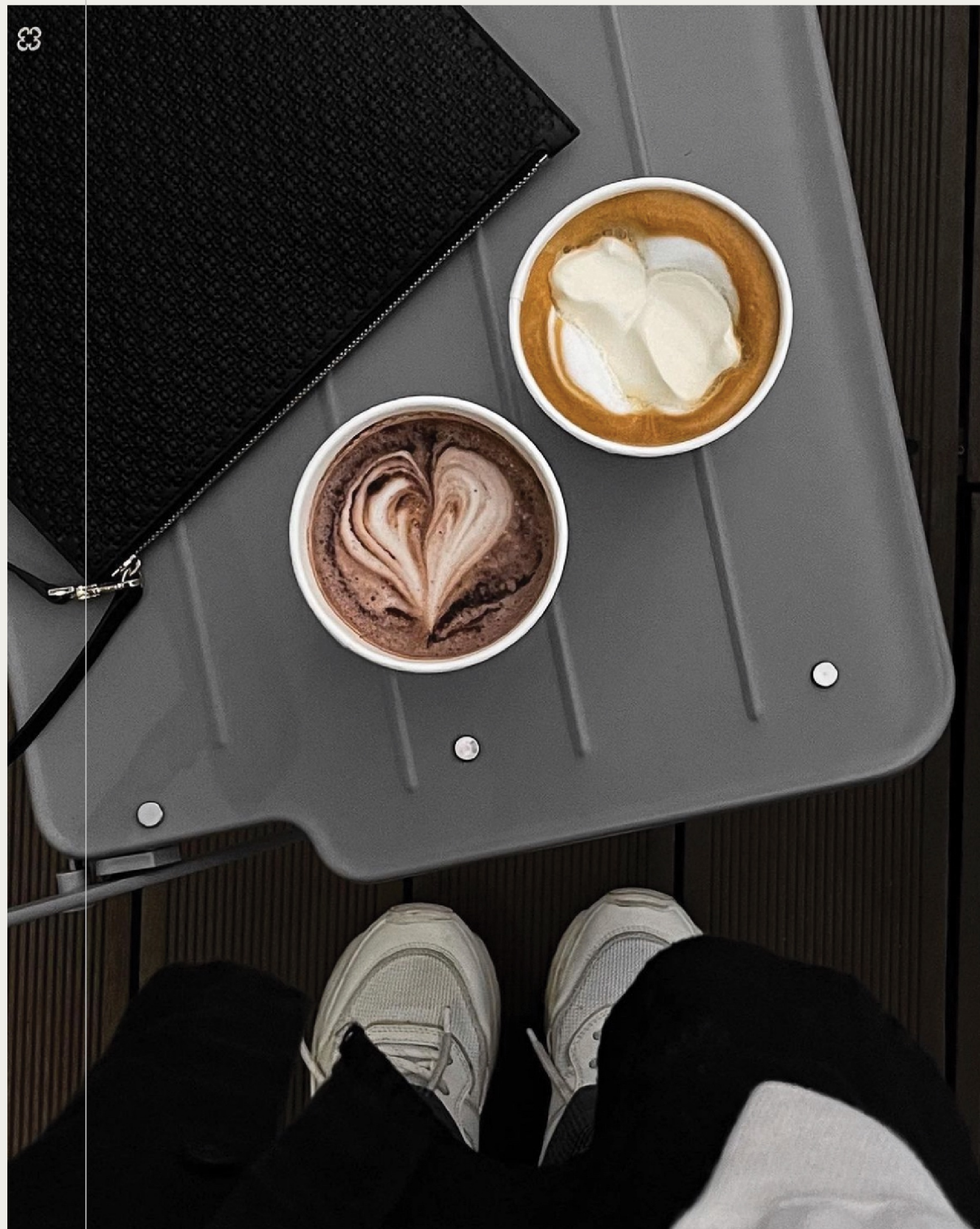
ve/la (or เวลา in it's Thai native language) means time, with that we've always said that time and coffee has always been a classic pairing.

ve/la started with a core of love and fondness of coffee. At it's start we brang together experts and newbies to see how we can lead new people into exploring and falling in love with a wider range of coffees. Since then, the ve/la brand has grown into a cafe brand that people can recognize by only seeing a sliver of it's iconic white cup. The brand's offerings has grown from just the classic coffee menu to teas, snacks and more.

From a small coffee bar in Sukhumvit that opened in 2021, ve/la has now expanded to 4 locations and 1 pop up around the Bangkok metropolitan area in partnership with Bangkok's top luxury shopping destinations.

Striking the perfect balance combining a widely adored brand presence, homey service and environments, delicious coffees, snacks and a market approach like no other - ve/la has an end ecosystem like no other.

ve/la wants to bring the wider world of coffee to a wider world of people. The brand understands the importance of making the barrier to entry to specialty coffee less daunting. ve/la's inventive gradients and coffee selection explanations prompts customers to try coffees they've never tried before and the best part is, the brand is only in it's first steps.



Bangkok Cafes

iconic spaces *incredible* *destinations*



ve/la at Central World
Bangkok's Largest
Shopping Mall



ve/la at The Emporium
Bangkok's First Luxury
Shopping Destination



ve/la at Siam Paragon
Bangkok's World-class
Shopping Destination



ve/la at Mediums Sukhumvit
42, Sukhumvit's Premiere
Creative Landmark



ve/la Pop Up Store
Appearances at Thailand Coffee Hub,
Central Embassy and more








Coffee Selections

time and coffee has *always* been a *classic pairing*

As our brand was rooted in making specialty coffee easier to understand, ve/la introduced a unique coffee selection and experience that applies the complex understanding of coffee beans into a simple spectrum of gradients inspired by time, hence the name of our brand.

Choose coffees from dusk, dawn, morning, midday or midnight. Each with their own unique inspirations with fruity notes, dark and smoky notes, morning wake up, afternoon tea and drinks after dark.

for espresso drinks		for specialty brews		
				
Dawn thai rwanda ethiopia	Dusk thai pangkhon	Morning thai rwanda ethiopia	Midday ethiopia yirgacheffe garsc	Midnight honduras
Roasted level: Medium Process: Washed Notes: Black Tea Aroma, Blueberry, Rasin & Nutty Finish	Roasted level: Medium-Dark Process: Washed Notes: Caramel, Hazelnut, Chocolate Finish & Lingering Smoke	Roasted level: Medium Process: Washed Notes: Black Tea Aroma, Blueberry, Rasin & Nutty Finish	Roasted level: Light Medium Process: Anaerobic Natural Notes: Red Wine, Strawberry, Musky & Rose Finish	Roasted level: Medium Process: Fermentation Washed Notes: Whiskey, Cherry, Vanilla & Nutty Finish



CLASSIC MENU + BAKED GOODS

i'll just get my usual *it's an everyday kinda thing*



ESPRESSO DRINKS		hot	iced	TEAS		hot	iced
Long Black		90	100	Matcha Latte		130	140
Caffe Latte		120	130	Clear Matcha		110	120
Flat White		120	-	Thai Tea		-	100
Piccolo Latte		120	-				
Cappuccino		120	-				
Caffe Mocha		140	130				
Caramel Macchiato		140	150				
Almond Malt Latte		150	160				
Espresso		150	160				
		70	-				
OTHER DRINKS		hot	iced	REFRESHERS		hot	iced
Dark Chocolate		110	120	Iced Shaken Lemonade		110	
Drinking Water (250ml)		-	15	Iced Shaken Strawberry Lemonade		130	
VE/LA READY TO DRINK™				MAKE IT YOURS			
Black Coffee	100			Flavoured Syrup	+15		
White Coffee	100			Vanilla, Caramel, Hazelnut			
Latte Oolong Tea	100			Espresso Shot	+25		
Earl Grey Yuzu Tea	100			Soy Milk	+20		
Peach Black Tea	100			Clat Milk	+30		
Matcha Latte	100			Almond Malt Milk	+30		
Thai Tea	100						

VE/LA AT HOME™ + VE/LA READY TO DRINK™

NEW

in the comfort *of your own home*

With the success of our cafes, ve/la is introducing two sub-brands in early 2023, VE/LA AT HOME™ and VE/LA READY TO DRINK™. A natural extension to our current product offerings, the two new lines of products bring our signature taste to the comfort of your own home.

VE/LA AT HOME stretches from the most convenient way to enjoy ve/la at home with cold brew concentrate shots and drip bags to products for coffee enthusiasts that like to experiment around: whole roasted coffee beans and flavoured syrups. VE/LA READY TO DRINK is a line of 7 initial handcrafted recipes, in bottles ready to enjoy - choose from coffees to teas and tea lattes.

Available at ve/la cafes, online and for business sales, for cafes, schools, hotels, retailers and more. Interested? Inquire today to sales@apostofi.com



PRODUCT
COLLECTIONS

VE/LA READY TO DRINK™
Handcrafted Bottled Drinks

VE/LA AT HOME™
Flavoured Syrups

VE/LA AT HOME™
Cold Brew Concentrate Shot

VE/LA AT HOME™
Specialty Coffee Drip Bags

VE/LA AT HOME™
Whole Roasted Coffee Beans

LEAVING THE WORLD BETTER THAN WE FOUND IT

the new kid on the block, sustainably aware

Sustainable means many things at ve/la and the house of Apostofi - all of them no less important than any other.

1. Sustainability in our ecosystem and the way people interact with our brand.
2. Sustainability in products and manufacturing has always been a significant contributor to the way we design our products and the suppliers we choose to work with.
3. Sustainability in the impact we have on our customers - we have always wanted to build products that allow our customers to have a more balanced life which allow them to create more meaningful experiences and connections.

With all these verticals in mind, the ve/la ecosystem forms an integrated turnkey option for many striving to choose a brand that both understands them and one that makes decisions with their impact in mind.



100% Biodegradable
food & drink packaging



Optimizing for year on year
decrease of plastic usage
in product packaging



Prioritizing biodegradable
or recycled materials in
the design process



Setting goals to reduce
our total carbon footprint



ve/la

A Part of Apostofi

Crafting brands that connect people like the good old times

medi|me ve/ia sometimes home is a person GARDENS



Stationery, Art Supplies,
Home, Ambiance and Kids

medi|me™



Specialty coffee, teas,
baked goods and ready-to-drink

ve/ia™



Writing instruments, letters,
photography, flowers and objects

sometimes™
home is a
person



Casual dining, brunch, drinks,
wine and chacuterie

GARDENS™

Learn more about the house of Apostofi at www.apostofi.com

