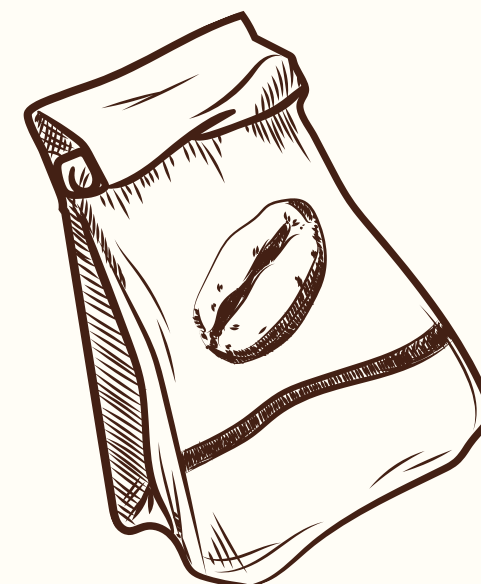
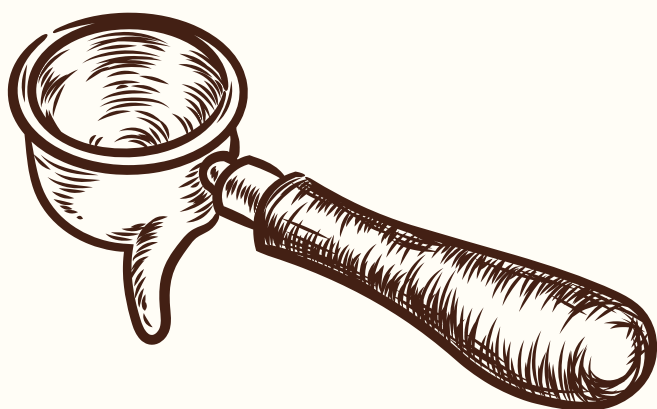




VASTWAVE
MEDIA

PRESENTS

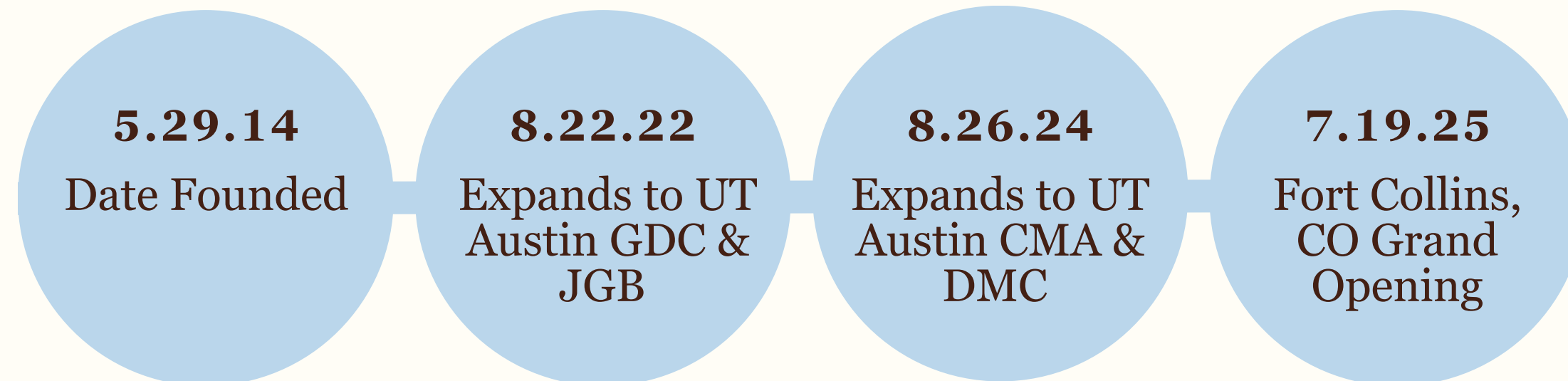
Lucky
LAB
COFFEE CO.



History of Lucky Lab Coffee Co.

Lucky Lab Coffee Co. was founded in May of 2014 by Courtney Hutton-Natenstedt in honor of her love of freshly-brewed coffee and dogs. With a chocolate lab she found herself lucky to have, Hutton-Natenstedt set her goals to be more than just a coffee shop, she set the foundation of her business to build a community “celebrating man’s best friend.” Today, Lucky Lab has 5 locations in the Austin area including 4 on the campus itself, creating a hub for students, faculty, staff, and of course, their pups.

With their dedication to Southern hospitality, Lucky Lab Coffee Co. takes pride in their in-house crafted materials such as their syrups, sauces, and sweet creams. To Lucky Lab, they set goals to be “more than just a local coffee shop,” going the extra mile to submerge themselves within the community. With their love for dogs, Lucky Lab dedicates themselves to hosting annual donation drives benefitting local animal rescue organizations.



Target Community Analysis



Increased Consumption

- Gen Z and Millennial consumers have had a significant¹ rise in consumption of coffee in the past year. These younger generations have embraced coffee as a daily ritual and presents operators with opportunities to leverage their interest in innovative beverages and transforming preferences.



Company Mission

- Lucky Lab is dedicated to opening its doors to all coffee lovers. Whether you are needing a pick me up before class, or have a slow start to the morning, Lucky Lab will be there for all your days adventures.

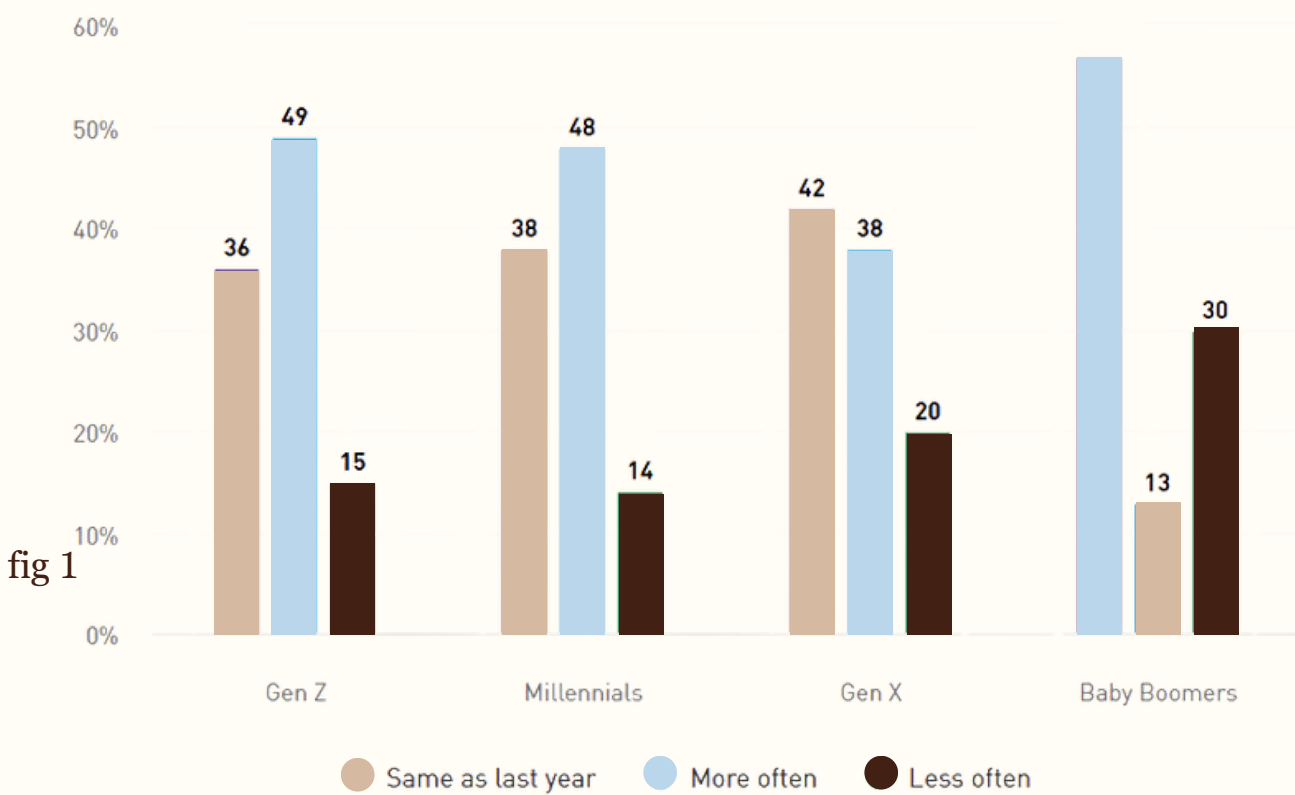


Competition

- Younger consumers tend to demonstrate a marketed preference for purchasing coffee and tea beverages from popular chain locations¹ like Starbucks.
- Older generations tend to align with sit-down and independent coffee shops, like Lucky Lab. This allows opportunity because while a good majority of the population in Fort Collins, CO is older, we are able to reach that younger quadrant of college students who value the ease of chain coffee shops, but are looking for a sit-down place to vibe and study.



US: frequency in ordering coffee, by generation, 2024

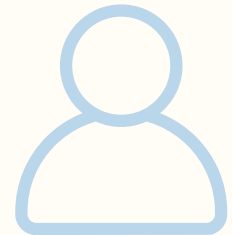


Execution Plan

From what we have gathered, this prime age group of 18-27 shows promise as they often seek unique experiences, social settings, and trying new things. We plan to engage and utilize relevant platforms to reach this community. Through the expansion of Lucky Lab's, further utilization of the reward's system can aid their demographic of students, making them more likely to consume through understanding the benefits. With the company's Southern roots, the atmosphere of Lucky Lab invites students for studying, social gatherings, or a mix of the two.

1: Mintel, Foodservice Coffee and Tea, 2024. <https://clients-mintel-com.ezproxy.lib.utexas.edu/report/foodservice-coffee-and-tea-us-2024>
fig 1: Shibboleth Authentication Request. (n.d.). <https://clients-mintel-com.ezproxy.lib.utexas.edu/report/foodservice-coffee-and-tea-us-2024>

Understanding the Consumer



18-27

This age group shows the most promise by allowing us to offer unique flavors and choices chains may not offer, while also allowing older groups to explore thier interest in coffee and other beverages.



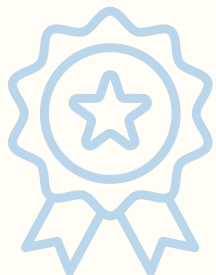
Community

“We strive to be more than just a local coffee shop.” This core value within Lucky Lab allows them to be interactive with students in maybe hosting events for school or allowing perks during finals week.



Opportunities

In Fort Collins, CO 48.5% of the population is pursuing an undergraduate degree. Older Gen Z is more likely to be exploratory when buying coffee.



The Lucky Club

1 point per \$1 spent allows people like “broke” college student’s to get a benefit from specding their money on coffee that is a bit more expensive.



Promotion

Motivation for coffee purchases is for promotional prices, and with this, it allows room for meal deals with breakfast pastries for people who are in a rush and looking for a cheaper option for breakfast.




Location

Fort Collins, CO is home to Colorado State University. Directly outside of campus is the Old Town district that is bustling with student-life. Lucky Lab Co. currently has 4 locations on UT Austin campus and has an advantage with opening next to a new university. In a recent survey, 41% of Gen Z respondents claim that coffee is their main source of energy.

Target Market: Sustainable Sippers

Sustainable Sippers are individuals located in Old Town Square, Fort Collins, Colorado under the age of 55, but commonly between 25 and 34. These individuals normally possess a high school diploma and pride themselves on enrollment at a college or university.



They take pride in simplicity, with stays at the local Motel 6, hiking, and catching up on Rhythmic Contemporary Hit Radio. This segment consists of students and those working in a mix of services, looking for easy access to quality, delicious pastries and beverages.

Sustainable Sippers value convenience, wallet-friendliness, and ensuring their money goes toward causes they resonate with. These individuals are looking for a cafe that can be there for them every step of the way, whether picking up a coffee bright early before work or school, a place to study close to campus, or a pick-me-up pastry to end the day.



Consumer Profile



Occupation:

Advertising student at CSU, campus tour guide

Favorite coffee:

lattes, cappuccino, iced coffee

Age: 20

Gender: Female

Interests:

Shopping, fashion, skiing, social outings, reading, sustainability

Studious Stacy, enrolled at CSU

Stacy is a 20-year-old student whose loyalty to Lucky Lab stems from the **limited** coffee options on campus that sell quality lattes. Lucky Lab is less than a 5-minute drive from her apartment and it's **trendy** and up to date on the latest drinks that she prefers.

Stacy's work load consists of being involved in her school's ski club, managing 15 class hours, and having a part-time job of being a campus tour guide. With the packed schedule and consistent flow of income, Stacy feels that buying coffee is one of her necessities when getting ready for the day. She chooses Lucky Lab because of the **discounts** that she gets on majority of her coffee purchases by being a regular customer. The **rewards** program allows her to save money on coffee, but also create a way that she doesn't feel bad about **spending** money every day. Because she enjoys the **convenience** of the shop, she also holds meetings for her club that she's on the executive board of at the shop due to its **free** wifi and closeness to campus.

"I love a coffee shop with a chill ambiance that sets me up for a productive study session. Sitting down with friends and enjoying a cup of coffee makes homework much more bearable!"

Yelp Review