

PRODUCT LAUNCH

FRESHBREW COLD COFFEE

Ready-to-drink cold coffee made with real
Indian beans

LAUNCH DATE

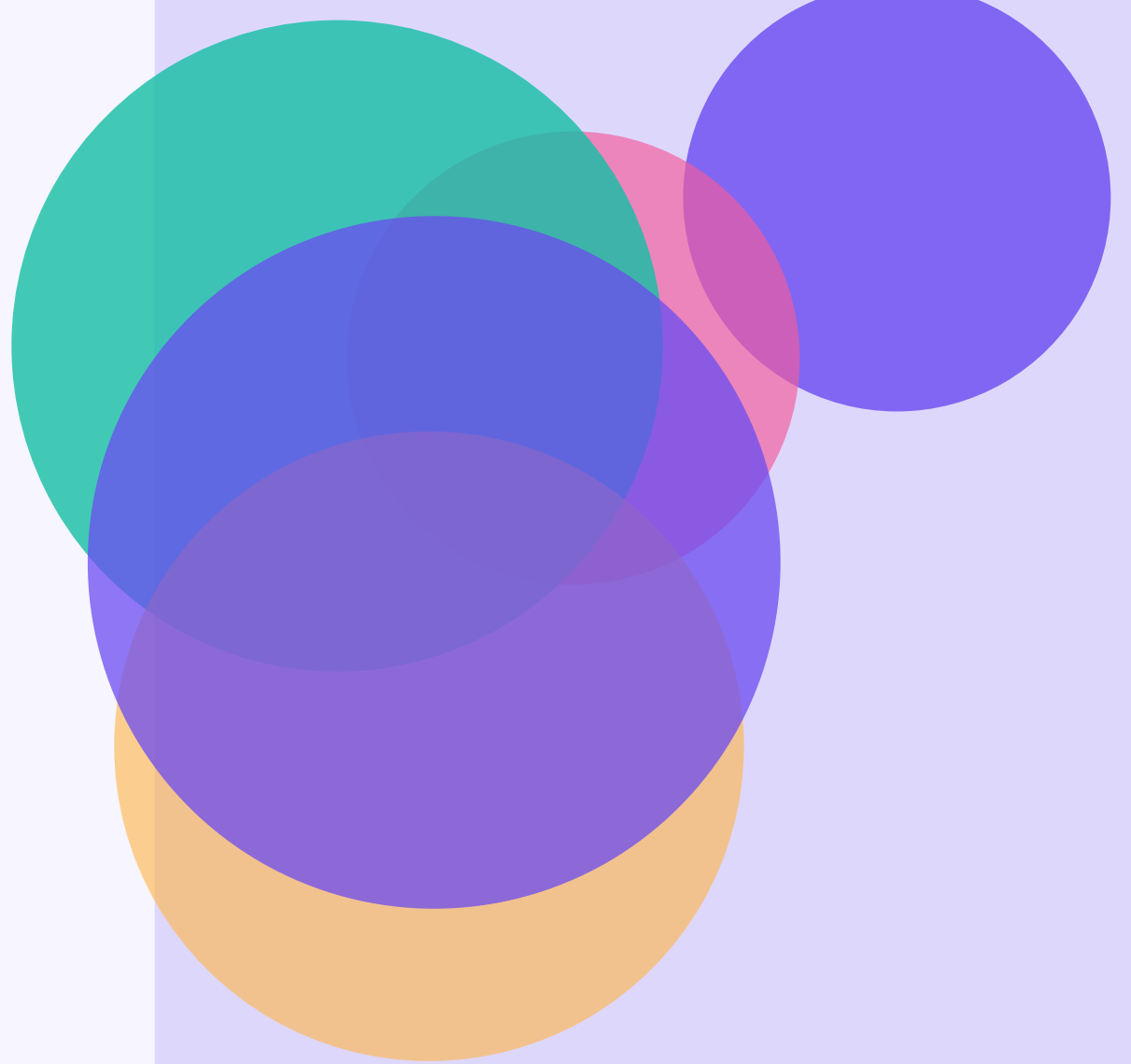
10 April 2026

TEAM

Product & Marketing

STATUS

Go-to-market plan



AGENDA

01 Product

02 Audience

03 Launch plan

04 Success



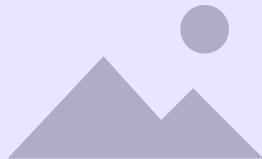
Image

KEY IDEA

**Café-quality coffee,
straight from the
fridge.**

The promise

MEET FRESHBREW COLD COFFEE



Product hero shot

**Ready-to-drink cold coffee
made with real Indian beans**

FreshBrew is a cold-brewed coffee in a recyclable bottle, with less sugar and beans sourced from estates in the Western Ghats.

KEY FEATURES



Real cold brew

Slow-steeped for 18 hours.



Less sugar

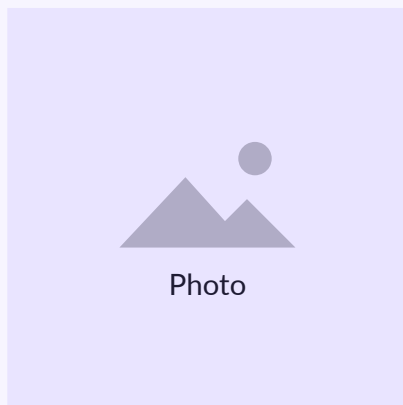
Half the sugar of typical drinks.



Recyclable

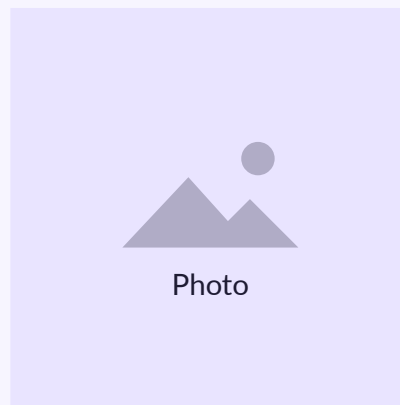
Glass bottle with a deposit scheme.

WHO IT IS FOR



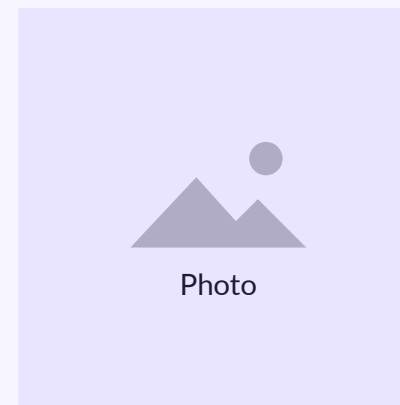
Ayesha, 24
OFFICE GOER

Needs a quick afternoon pick-me-up.



Karan, 19
STUDENT

Wants café taste at a lower price.



Mehul, 33
FITNESS FAN

Looks for low sugar options.

WHY IT WINS

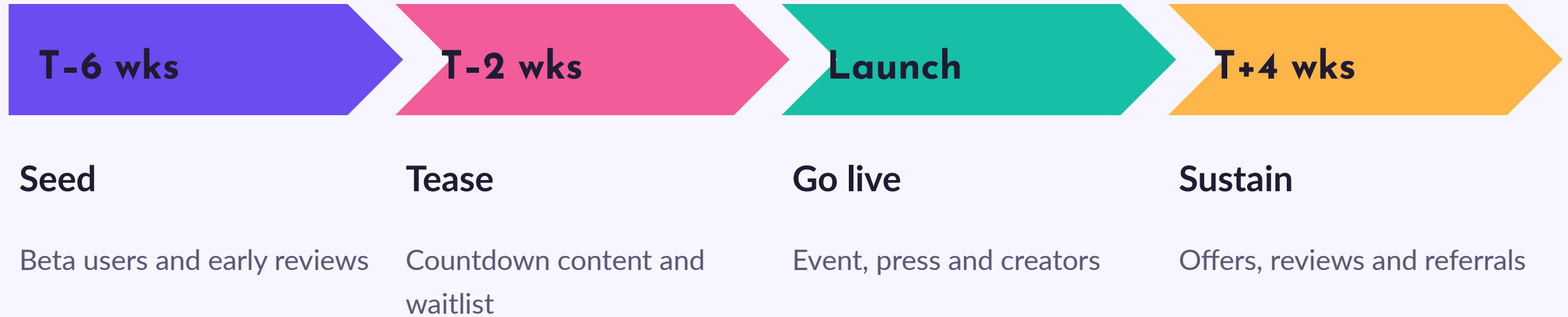
Typical alternatives

- ✓ Complicated set-up
- ✓ Generic features
- ✓ Hidden costs

FreshBrew Cold Coffee

- Ready in minutes
- Built for this audience
- Simple, honest pricing

LAUNCH TIMELINE



LAUNCH BUDGET



Sample data for illustration.

CAMPAIGN VISUALS

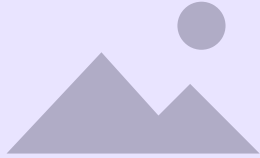


Image 1

Hero film

30-second launch video



Image 2

Social kit

Posts, stories and reels



Image 3

Retail

Shelf and display materials

WHAT SUCCESS LOOKS LIKE

50K

sign-ups in 30 days

4.5★

average review

20%

trial-to-paid conversion

Targets, not results.

RISKS AND MITIGATIONS

- Stock-outs: buffer inventory at two warehouses
- Support load: extra shifts in launch week
- Negative reviews: rapid-response team
- Delays: weekly go/no-go checkpoints



Image

READY FOR LAUNCH

Questions, ideas, last-minute checks?

Product & Marketing team

