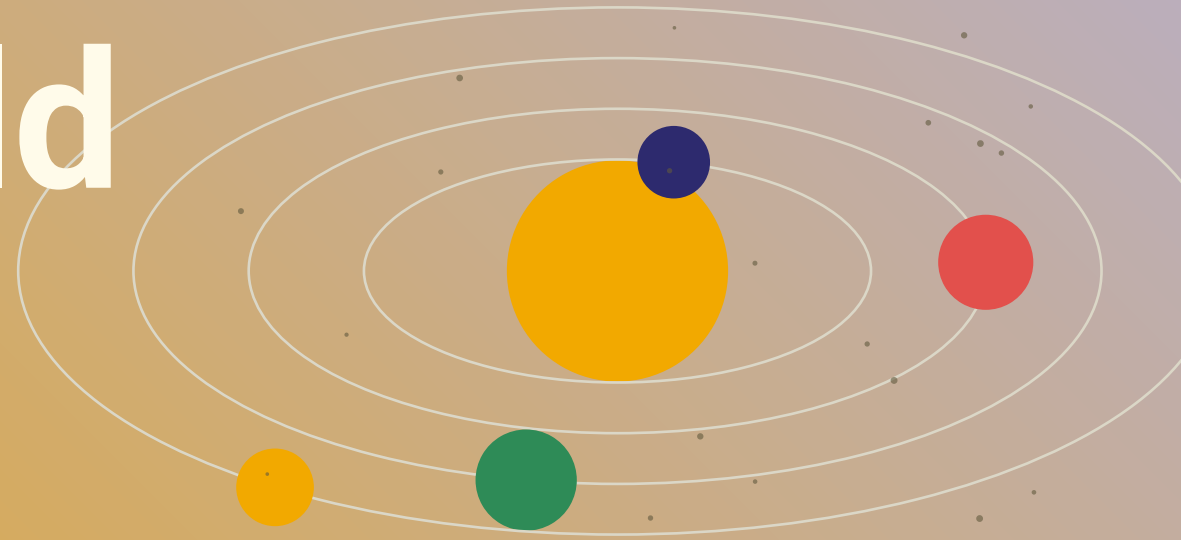


PRODUCT LAUNCH

FreshBrew Cold Coffee

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

10 April 2026 · Product & Marketing · Go-to-market plan



Agenda

01

Product

02

Audience

03

Launch plan

04

Success

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

01

Real cold brew

Slow-steeped for 18 hours.

02

Less sugar

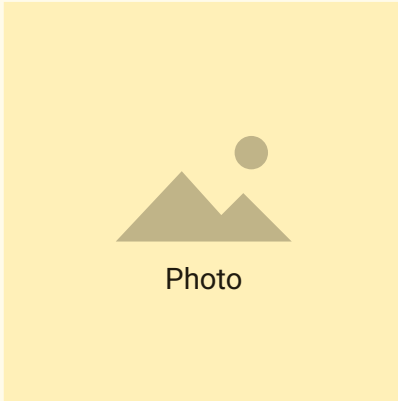
Half the sugar of typical drinks.

03

Recyclable

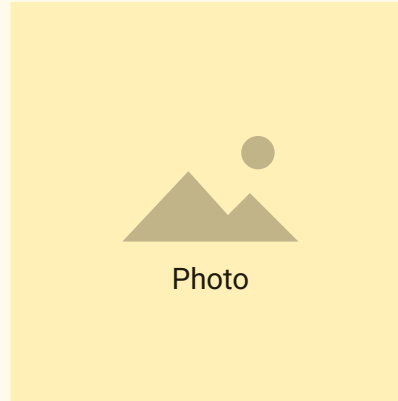
Glass bottle with a deposit scheme.

Who it is for



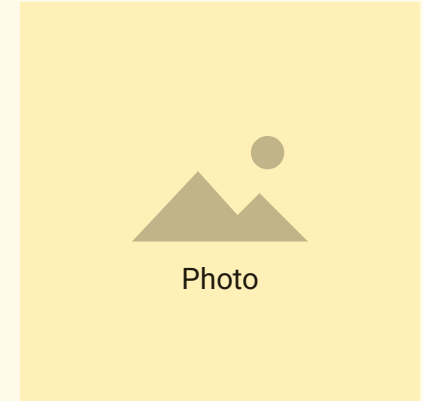
Ayesha, 24
OFFICE GOER

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

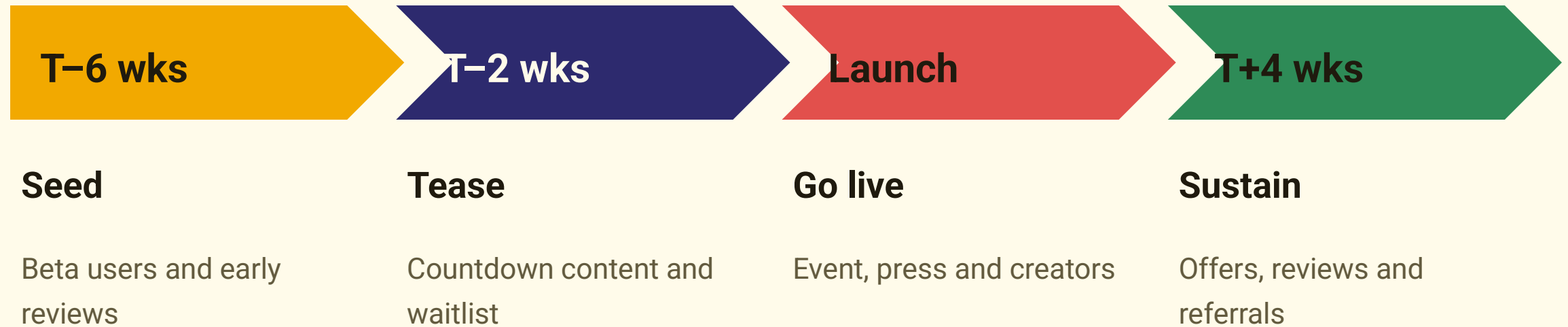
Typical alternatives

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

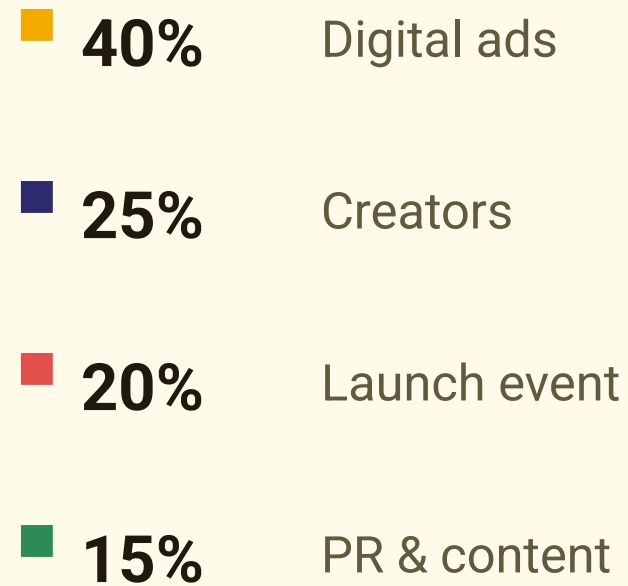
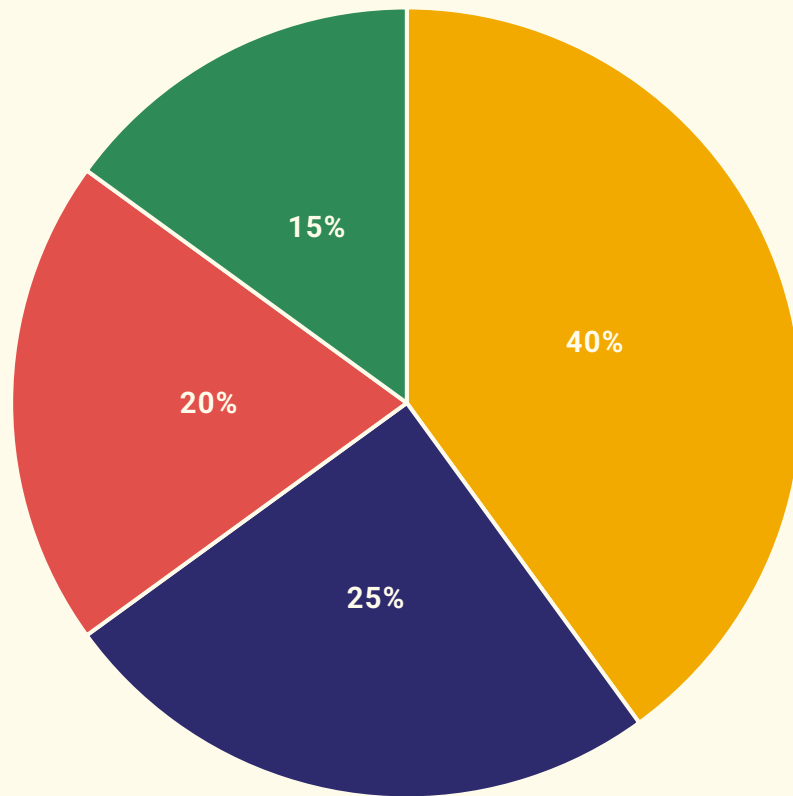
FreshBrew Cold Coffee

- 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



Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team