



# Rethinking Starbucks Retail Coffee Packaging

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**TEAM COOL BEANS**

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# Objective & Research

**STARBUCKS**<sup>®</sup>

*A recap of our initial thoughts and design inspiration*



# Objective

*Create a new Starbucks Ground Coffee package that:*

- *Is more iconic*
- *Premium*
- *Portfolio Driven*
- *Loyalty Ready*
- *Enhances Consumer Experience*



# Current Trends

*Daily consumption of espresso-based beverages has nearly tripled since 2008.*

*Millennials have turned coffee consumption into a public expression of individuality.*

CATEGORY BACKGROUND RESEARCH



# Coffee Offerings

*Starbucks currently serves hot and cold coffee drinks. These include fresh-brewed coffee, espressos, frappuccinos, ready to drink (bottled), K-cups, fresh coffee, and lattes.*

*Ethically sourced coffee from over 100 countries*

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CATEGORY BACKGROUND RESEARCH



*Located at eye level*

*Difficult to discern roasts*

*Only white packaging*

*Easy to discern roasts*



*More focus on coffee*



*Color fills entire package*



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**STARBUCKS RETAIL STORE AUDIT**



# Project Inspiration and Process

**STARBUCKS**<sup>®</sup>

*A recap of our initial thoughts and design inspiration*



# Bold

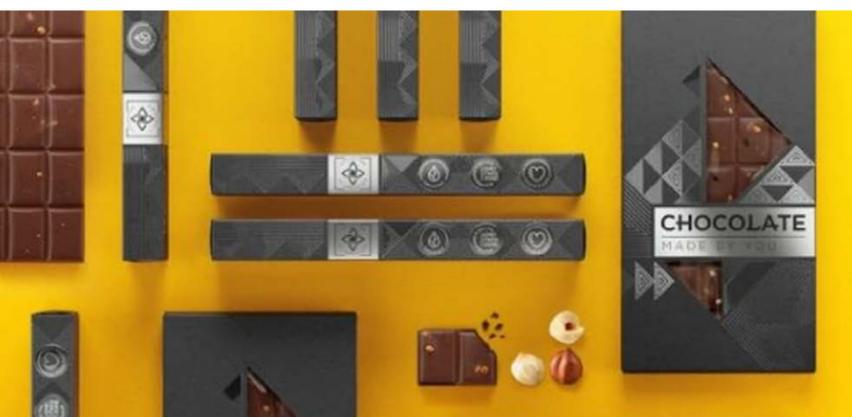
*Inspired by tall and slim packaging and the subtle use of color to separate categories*

PROJECT INSPIRATION



# Simple

*Inspired by the simple use of engravings, imagery, and colors to create contrast*



PROJECT INSPIRATION



# Functional

*The functional yet aesthetic approach of enhancing the package design while also making the package easier to use.*

PROJECT INSPIRATION



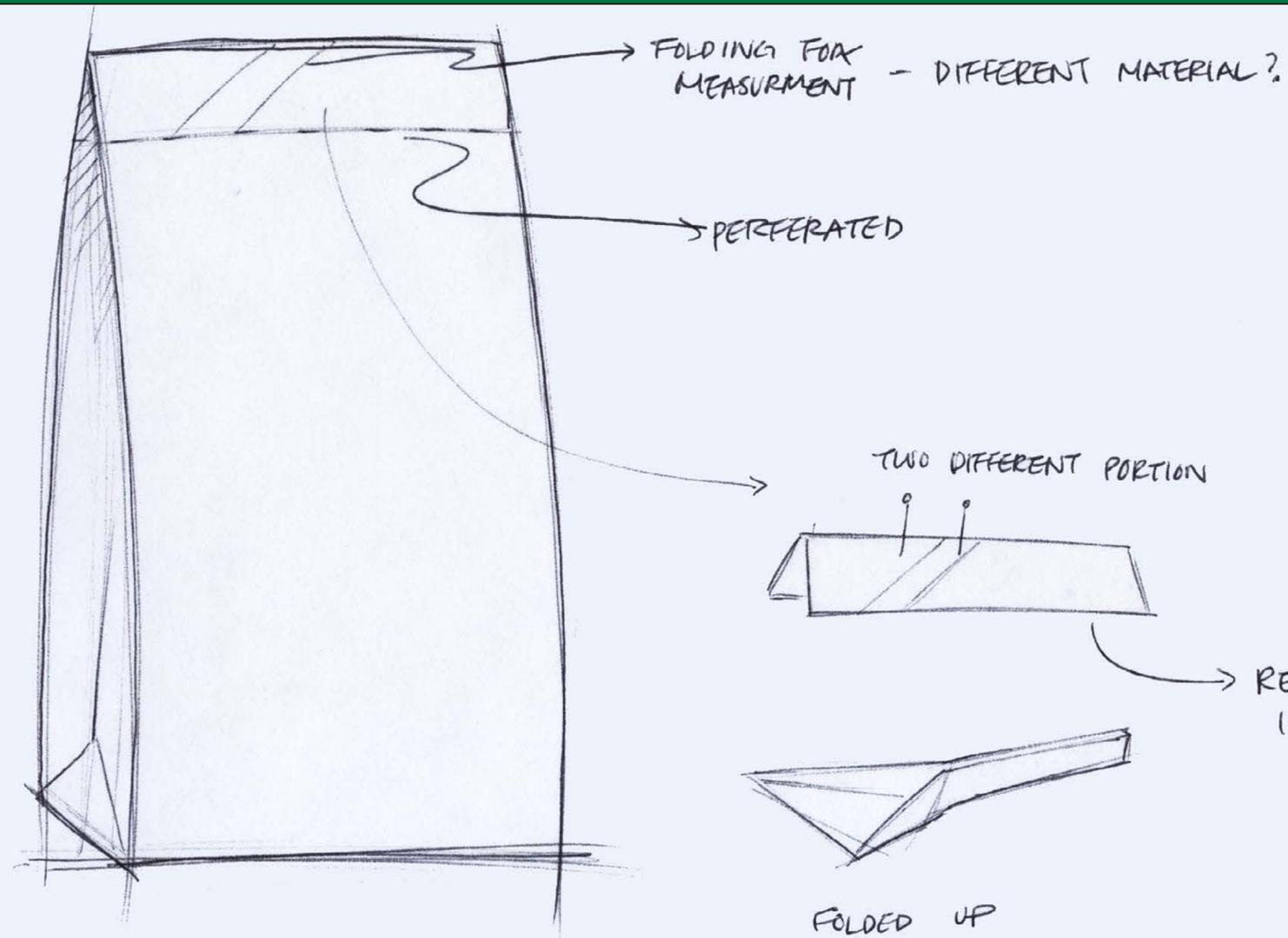
# Conclusions

*After researching, we found:*

- 1. The form was in need of an updating, materials and form*
- 2. Graphics needed to be more iconic – ensuring that it resembled the look and feel of the Starbucks brand.*

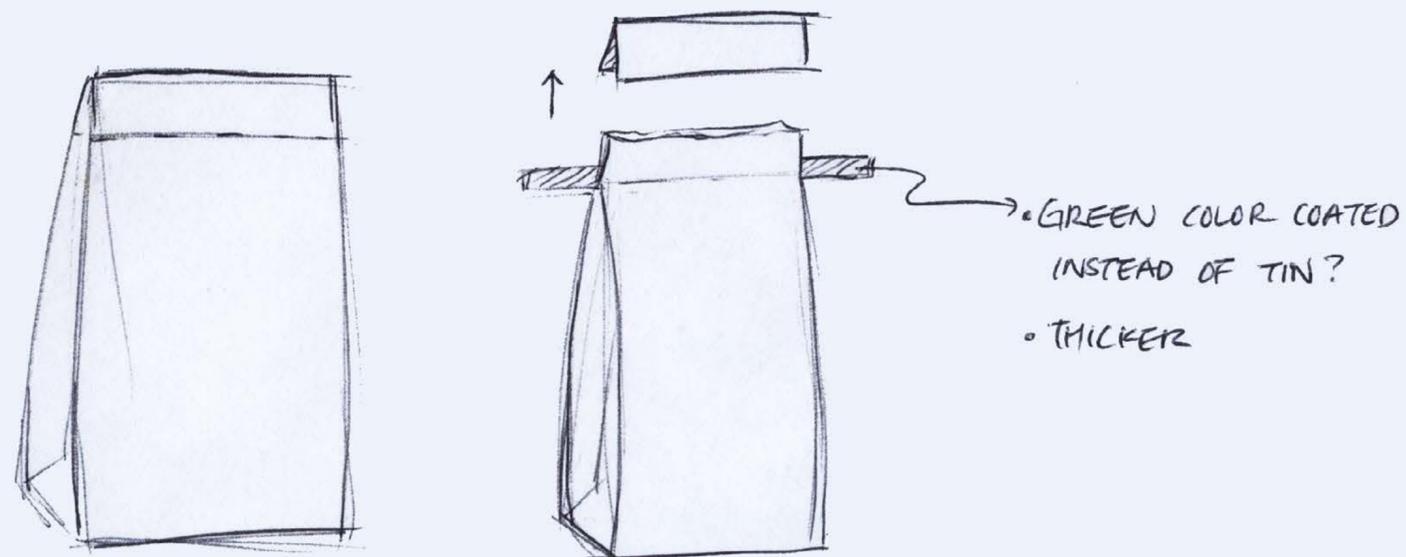
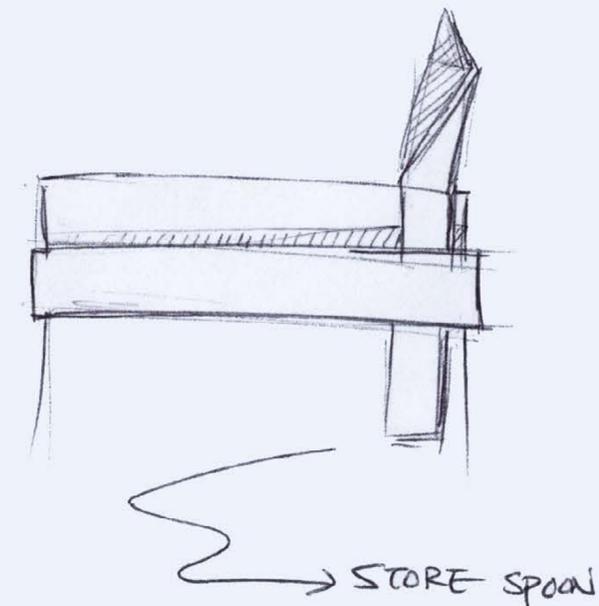


# Structural Concept & Development Sketches



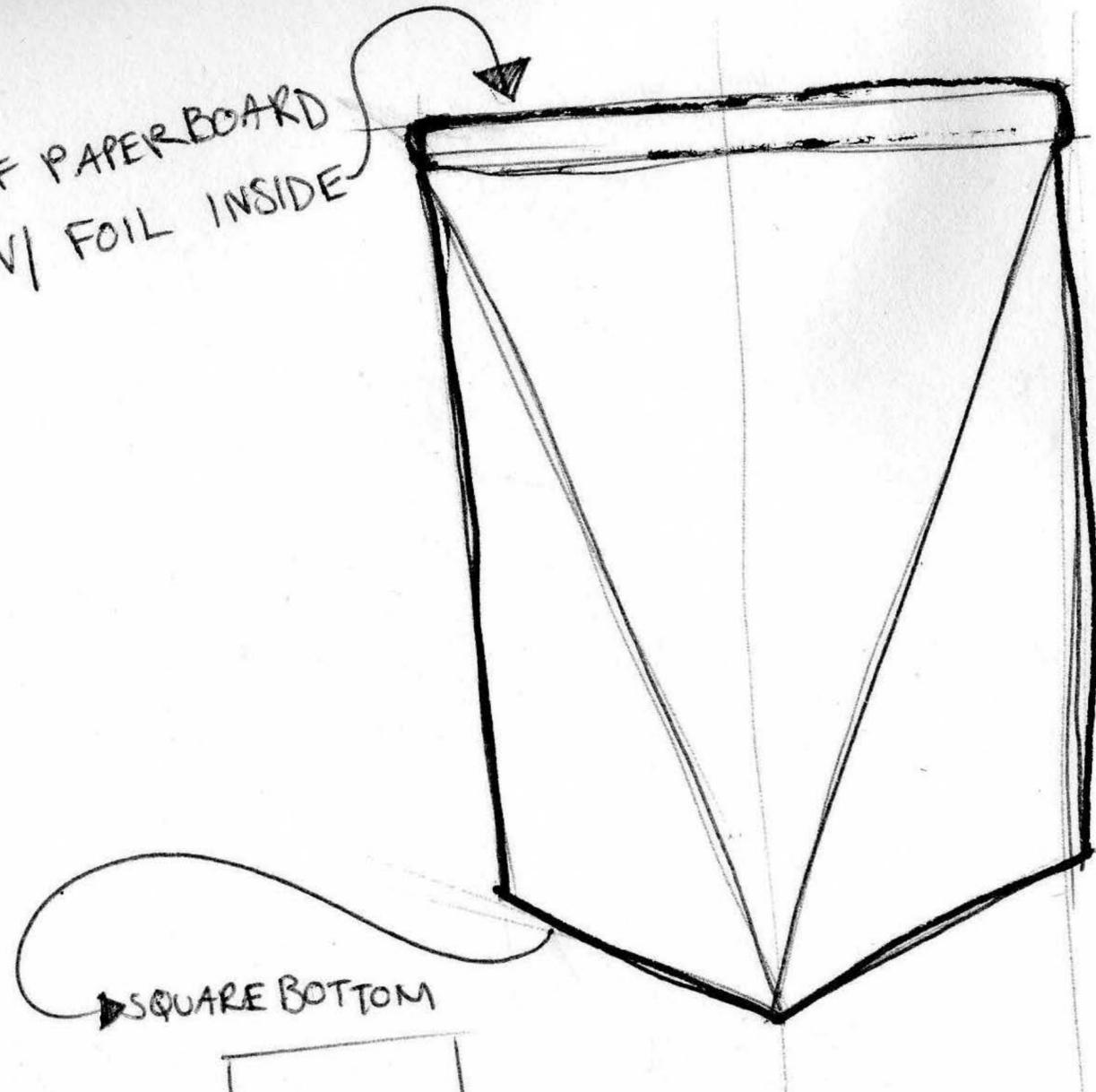
**We liked the functionality and ease of use that a package like this would offer consumers.**

REWARD INFO INSIDE?

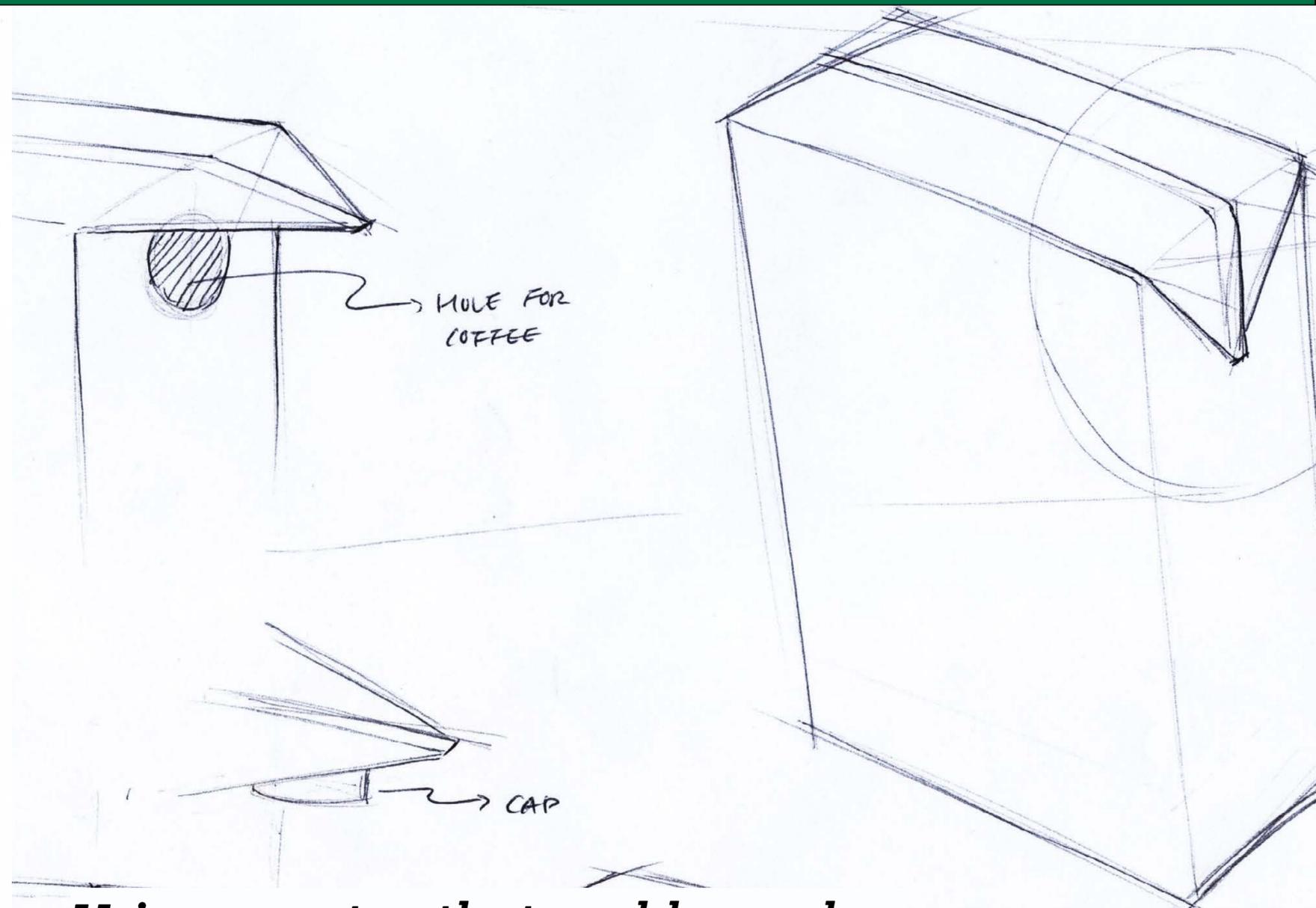


- hygiene prob.
- Using it over

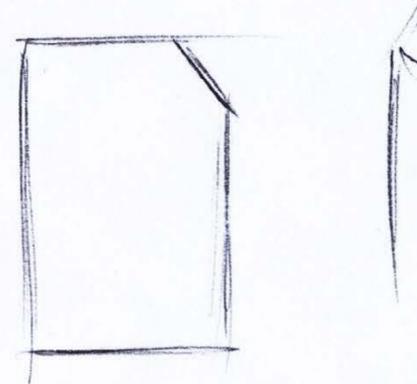
MADE OF PAPER BOARD  
W/ FOIL INSIDE



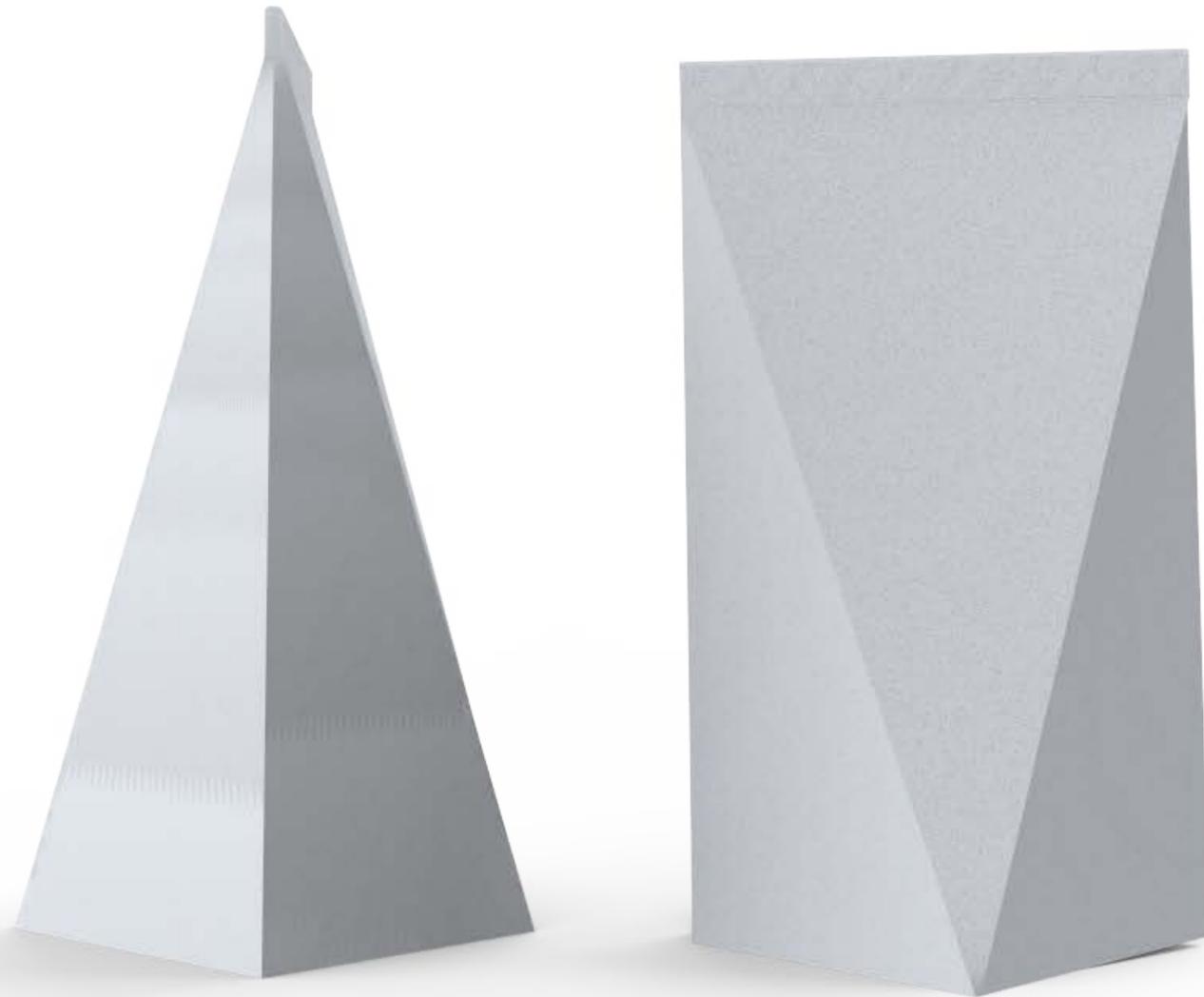
*This geometric form was very unique and really stood out to us as different from existing packages. It was our eventual selection.*



*Using a carton that could reseal for coffee freshness was a concept, but eventually tabled due to lack of differentiability from other food products in the store.*



# Geometric



FEATURES	CURRENT	FUTURE
<i>Conveys differentiation</i>		X
<i>Conveys freshness</i>	X	X
<i>Conveys quality</i>	X	X
<i>Sensory/tactile cues</i>	X	X
<i>Keeps coffee fresh</i>		X
<i>Easy to open</i>		X
<i>Easy to use</i>		X
<i>Easy to close</i>		X
<i>Easy to store</i>	X	X
<i>Know remaining amount</i>	X	
<i>Minimal waste/ recyclability</i>		X
<i>Consistency in preparation</i>		X

**Easy to use &  
Maintains Coffee  
Freshness**

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# Package Construction

- *Outside packaging made of paperboard*
- *Inside has thin foil bag that can be resealed with a ziploc style top*
- *Foil bag is adhered to inside of paperboard container*
- *Top flap of package is sealed with fugitive glue (snot glue)*





# Graphic Concept & Development Sketches

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*Evaluating the design and premium feeling of the packaging*

## Simple & Modern



### Veranda Blend Mellow & Soft

We introduce this blend in 1998 for those who prefer a milder cup. A shade lighter than most of our offerings—most toasty than roasty—it was the result of playing with roast and taste profile together to create a flavor that appealed to a wider range of palates. Perfect if you want to wake up to a less intense coffee but still want a lot of character, it's lively with a citrusy tang that gives way to a clean finish.

#### Brew Great Coffee

use cold, filtered water.  
2 tbsp (10 g) coffee + 6 fl oz  
(180mL) water  
Store coffee in an airtight  
opaque container at room  
temperature and use within  
a week of opening

#### The Starbucks Roast

Each coffee requires a slightly  
different roast to reach its peak  
of aroma, acidity, body, and  
flavor. We classify our coffee in  
three roast profiles, so finding  
your favorite is easy.

Blonde | Medium | Dark



#### Conservation International

Proud partners in ethical coffee  
sourcing since 1998.

Find out more at [starbucks.com/responsibility](http://starbucks.com/responsibility) or [conservation.org](http://conservation.org)

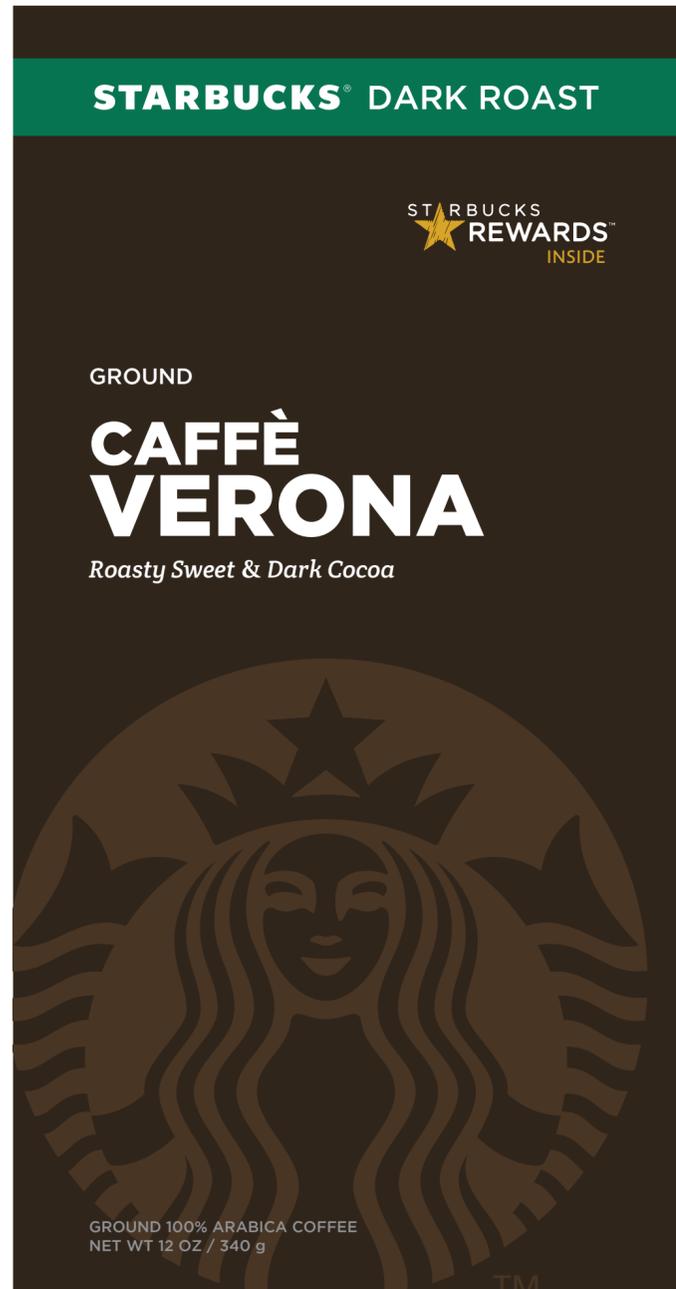


NET WT 12 Oz / 340g

*The first concept really took the colors from existing packages and simplified the package and all of the information it would contain.*

*The back is very compartmentalized so that it is easy to find information on the roast and brewing instructions.*

## Bold & Illustrative



*The second concept featured some sample illustrations that would illustrate the story of how Starbucks coffee is made. Starting with where the beans are grown, then extended into where the coffee beans are roasted.*

*This concept also featured a very compartmentalized back so that it would be easy to navigate information.*



*Initial packaged concepts with graphics applied. We ended up using a mixture of these two designs on the geometric package that was selected.*



# Final Deliverables

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*Bringing it all together.*



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STARBUCKS DARK ROAST



# CAFFÈ VERONA

*Sweetly Sweet & Dark Coffee*

 GROUND

100% ARABICA COFFEE  
NET WT 12 OZ / 340 g

STARBUCKS MEDIUM ROAST



# BREAKFAST BLEND

*Bright & Tangy*

 GROUND

100% ARABICA COFFEE  
NET WT 12 OZ / 340 g

STARBUCKS BLONDE ROAST



# VERANDA BLEND

*Mellow & Soft*

 GROUND

100% ARABICA COFFEE  
NET WT 12 OZ / 340 g

# Food/Mass/Drug Stores



*Uses the Starbucks white color with the brand green color really stand off the shelf as a Starbucks product.*

*This is especially important since these products are competing with other brands on the shelves in grocery stores.*

# Food/Mass/ Drug Stores



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# Starbucks Retail



*The Starbucks retail packaging could afford to be a little less “punchy” and take a very elegant approach.*

*Using a dark coffee brown color for the packaging, and accenting with the coffee color really lets the Starbucks logo speak for itself on the shelf.*



# Starbucks Retail



# Iconic

*Designed to make it apparent that it is a Starbucks product*

*Wanted the design to be reminiscent of the iconic white “Instagram worthy” Starbucks drink*



# Elegant Form

*The sides of the structure were purposefully left empty. We wanted the structure, light, and shadows to create the interest on the package without any distractions from graphics.*



# Portfolio Driven

*Items are reminiscent of other items in the Starbucks stores - front looks like the iconic white cup seen in Starbucks stores!*

- Food packaging (simple)*
- Existing packaging in stores and in Starbucks retail locations*



# Enhanced Consumer Experience

*Improves the freshness of the coffee*

*Keeps the premium experience you have in  
the store, when you take the package home*



# Loyalty Ready

*Build the loyalty rewards into the package*

*Offer an opportunity for more rewards points to be earned – like an online experience that shows how coffee is sustainably made from start to finish*



# Conveys Quality & Differentiation

ORIGINAL



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# Reverse Side Information

*Compartmentalized so that it is easy to understand all of the individual information on the back of the packaging.*



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# Thank you!



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