



Rethinking Starbucks Retail Coffee Packaging

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R·I·T

ChaseDesign

TEAM COOL BEANS

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Objective & Research

Objective

Create a new Starbucks Ground Coffee package that:

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



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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

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MASS RETAIL STORE AUDIT

Easy to discern roasts

More focus on coffee

Color fills entire package

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STARBUCKS RETAIL STORE AUDIT



Project Inspiration and Process



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



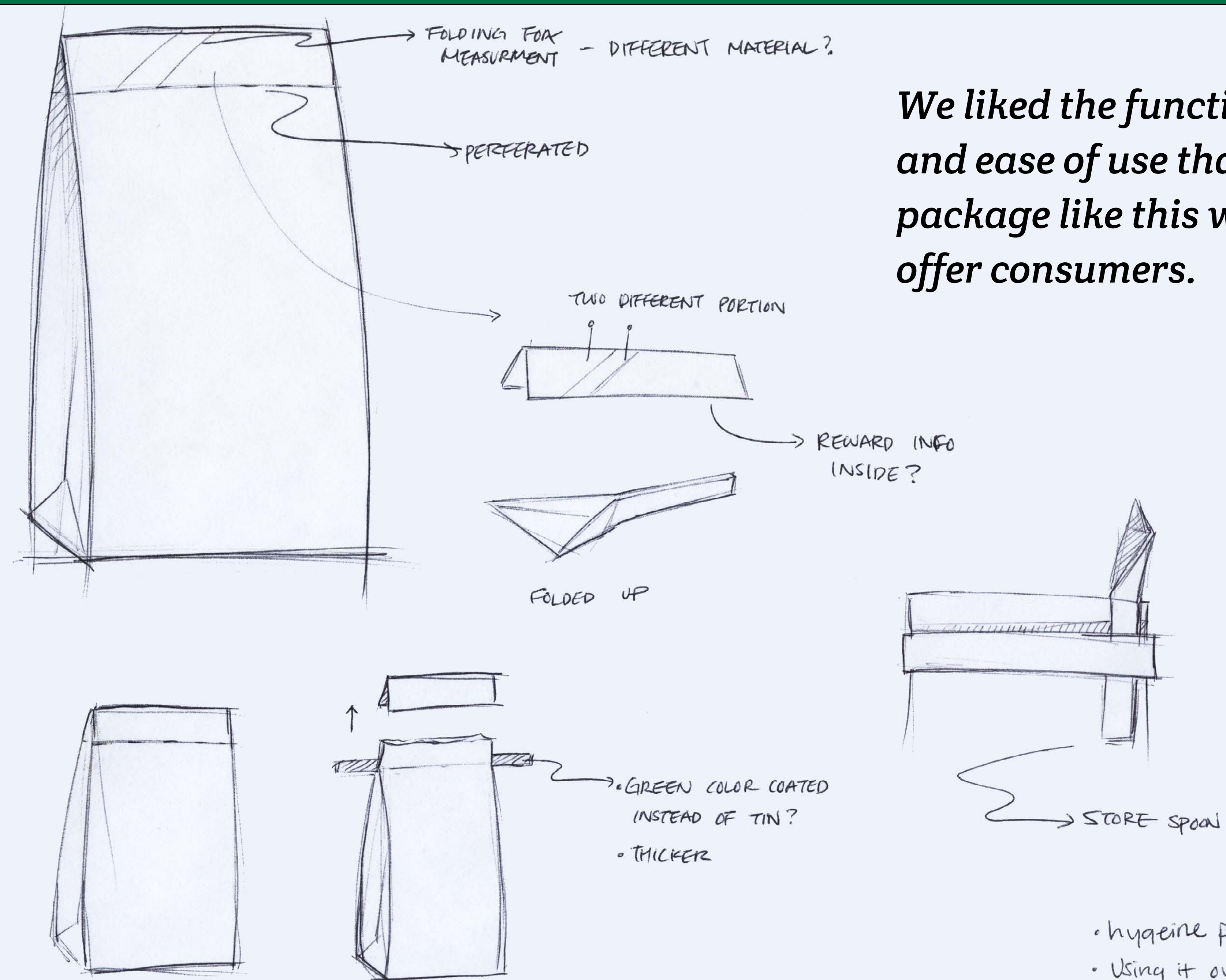
Conclusions

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.*

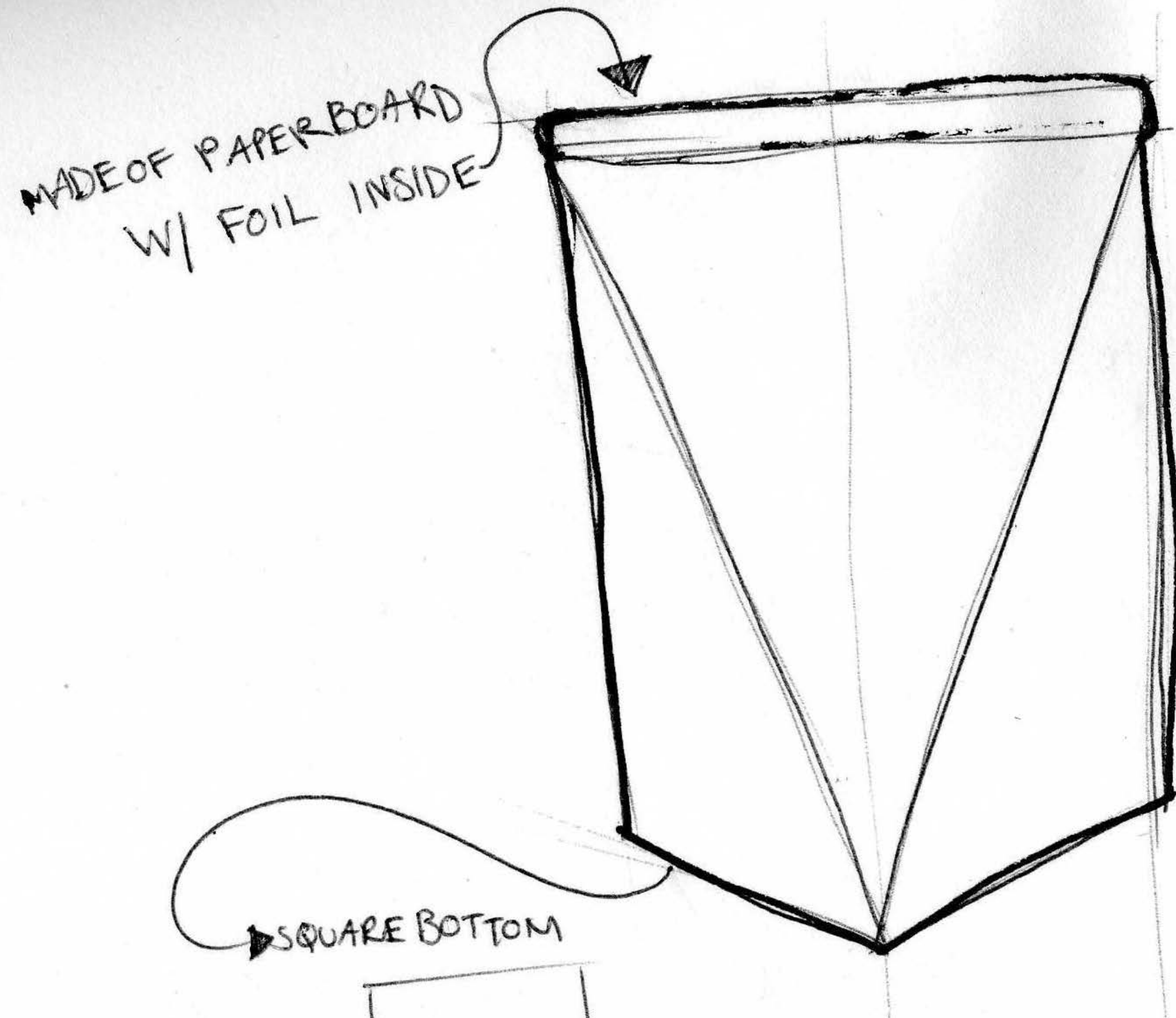


Structural Concept & Development Sketches

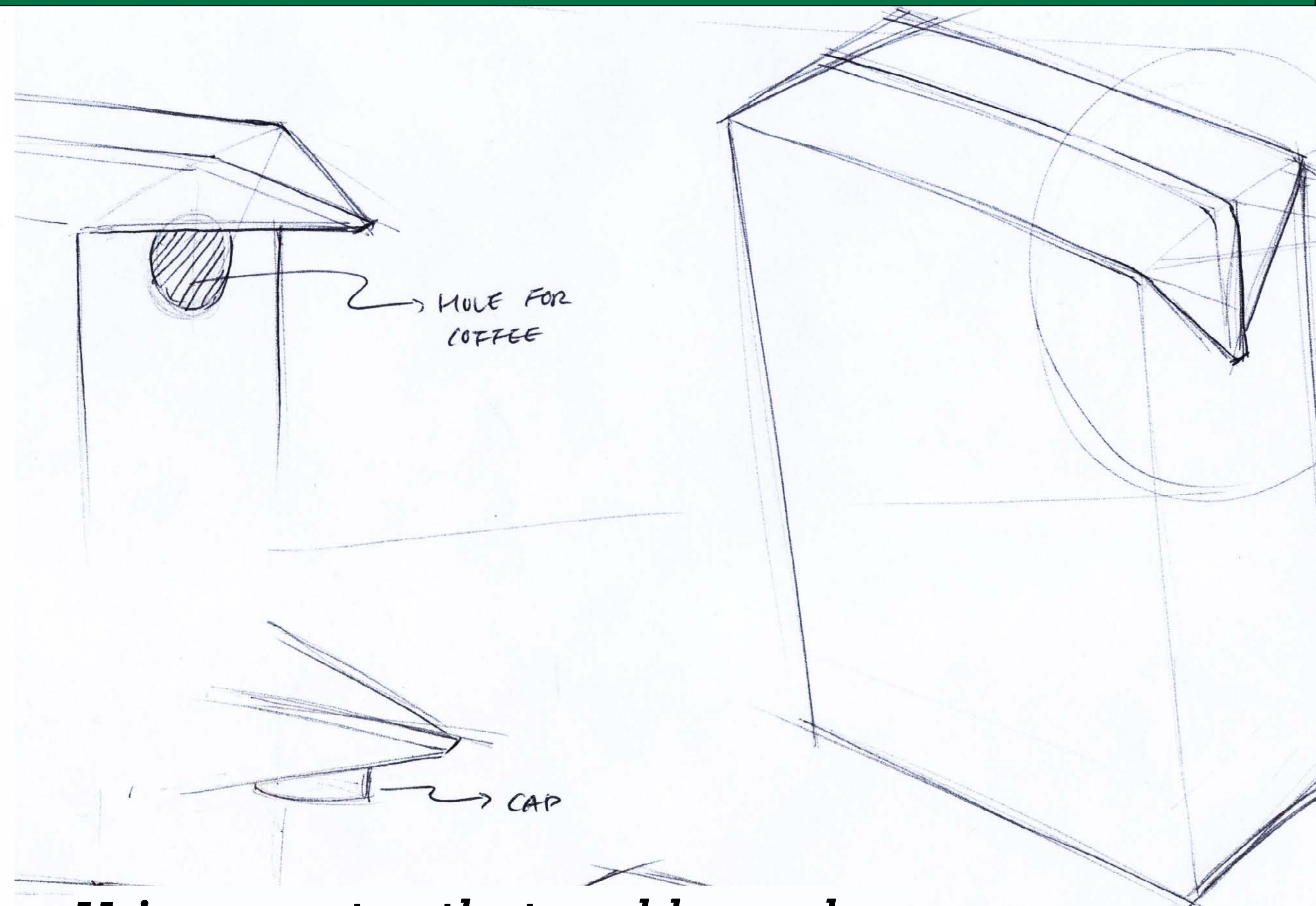


We liked the functionality and ease of use that a package like this would offer consumers.

- hygiene prob.
- Using it over

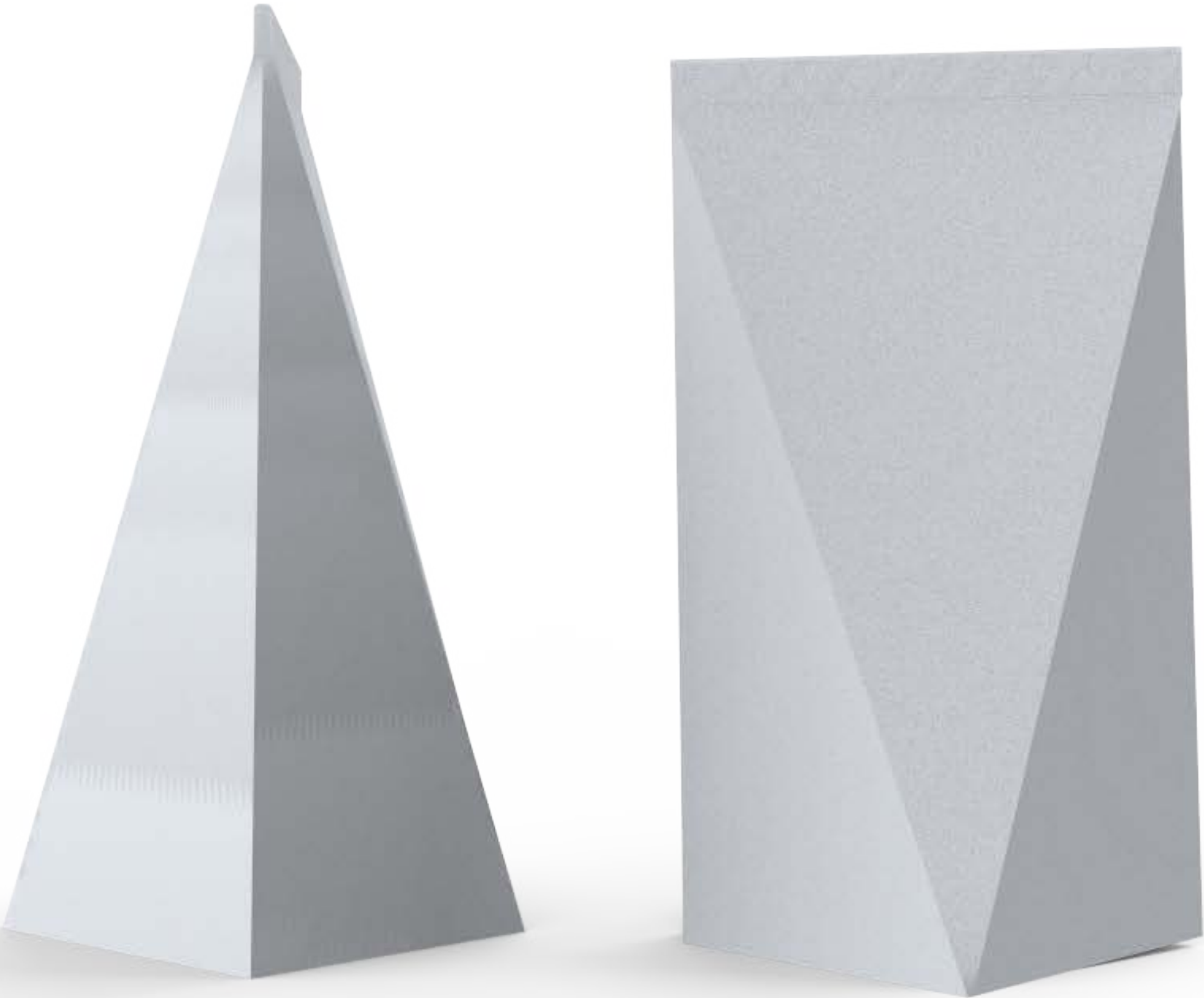


This geometric form was very unique and really stood out to us as different from existing packages. It was our eventual selection.



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

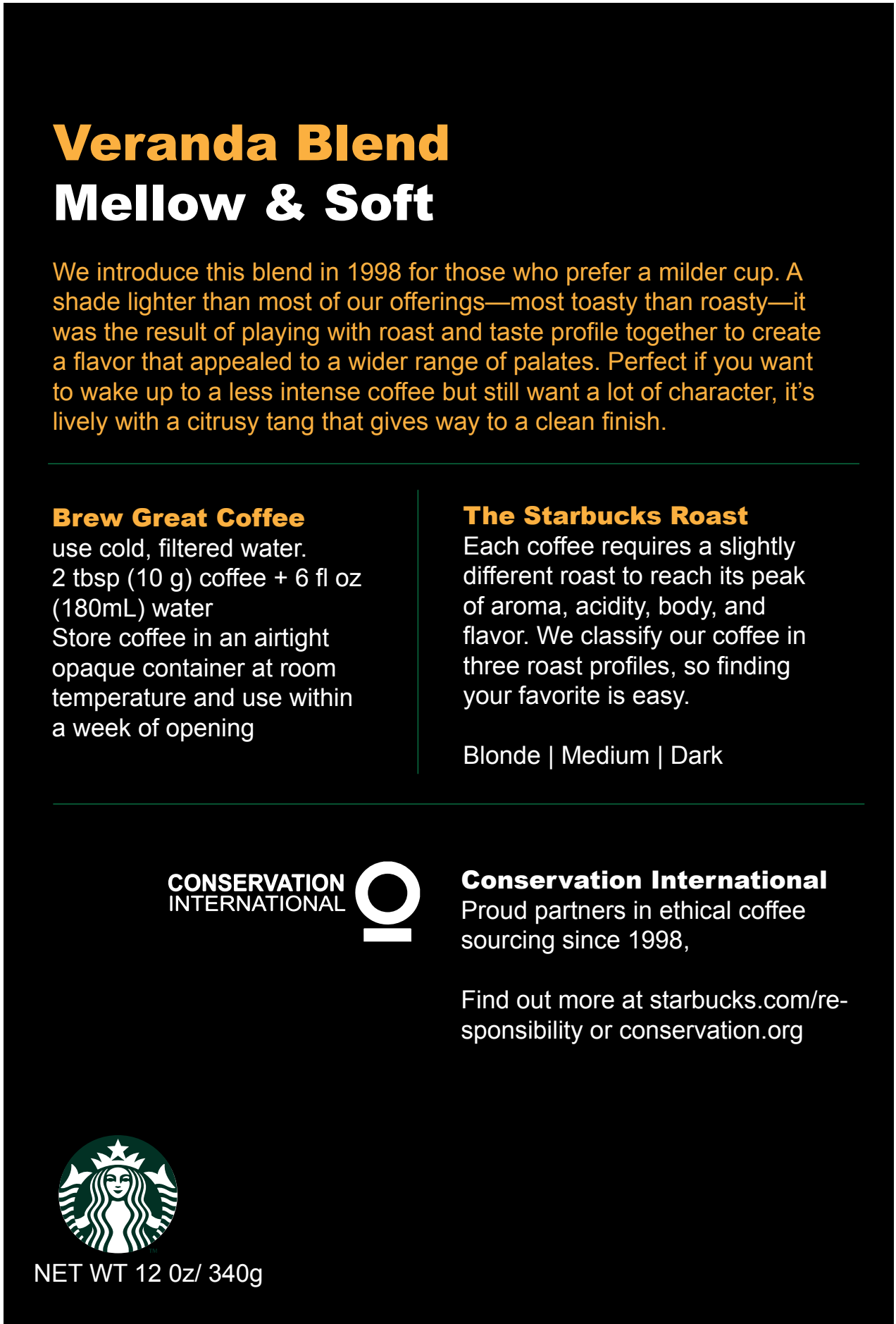
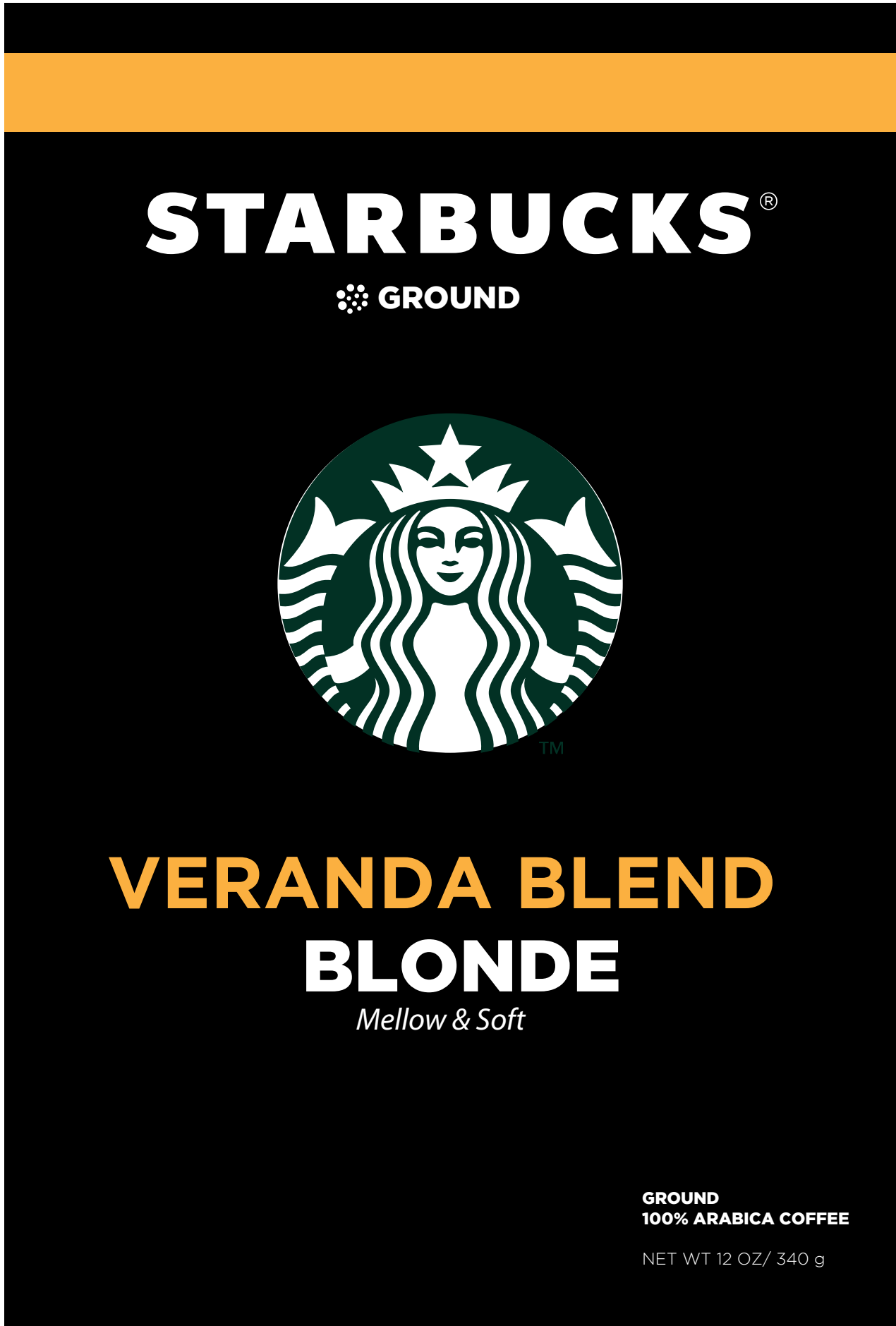
- *Outside packaging made of paperboard*
- *Inside has thin foil bag that can be resealed with a ziploc style top*
- *Foil bag is adhered to inside of paperboard container*
- *Top flap of package is sealed with fugitive glue (snot glue)*





Graphic Concept & Development Sketches

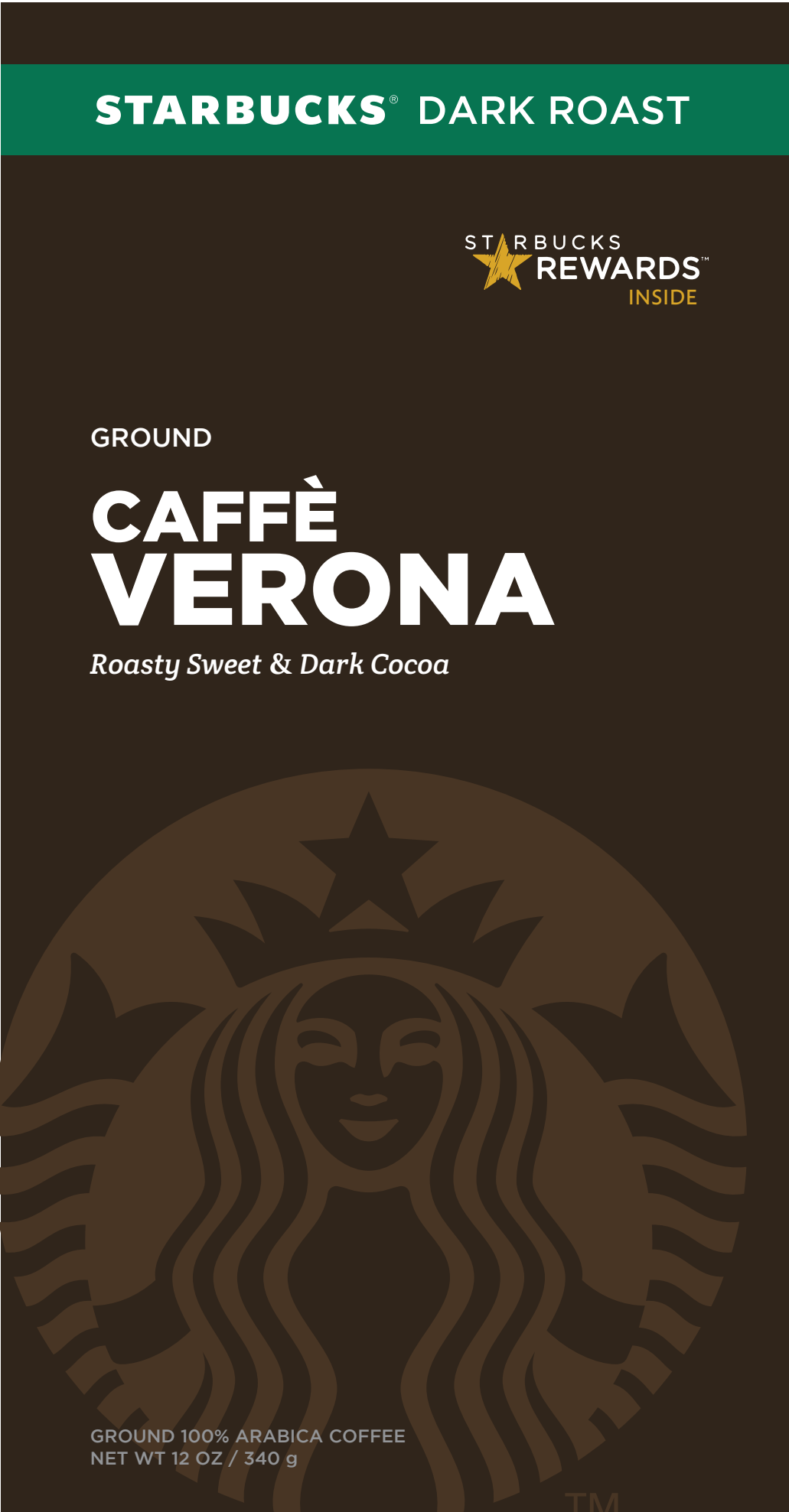
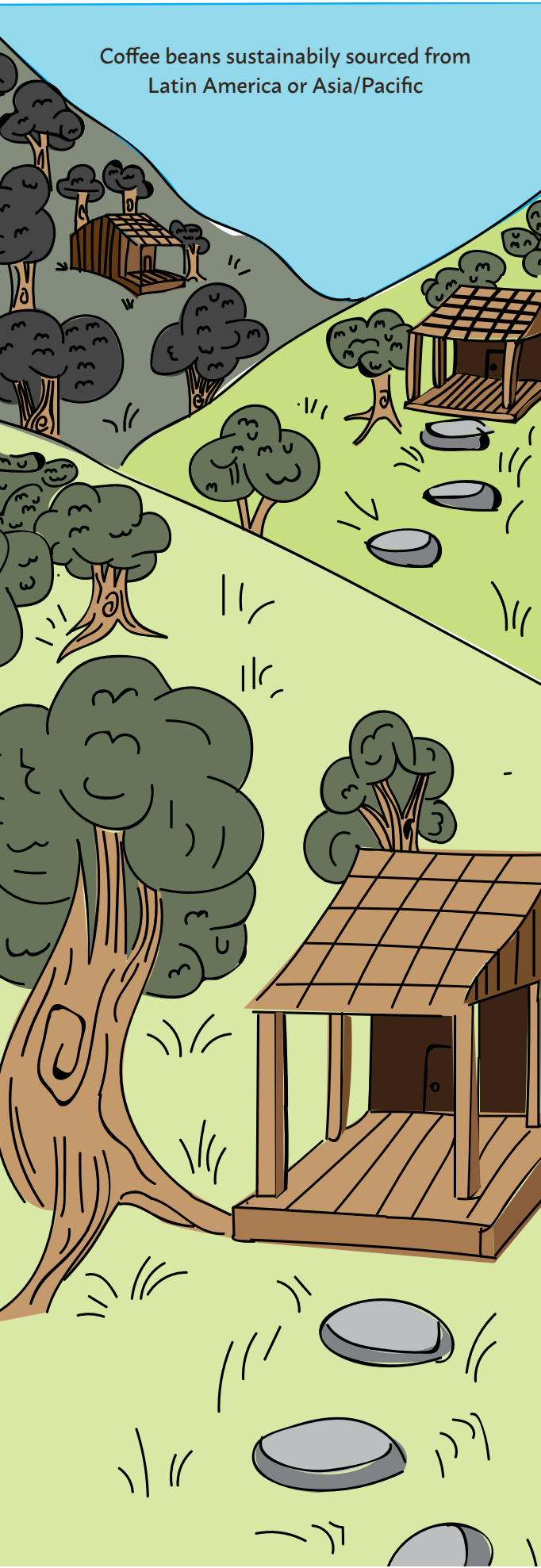
Simple & Modern



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 Smooth & Dark Chocolate

GROUND

100% STARBUCKS 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

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ORIGINAL



Reverse Side Information

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



STARBUCKS
REWARDS™

THE STORY OF
BREAKFAST BLEND

In Latin America, coffee farms are often run by families, with their own homes on the same land where their coffee grows. It took us more than 80 tries to get it right—mellow and flavorful with a nice softness. Learn more about this coffee and earn Starbucks Rewards at starbucks.com/rewards

Proud partners in ethical coffee sourcing since 1998. Find more information at starbucks.com/responsibility or conservation.org

CONSERVATION
INTERNATIONAL

THE STARBUCKS ROAST

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

BLONDE

MEDIUM

DARK

BALANCED
SMOOTH & RICH

BREW GREAT COFFEE

1 Tbsp (10g)
coffee

+

6 fl oz (180 mL)
water

Use cold, filtered water. Store at room temp and use within a week of opening package.

BEST BEFORE: 28JUN2017
YRP276467H2120

ROASTED & PACKED BY:
STARBUCKS COFFEE COMPANY
2401 UTAH AVENUE SOUTH
SEATTLE, WA 98134 USA

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STARBUCKS
REWARDS™

THE STORY OF
VERANDA BLEND

This is a coffee of one true love, and three names. We created it just for a Seattle restaurant in 1975. People loved it. The love was so strong we finally made it official, calling it Verona after the city that inspires so many. Learn more about this coffee and earn Starbucks Rewards at starbucks.com/rewards

Proud partners in ethical coffee sourcing since 1998. Find more information at starbucks.com/responsibility or conservation.org

CONSERVATION
INTERNATIONAL

THE STARBUCKS ROAST

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

BLONDE

MEDIUM

DARK

LIGHT-BODIED
& MELLOW

BREW GREAT COFFEE

1 Tbsp (10g)
coffee

+

6 fl oz (180 mL)
water

Use cold, filtered water. Store coffee at room temperature and use within a week of opening package.

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Thank you!



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