



**A CHARACTER**

**What do they want?**

A business leader or conference manager or engaged couple who really wants to make a splash by serving something other than the normal overcooked coffee brew at their conference, employee banquet, or wedding.



**MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR**

**Empathy**

We believe delicious coffee speaks the language of attentive hospitality.

**Authority**

We bring finely crafted coffees to the places where they're least likely to be found.

- Winner of the Coffee Guild of America's Award since 2018.
- 500 Propeller-caffeinated events.



**THAT CALLS THEM TO ACTION**

**Direct**

Reserve your date.

**Transitional**

10 Surprising Ways Great Coffee Can Elevate Your Event.



**SUCCESS**

**Successful Results**

- Make your audience or wedding guests feel cared for.
- Take a run-of-the-mill conference up several notches.
- Be a host who minds the details.
- Bring pizzazz and a delightful surprise to any crowd.
- Create events that will stick long after they are over.



**WITH A PROBLEM**

**External**

Hold-your-nose coffee is normally served at events like yours

**Internal**

Feeling disappointed by disgusting coffee.

**Philosophical**

You shouldn't need to smother your coffee with creamer and sugar to hide that burnt taste..



**AND GIVES THEM A PLAN**

**Plan Summary**

1. Peek at our schedule.
2. Pick your brews.
3. Please your audience.



**THAT RESULTS IN...**



**FAILURE  
Tragic Results**

- Missing the opportunity to make a splash.
- Feeling stuck in the normal rut.
- Stewing over bad brewing.



**IDENTITY TRANSFORMATION**

**From**

Wincing at the listless coffee you've come to expect at public events.

**To**

Taking your event up a few notches and making attendees feel cared for.

STORY

BRAND

