



CASE STUDY:

BARNIE'S COFFEEKITCHEN

FROM LOCAL FAVORITE TO NATIONAL BRAND: LAUNCHING BARNIE'S PRONTO! BREWSTICKS

Barnie's CoffeeKitchen, a brand with deep roots in Orlando since 1980, wanted to introduce a product that would bring café-quality coffee into homes nationwide. They partnered with our team to help brand, design, and launch their new line of single-serve instant brew packets. We developed the brand naming and identity, designed the logo and packaging, and crafted consumer messaging that clearly communicated the convenience and premium quality of the product. To help shoppers connect with the new line, we also created mood-inspired product categories: Robust, Comfort, and Intrigue—making it easy for consumers to pair their preferences with Barnie's signature roasts. Brewsticks, as an innovative new option in the market but also captured the attention of major retailers, leading to nationwide distribution



INDUSTRY

CONSUMER PACKAGED GOODS



AUDIENCE

ON THE GO COFFEE DRINKERS
GROCERY SHOPPERS
COFFEE ENTHUSIASTS
AT HOME CONSUMERS
STUDENTS



CATEGORY/TACTICS

IDENTITY & LOGO
CONSUMER MESSAGING
PACKING DESIGN
PRODUCT CATEGORIZATION
PRODUCT POSITIONING

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Media Sample Ad



IDEAS.

Founded in 1980 in our own playground—Orlando, Florida—Barnie's CoffeeKitchen offers customers top-quality brews and beans, as well as decadent food offerings.

Our team was challenged to brand, design and help launch a new line of single-serve, enjoy-at-home instant brew packets to be sold at retailers nationwide.

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Print & Press



Brand naming and identity, logo, consumer messaging and packaging were developed for the new product line. Pronto! “brewsticks” allowed customers to enjoy Bernie’s CoffeeKitchen’s finest coffee varieties in perfectly portioned, pre-brewed packets. The packaging developed for the brewsticks effectively introduced this unique product concept to audiences, while drawing coffee lovers in with the variety of exotic roasts. We also creatively categorized Bernie’s CoffeeKitchen varieties into three basic and unique mood-inspired groupings: Robust, Comfort and Intrigue—allowing consumers to pair their moods with one of the three product lines.

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Digital Ad Sample



RESULTS.

Today, Bernie's CoffeeKitchen's Pronto! products, featuring our packaging and design, are distributed through major retailers nationwide. Our package design and commercial were both instrumental in persuading Walmart Supercenters to add Pronto! to their shelves in 800 stores across 15 states.



KEY TAKEAWAYS

- Developed brand naming, identity, logo, packaging, and consumer messaging
- Created mood-based product categories: Robust, Comfort, Intrigue
- Targeted busy on-the-go drinkers, at-home consumers, retail shoppers, and young professionals
- Helped launch Pronto! brewsticks nationally with distribution in major retailers
- Packaging and creative persuaded Walmart to stock in 800 stores across 15 states