

Website Comps

WELCOME TO

Flux Coffee

"A Coffee Experience Curated for Long Island"

OUR STORY

What Makes Flux Coffee Bold?

Flux Coffee was established back in 2010 on the West Coast and began brewing and bottling cold brew coffees in both kegs and bottles. After relocating to the east coast, Flux Coffee has since committed to providing a fully educational and ethical coffee experience for it's customers.



Flux Coffee

211 Main St.
Farmingdale, NY
11735

Tel: 123-456-7890
Email: hello@fluxcoffee.com
Social: @fluxcoffeeco.

Open daily: 7 AM - 8 PM

Flux Favorites

 <p>Latte \$5</p>	 <p>Cold Brew \$5</p>	 <p>Honey Oat Latte \$6</p>	 <p>Espresso \$3</p>
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Snacks and Bites

 <p>Mozzarella Sticks \$6</p>	 <p>Flux Pretzel \$5</p>	 <p>Flux Fries \$7</p>	 <p>Croissant \$3</p>
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Website Comps

Shop Flux Coffee



Rt.135

\$25



Montauk

\$25



Jones Beach

\$25

Merch



Large Mug

\$24



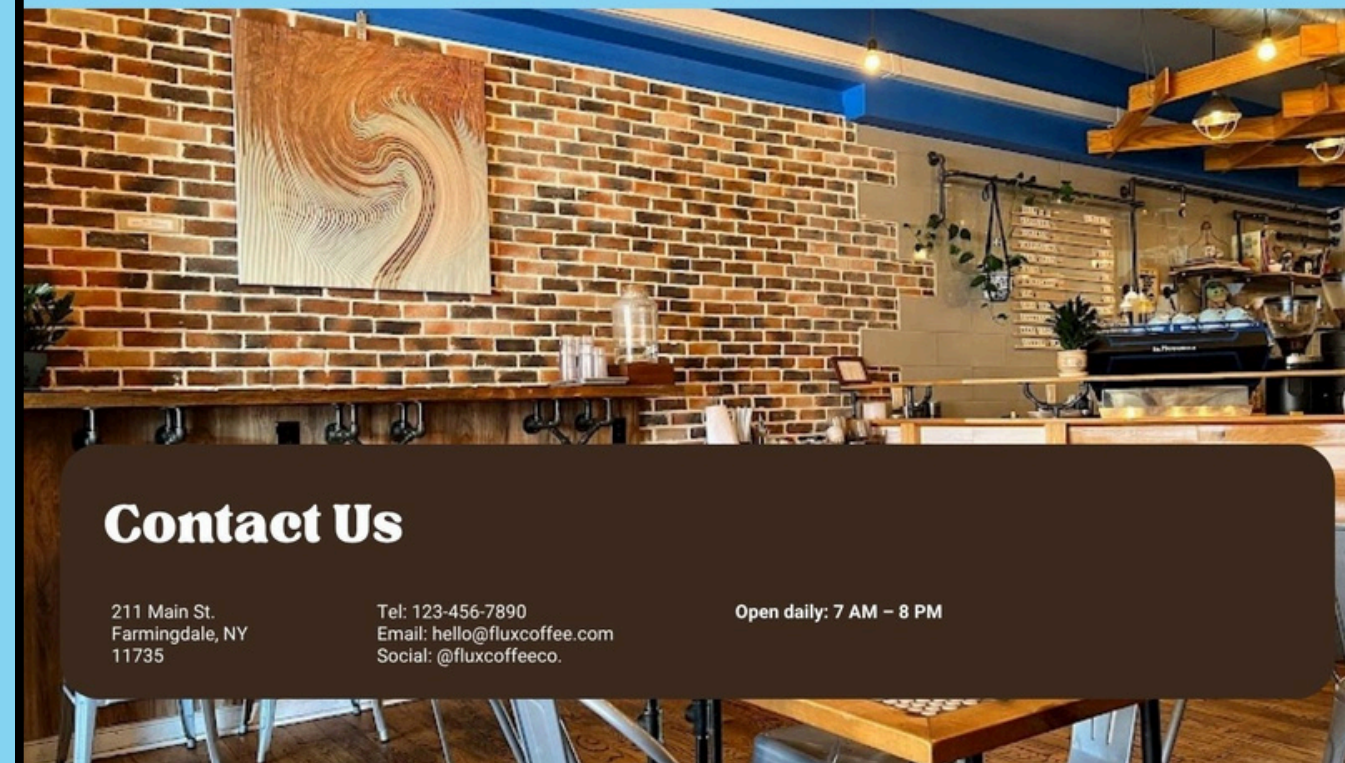
Large Tote

\$30

BOOK A ROASTING SESSION

Flux Coffee want to help educate Long Island on ethical coffee harvesting practices

Walk-ins are welcome, but it's still best to reserve a session especially on weekends or for group visits.



Contact Us

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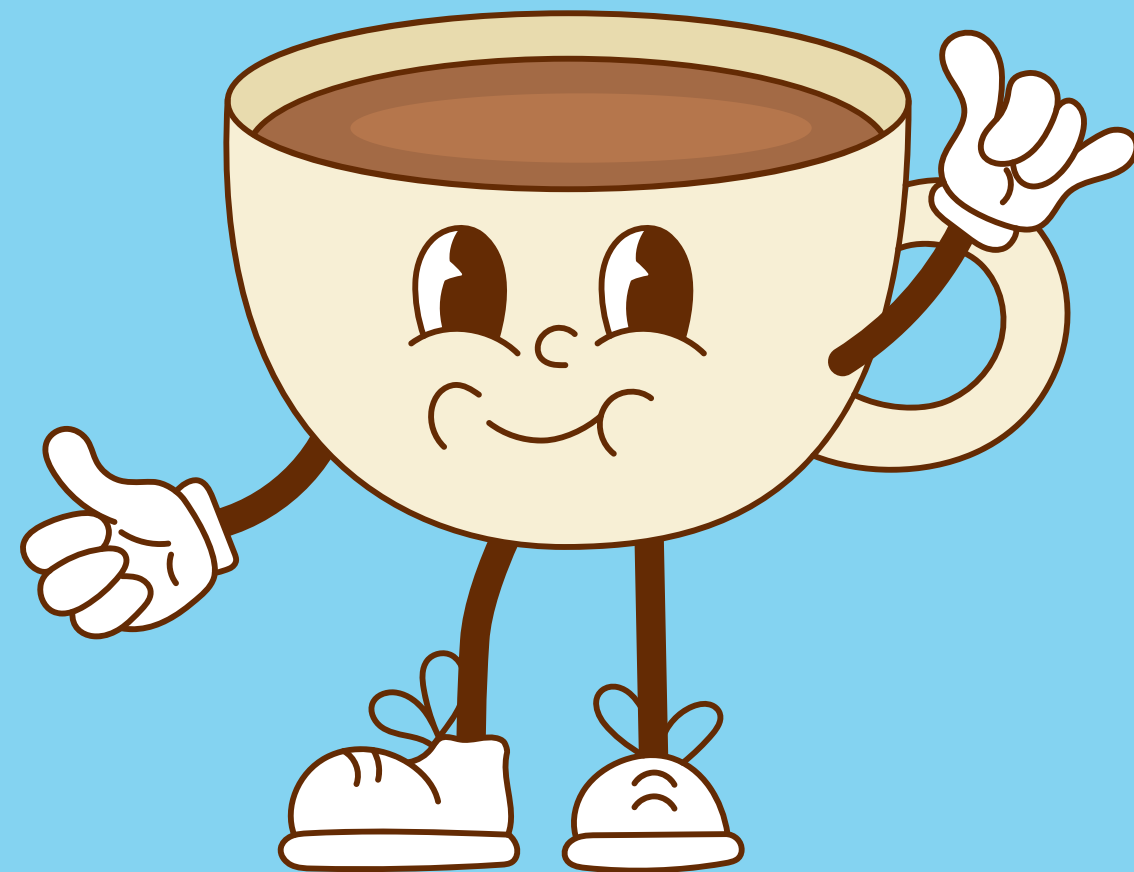
Our Problem

Flux Coffee can benefit from a redesign that showcases both the educational and completely customized coffee experience for its customer while utilizing the aesthetic of the relocation to the East Coast thus becoming a native Long Islander's go-to coffee experience.



Our Customers

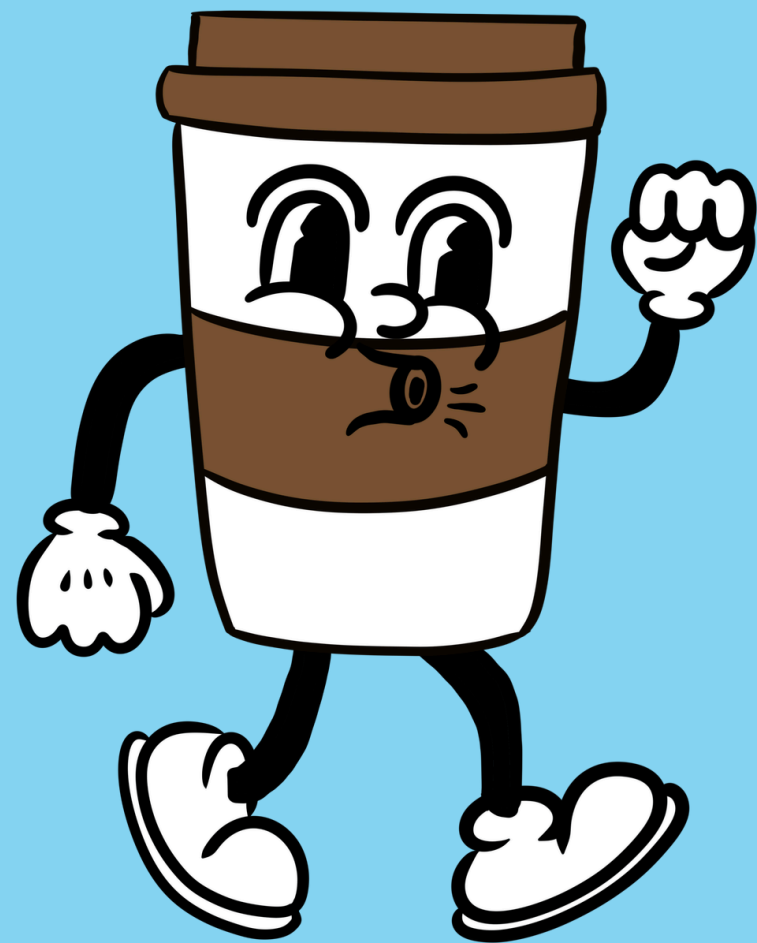
Flux Coffee prioritizes the needs and wants of our customer. Our customer profile is made of the following traits that when combined creates the perfect brew of a Flux Coffee Customer:



- **Coffee Lovers**
- **Those who prioritize ethical consumption and practices**
- **Long Island Natives**
- **Those who are willing/ or want to have a full Immersive and customized coffee buying experience**

Our Competitors

Flux Coffee's competitions can range from the following and why it's Imperative that we utilize this redesign to become stand-outs in the market.



- **Other local coffee shops**
 - The Coffee Grind
 - Perk
 - The Barn
- **At Home Coffee**

Our New Brand Message

Flux Coffee prioritizes a fully customized and educational coffee experience tailored to the Long Island Natives.



Our Brand Name

Flux Coffee as a name still works for our redesign.

However, through the new branding and redesign of our logo, our values and who we are as a company will be clear to our customers.



Our Slogan

Flux Coffee prioritizes a fully customized and educational coffee experience tailored the Long Island Natives.

Our Slogan should reflect that experience.

“A Coffee Experience Curated for Long Island”



Our Values

Flux Coffee prioritizes the following aspects:

- **Ethical harvesting and roasting of coffee**
- **Creating fresh, high quality and customized coffee beverages for every customer**
- **Educating customers on our entire coffee brewing experience and persona**



Our Tone of Voice



Flux Coffee prioritizes a fully customized and educational coffee experience tailored the Long Island Natives. Our staff will be welcoming, educational and chatty with our customer to create a welcoming and Inclusive community.

Our Language

Flux Coffee will utilize words and phrases that emphasize our appreciation for our long Island native customers who love coffee the way we do!