



Meet the Team



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BULLEIT
BOURBON

Overview



Collaboration
With Bulleit
Bourbon

New market
for Rooted
Grounds

Opportunities for
both companies

Hits the B2C
and B2B
maximizing
revenue



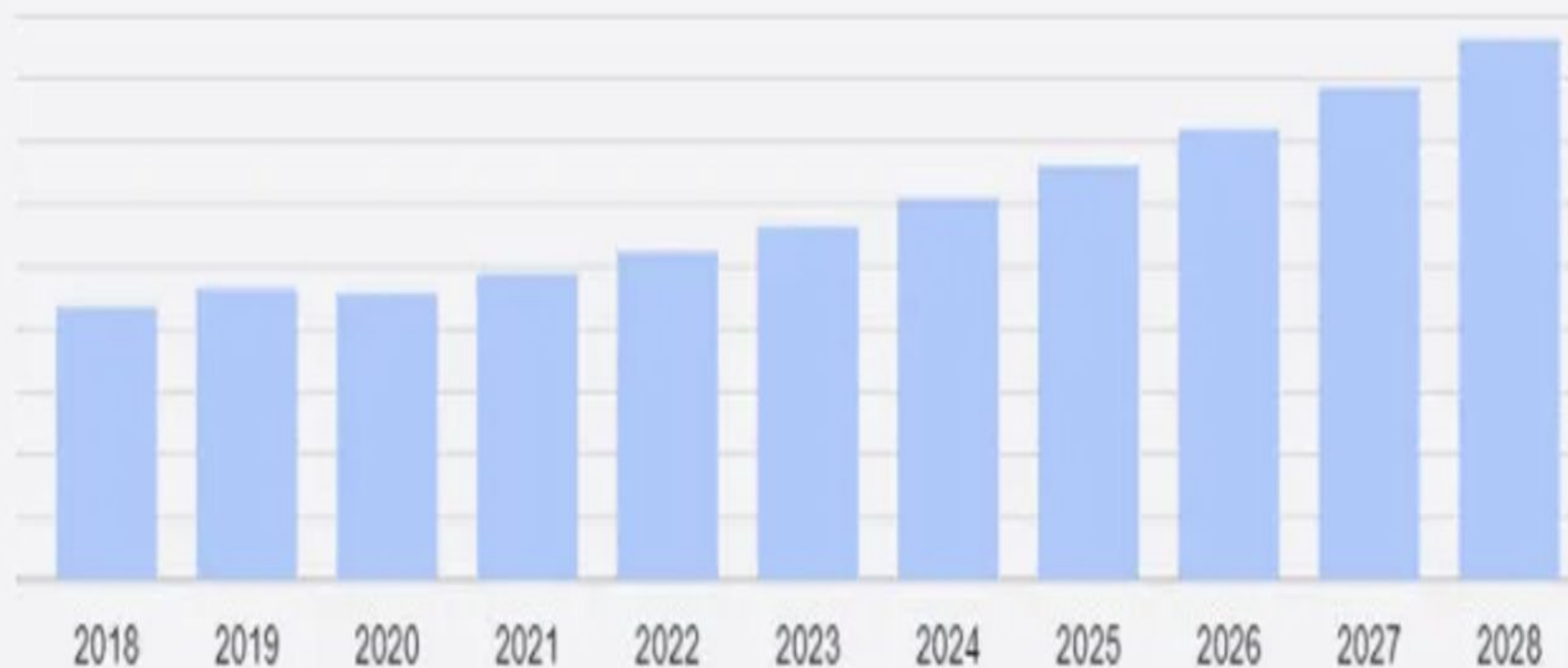
SWOT Analysis



Research



Market Size Outlook (USD Million)



The ready-to-drink (RTD) segment of the U.S. coffee market is expected to grow by **67%** over the next five years.

Figure 1

Breakdown of Problem



*How might we **increase Rooted Grounds' market share**, who is not prominent in the business-consumer market, by bringing a **sense of community** to **entice consumers** to choose their products over other companies?*

Proof of Problem



Problem

Rooted Grounds low presence in B2C market with no communal space

Proof

Rooted Grounds does not have a physical location

| CUSTOMER_NAME |
|--|
| Accel at Longmont |
| Aces Pickleball |
| Acute Rehabilitation Hospital of Plano |
| Advanced Refreshments |
| Advent Health Chicago - Bolingbrook |
| Advent Health Chicago - Glendale Heights |
| Advent Health Chicago - Hinsdale |
| Advent Health Chicago - LaGrange |
| Advent Health Heart of Florida |
| Advent Health Tampa |
| Alternate Solutions Homecare |

Solution



Partnership with Bulleit Bourbon to make a hard coffee that will reach a new market, while also meeting the B2C market.



Who is Affected

Global Hard Coffee Market is Expected to Account for USD 614.58 Million by 2031

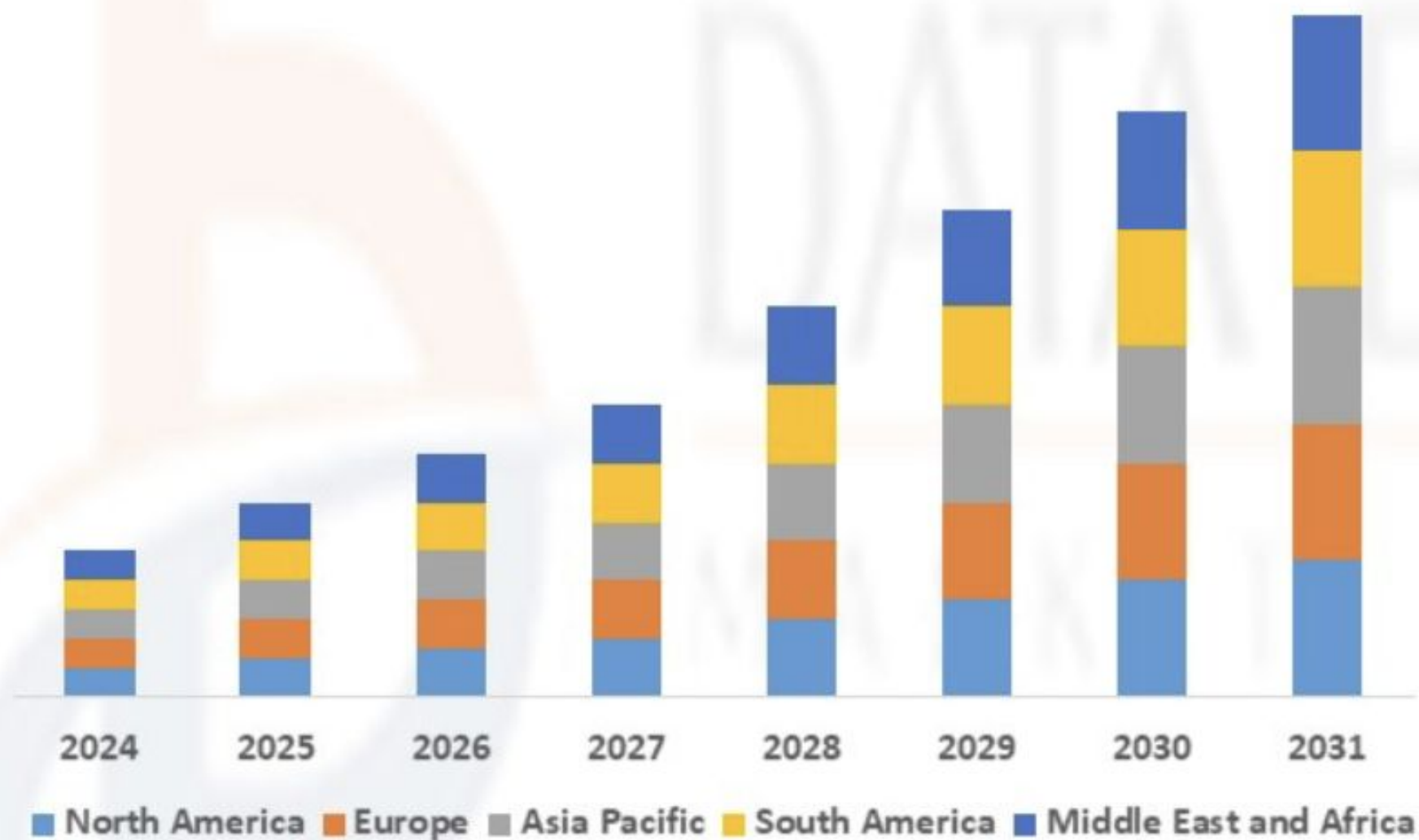


Figure 2

People who enjoy coffee with a sense of community and enjoy coffee flavored alcoholic beverages.

Bulliet is also affected by having a direct relationship with a coffee company to be able to enter a new market.

Viability Example #1

- Market Opportunity: Taps into the growing RTD alcohol and coffee markets.



Viability Example #2

- Market Opportunity
- Increased Market Share: Offers a unique product to attract new consumer segments



Viability Example #3

- Market Opportunity
- Increased Market Share
- Community Alignment: Supports Rooted Grounds' mission to foster connection and inclusivity.



Feasibility Example #1

- **Existing Infrastructure:** Utilizes Rooted Grounds' established coffee production facilities.



Feasibility Example #2

- Existing Infrastructure
- Scalable Processes: Production can grow to meet increasing demand without major changes.



Feasibility Example #3

- Existing Infrastructure
- Scalable Processes
- Accessible Market Entry: Ready-to-drink beverages fit within existing retail and e-commerce channels.



Desirability Example # 1

- Expanding Demographics:
Captures coffee enthusiasts and those seeking innovative beverage options.

Global Hard Coffee Market

Market Size in USD Billion

CAGR : 25.20% 

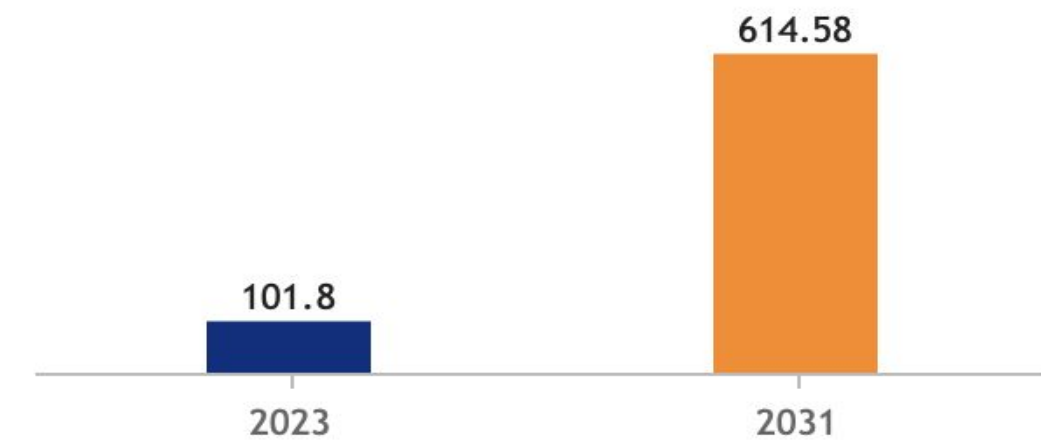


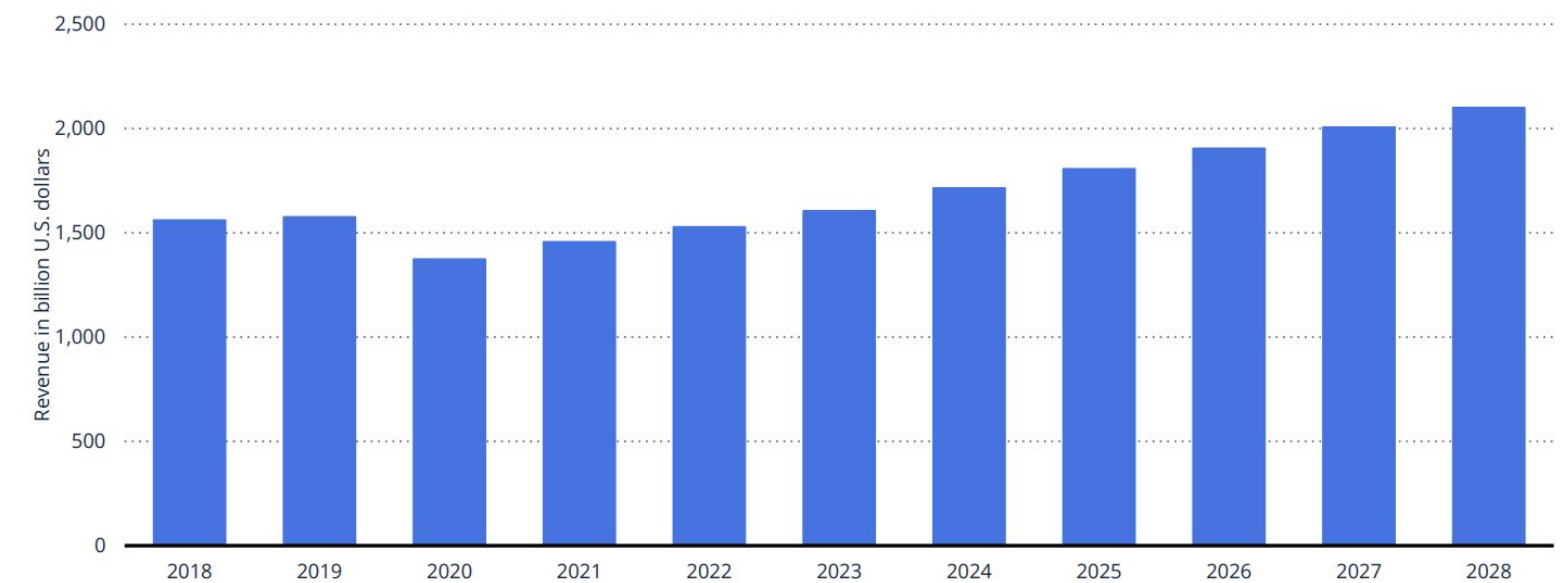
Figure 3

Desirability Example #2

- Expanding Demographics
- Differentiated Product: Stands out by blending coffee and alcohol in a community-focused way.

Revenue of the alcoholic drinks market worldwide from 2018 to 2028 (in billion U.S. dollars)

Revenue of the alcoholic drinks industry worldwide 2018-2028



4 **Description:** The global alcoholic drinks market was forecast to continuously increase between 2024 and 2028, by in total 384.4 billion U.S. dollars (+22.4 percent). After the eighth consecutive increasing year, the indicator is estimated to reach 2.1 trillion U.S. dollars and therefore a new peak in 2028. [Read more](#)
Notes: Worldwide; 2018 to 2028
Source(s): Statista; Statista Consumer Market Insights

statista

Figure 4

Desirability Example #3

- Expanding Demographics
- Differentiated Product
- Brand Loyalty: Strengthens relationships with consumers through shared experiences and unique offerings.

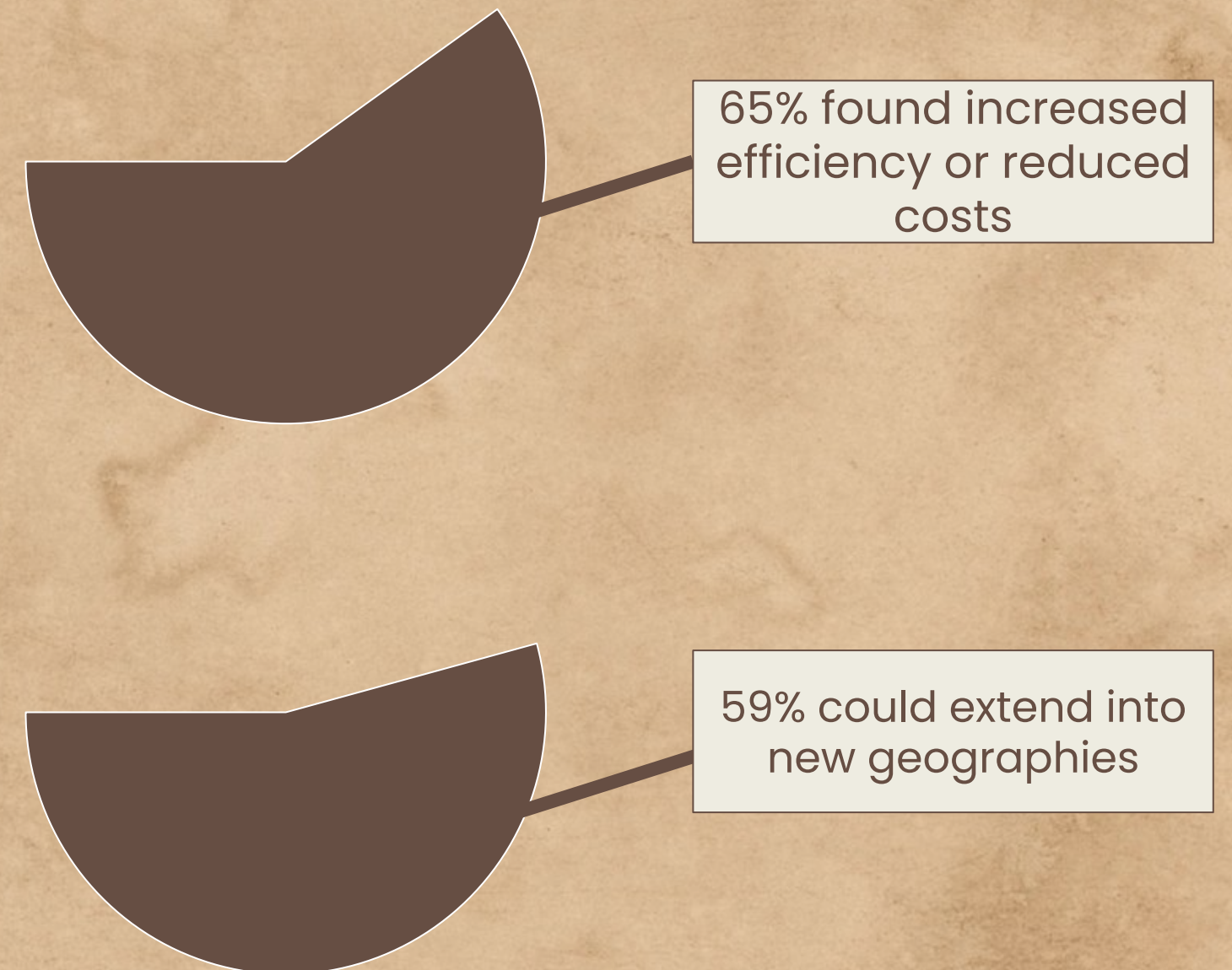


Figure 5


 A detailed black and white line drawing of a coffee branch with several leaves and clusters of coffee cherries.

Mitigate Risks

Since we are branching out into new territory and a new industry, many risks come along with doing so.



- Regulated Market
 - May need licensing
- Cannot market to under 21
- Rely on Bulliet keeping up with supply
- Cost to produce product using Bulliet facilities

Two coffee beans are sketched in the top left corner of the page. They are shown from a top-down perspective, highlighting their oval shape and the central crease.

Benefits

The benefits from our solution include...

- Increasing target audience
- Expanding business and community engagement
- Increased market reach
- Opportunity to create new products



Correct Solution

- Partners with Bulleit Bourbon to create a hard coffee line, aligning with market trends.
- Taps into the growing ready-to-drink segment while enhancing brand recognition.
- Offers a unique product that connects with community-focused consumers.



Implementation of Solution

- **Cost:** The total cost for our solution is around \$25,000.
- **Time:** Development and launch can be achieved within 5-7 months.
- **Resources:** Utilize existing coffee production facilities and collaborates with Bulleit.
- **Personnel:** Requires a team of marketers, product developers, and logistics coordinators.



Cost Breakdown

Key Areas of Spending:

- **Utilizing Existing Facilities:** Efficient use of current coffee production minimizes additional costs.
- **Partnership Collaboration:** Supports development, licensing, and coordination with Bulleit Bourbon.
- **Marketing and Launch:** Focused on branding, advertising, and promotions for RTD markets.
- **Logistics and Resources:** Covers packaging, supply chain, and distribution.



Takeaways

Colab is the best way to market B2C

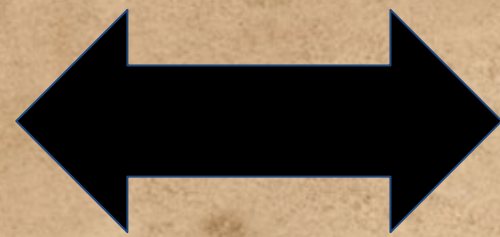
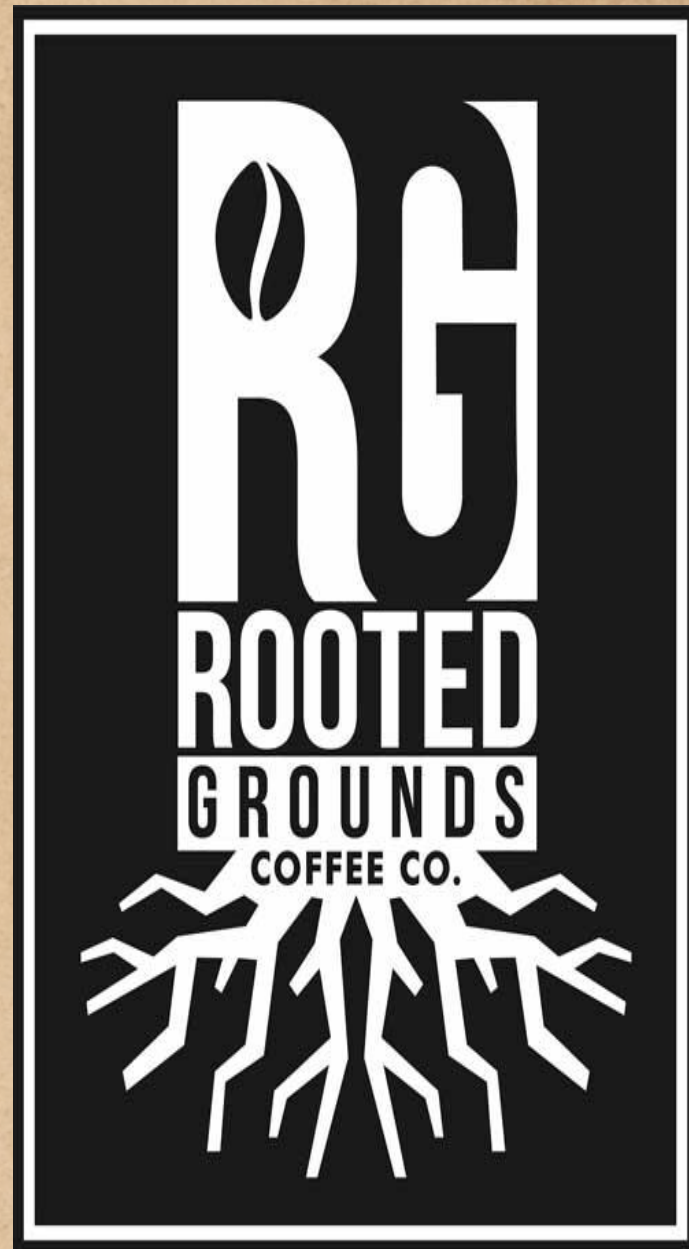


Specialty Drinks are on the rise

Max expense is \$25k

Expanding community and your business awareness

Final Sell



**Enter the Ready-to-Drink market
&
Boost Brand Recognition**

This partnership taps into:

- 1. Growing the RTD market**
- 2. Boosting brand recognition for both companies**
- 3. Creating new communities in both markets**



Thank You!
Questions?



Responsibilities



**Isabella
Wade**

**Slides:
3, 5, 6, 9**



**Cole
Stevens**

**Slides:
4, 18, 19,
20**



**Ryan
Ziolo**

**Slides:
10, 11, 12,
15**



**Tessa
Reynolds**

**Slides:
1, 2, 13,
16, 24**



**Danny
Rudolph**

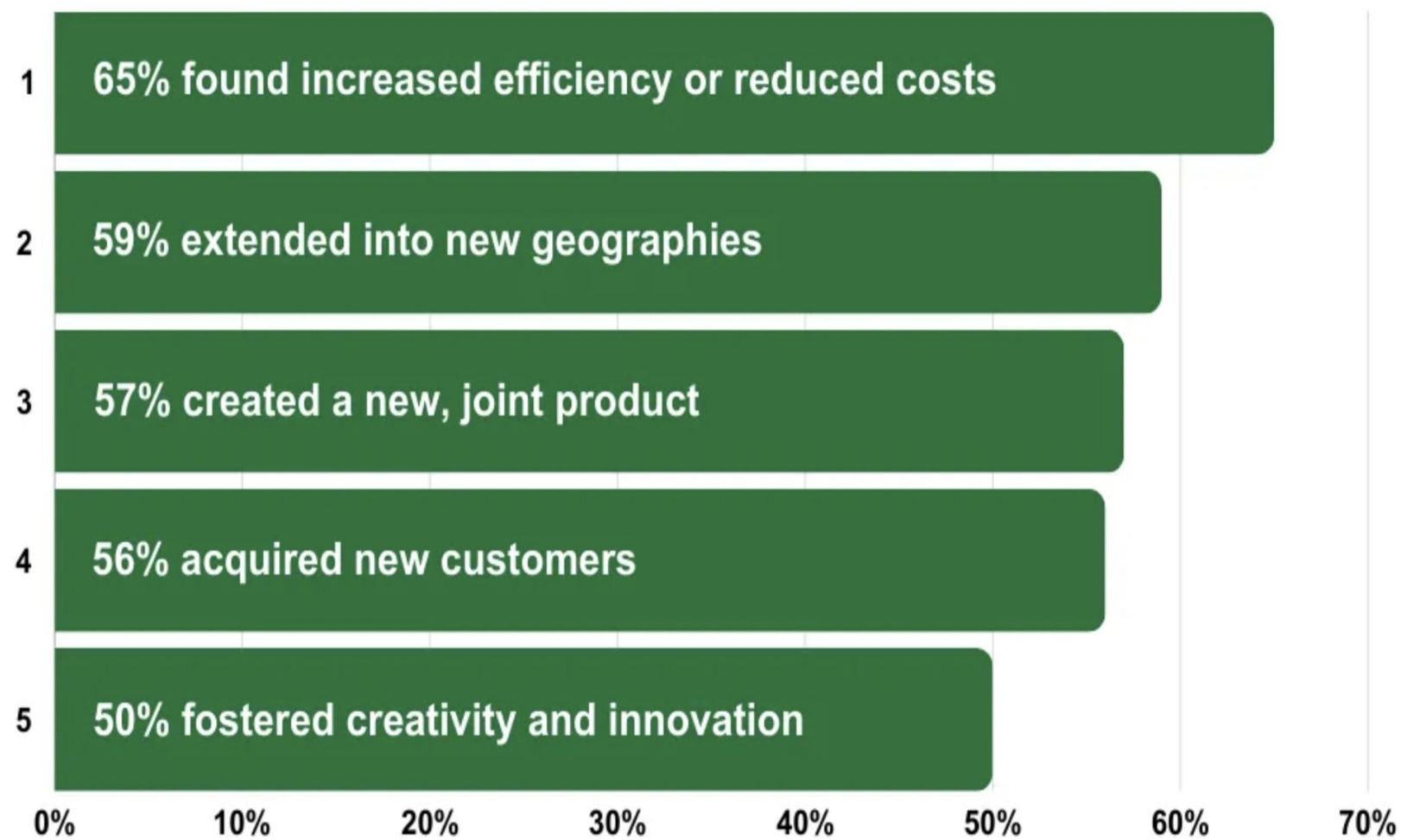
**Slides:
7, 8, 14,
17**

Appendix A



Appendix B

Collaboration Advantages



Forecast Period

2024 –2031



Market Size (Base Year)

USD 101.80 Million



Market Size (Forecast Year)

USD 614.58 Million



CAGR

25.20 %

Appendix B

Business leaders who operated a high-performing and collaborative ecosystem cited many advantages this work model created.

- 65% found increased efficiency or reduced costs.
- 59% could extend into new geographies.
- 57% created a new, joint product.
- 56% acquired new customers.
- 50% fostered creativity and innovation.

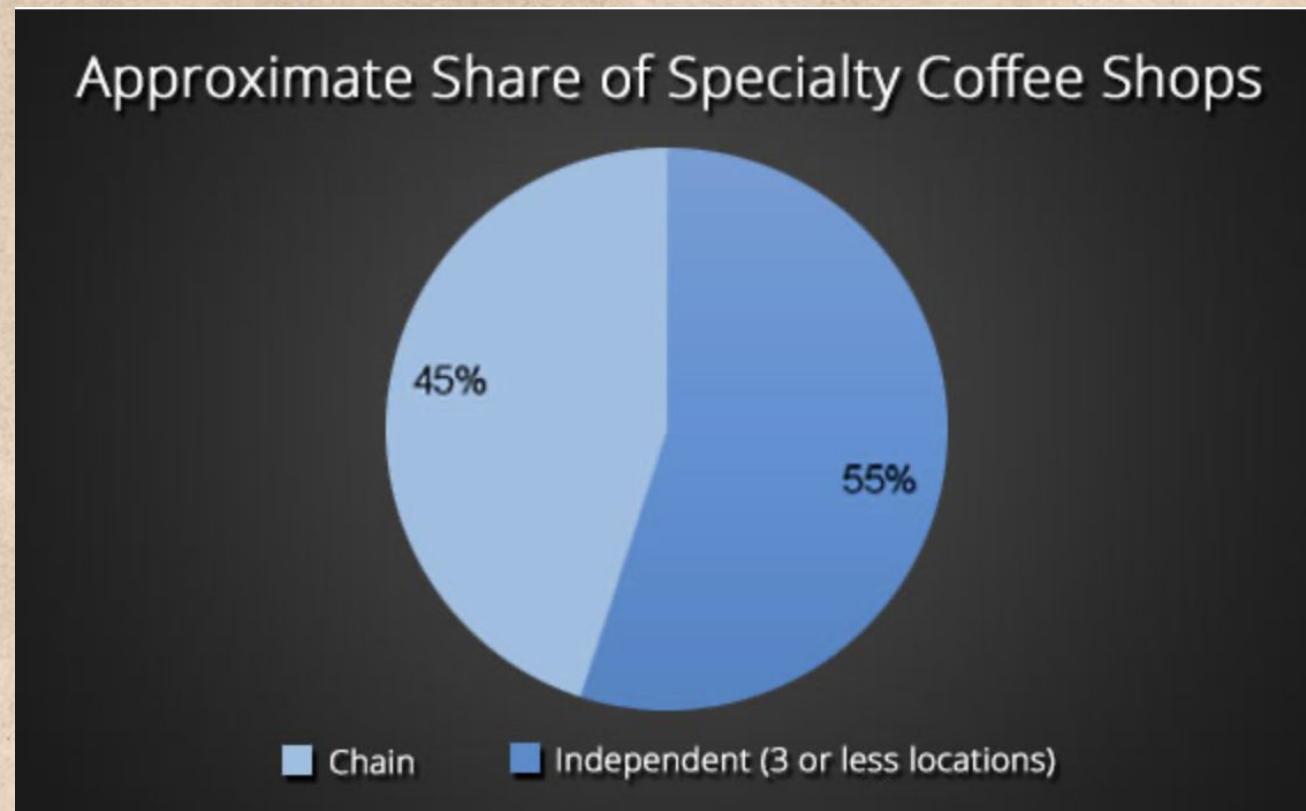


Figure 7

Appendix C

Alternate option for collaboration

- 16 lots has great location relevant to Rooted Grounds
- Opportunity for coffee beer
- Opportunities for both companies
- Taps into new markets



Appendix D



**Use shopify to reach
the business to
consumer (B2C)
market**

Works Cited

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- https://www.databridgemarketresearch.com/reports/global-hard-coffee-market?srsId=AfmBOor9cCM2kHss_ISVQt_J8JziX8GYZeYzxAF1XfmJrXW0IV2ywFTW
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