



**TONO**

**BREW**

**ALEXA KRAYZELBURG**



# ABOUT THE FOUNDER



**ALEXA  
KRAYZELBURG**

**I am someone who goes to sleep thinking about her morning coffee. Coffee has always been one of my favorite parts of my daily routine, whether it is trying new coffee shops or creating my own drinks at home.**

**At the same time, fitness and staying active are a huge part of my lifestyle. Working out makes me feel strong and confident.**

**TONO BREW was inspired by combining two things that I genuinely love and that define my everyday lifestyle: coffee and fitness.**

# WHAT IS TONO BREW?

TONO BREW is a **creatine-infused cold brew** available in three flavors: black, vanilla oat, and salted maple. TONO BREW is designed to **combine** daily **caffeine** energy with **performance** support in one drink.

It provides the natural energy boost from caffeine while delivering creatine, which helps supply energy to muscles and supports strength and recovery. When paired with regular exercise, **creatine** can help promote **lean muscle development**, contributing to a **stronger** and more toned **appearance** over time.

Unlike traditional creatine powders or gummies, the creatine in TONO BREW is **flavorless**, allowing the coffee to maintain its original taste.

Packaged in a **ready-to-drink can**, TONO BREW is designed to fit seamlessly into **everyday routines**, whether you are heading to class, work, or the gym.



# THREE FLAVORS



***BOLD, SMOOTH COLD BREW WITH  
NO ADDED FLAVORS***



***CREAMY AND LIGHTLY SWEET  
WITH SUBTLE VANILLA NOTES***



***RICH MAPLE FLAVOR BALANCED  
WITH A TOUCH OF SALT***



# TONO BREW - BLACK

**Calories:** 15 Calories

## Ingredients

- Cold Brew Coffee (Filtered Water, Arabica Coffee Beans)

## Key Attributes

- ✓ No added sugar
- ✓ No dairy
- ✓ No artificial flavors
- ✓ No sweeteners
- ✓ Naturally low calorie

## Functional Benefits

- 3G Creatine Monohydrate
- 80 mg natural caffeine
- Supports strength and performance
- Ideal pre-workout or morning energy



# TONO BREW - VANILLA OAT

**Calories:** 110 Calories

## Ingredients

- Cold Brew Coffee (Filtered Water, Arabica Coffee Beans)
- Creatine Monohydrate
- Vanilla Syrup (Water, Vanilla Extract, Honey)
- Oat Milk

## Key Attributes

- ✓ No added sugar
- ✓ Dairy-free
- ✓ Naturally flavored
- ✓ No artificial flavors

## Functional Benefits

- 3G Creatine Monohydrate
- 80 mg natural caffeine
- Supports strength and performance
- Ideal pre-workout or morning energy



# TONO BREW - SALTED MAPLE

**Calories:** 110 Calories

## Ingredients

- Cold Brew Coffee (Filtered Water, Arabica Coffee Beans)
- Creatine Monohydrate
- Maple Syrup
- Sea Salt
- Whole Milk

## Key Attributes

- ✓ No added sugar
- ✓ Naturally flavored
- ✓ No artificial flavors




## Functional Benefits

- 3G Creatine Monohydrate
- 80 mg natural caffeine
- Supports strength and performance
- Ideal pre-workout or morning energy



# PRICING STRATEGY

## TONO BREW PRICING

TONO BREW - BLACK	\$3.25	
TONO BREW - VANILLA OAT	\$3.50	
TONO BREW - SALTED MAPLE	\$3.50	

### Pricing Rationale

- Priced within the typical range for premium ready-to-drink coffee
- Higher price reflects added benefits like creatine
- Comparable to other specialty RTD beverages on the market
- Affordable enough to be part of a daily routine

## READY-TO-DRINK COFFEE BEVERAGES PRICING

STARBUCKS RTD COFFEE	\$2.79	
LA COLOMBE DRAFT LATTE	\$3.29	
SLATE PROTEIN COFFEE	\$3.79	
POP & BOTTLE OAT MILK LATTE	\$3.19	

# **BRAND PROPOSITION**

**FUEL YOUR DAY.**

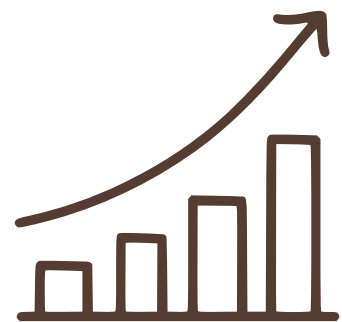
**BUILD YOUR BODY.**

**ELEVATE YOUR COFFEE.**

***DELIVERING DAILY ENERGY AND STRENGTH SUPPORT IN  
ONE PREMIUM READY-TO-DRINK COFFEE.***

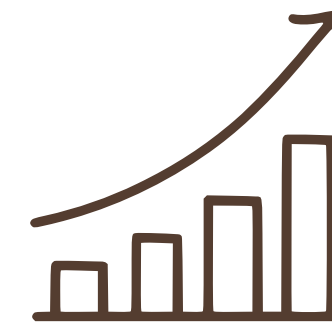
# MARKET OVERVIEW

## COFFEE MARKET



The coffee market is projected to reach **\$369.5 Billion** by 2030

## NUTRITIONAL SUPPLEMENT MARKET



The US Nutrition and Supplement Market is projected to reach **\$265.18 Billion** by 2030



# MARKET OPPORTUNITY

**Coffee** is one of the **most consumed** beverages in the world and continues to **evolve** beyond basic caffeine consumption. Consumers increasingly seek premium, **convenient** and **functional** options that align with their **health-focused** lifestyles



**Creatine** has expanded **beyond** traditional **sports supplements** into the broader wellness and **functional nutrition** space. As interest in strength training and cognitive health grows, consumers are incorporating **research-backed** ingredients into their everyday lives

# TARGET MARKET

Our target market consists primarily of:

## **MILLENIALS AND GEN Z**

Ambitious individuals balancing academics or careers with fitness goals, seeking **convenient** energy and **performance support** in their daily routine

## **FITNESS-FOCUSED PROFESSIONALS**

Individuals who work out **consistently** and seek ways to **elevate** their **routine**

## **COFFEE LOVERS**

Individuals who value **high-quality** coffee and are open to functional upgrades that **support energy** and performance

# MEET SOFIA

**Name:** Sofia Martinez

**Age:** 23

**Location:** Miami

**Job:** Brand Marketing Manager at a wellness startup

**Lives:** High-rise apartment in Brickell

## HER LIFESTYLE

- Strength trains 4x per week + Pilates 2x per week
- Walks everywhere
- Takes supplements every morning
- Shops at Whole Foods
- Drinks cold brew daily
- Wears Alo + Gold jewelry
- Takes creatine inconsistently because she forgets

## WHAT SHE VALUES

- Efficiency
- Routine
- Clean ingredients
- Looking toned, not bulky
- Time efficiency



# MEET ETHAN

**Name:** Ethan Cohen

**Age:** 25

**Location:** Austin

**Job:** Tech Consultant

**Lives:** Modern apartment, works hybrid

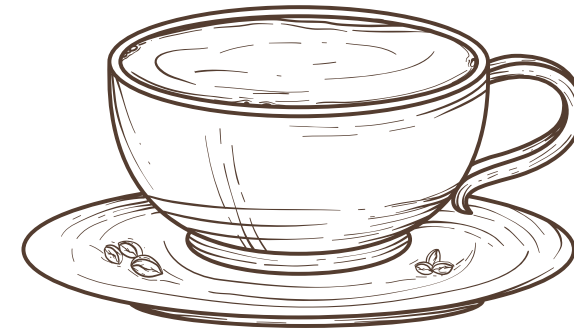
## HIS LIFESTYLE

- Lifts 6x per week
- Wakes up at 5:30am
- Tracks protein
- Drinks black cold brew
- Invests in quality basics (On sneakers, Vuori joggers)
- Listens to Huberman and wellness podcasts

## WHAT HE VALUES

- Visible muscle definition
- Structured morning routines
- Functional products over trendy ones
- Data-backed ingredients
- Low sugar / clean formulas
- Evidence-based supplementation





# BRAND ARCHETYPE

## ***THE RULER***

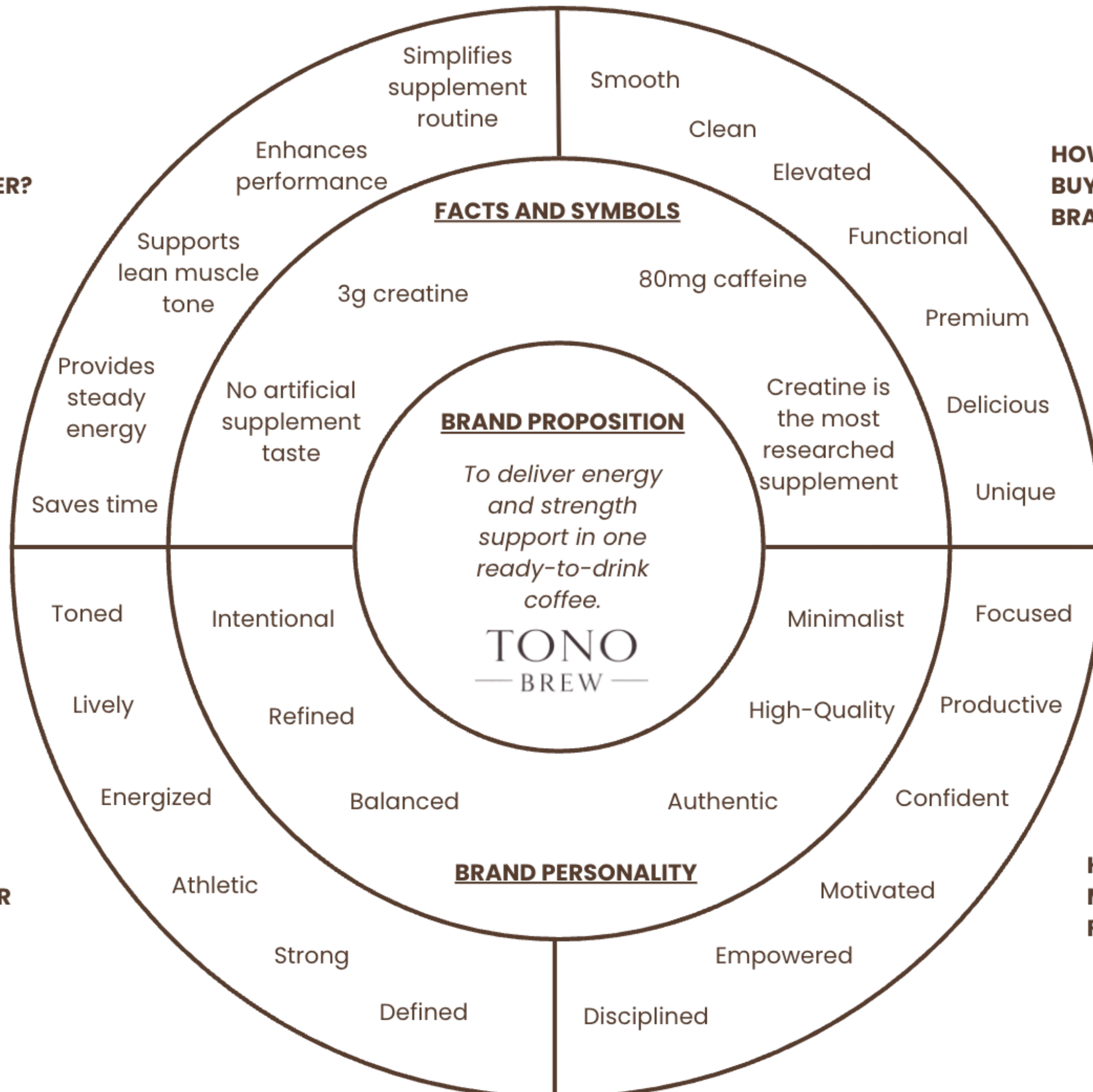
TONO BREW fits the **Ruler archetype** because it is built around **discipline** and **structure**. It supports people who take their routines seriously and want to stay in **control** of their **energy** and **performance** every day

## ***THE SAGE***

TONO BREW reflects the **Sage archetype** by focusing on research-backed performance and informed wellness choices. By combining coffee with one of the most **clinically studied supplements**, the brand appeals to consumers who value **credibility** and smart **decision-making**

**WHAT THE BRAND DOES FOR THE BUYER?**

**HOW WOULD THE BUYER DESCRIBE THE BRAND?**



**HOW THE BRAND MAKES THE BUYER LOOK?**

**HOW THE BRAND MAKES THE BUYER FEEL?**

# COMPETITORS

## JAVVY COFFEE

A protein coffee blend containing whey protein, prebiotics, MCTs and antioxidants, positioned as a nutrition-focused drink for recovery, appetite control and overall health

**TONO BREW:** Uses creatine to help improve strength and performance rather than provide protein for recovery



## RYZE

A mushroom-based coffee alternative infused with adaptogens like Lion's Mane and Reishi, marketed for steady energy, focus and overall wellness

**TONO BREW:** Provides a more performance-focused boost for activity and productivity, rather than calm or relaxation



## BULLETPROOF

Coffee blended with MCT oil and grass-fed butter or ghee, known for providing sustained energy and fullness and often used as part of keto-style diets

**TONO BREW:** A lighter, ready-to-drink option focused on performance rather than satiety or meal replacement



## SLATE

A high-protein ready-to-drink coffee with no added sugar and added electrolytes, designed to provide nutrition and support post-workout recovery

**TONO BREW:** Emphasizes performance through creatine rather than protein-based nutrition



*Ready-to-Drink*



*High Protein*

*Performance*



*Preparation Required*

# WHERE CAN YOU FIND TONO BREW?



## **WHOLE FOODS AND SPROUTS**

Shoppers here are already looking for healthier, functional products, making them a strong match for TONO BREW

## **GYMS AND FITNESS STUDIOS**

Fits easily into pre or post-workout routines when people are already thinking about fueling their bodies

## **TONO BREW WEBSITE/AMAZON**

Ideal for ordering in bulk and convenient restocking without needing to visit a store

## **UNIVERSITY STORES**

A convenient option for students who want coffee that supports both studying and active lifestyles

# PERFORMANCE ENCAPSULATED



# CONCEPT AND PURPOSE



## CAMPAIGN CONCEPT

**PERFORMANCE ENCAPSULATED** positions TONO BREW as a precise, **all-in-one solution** that delivers coffee and creatine in a **single daily dose**

## PURPOSE OF THE CAMPAIGN

### PERFORMANCE AWARENESS

Introduce TONO BREW as a **new type** of functional coffee combining caffeine and creatine

### SIMPLIFY THE ROUTINE

Show that **energy** and **strength** support can come from **one** convenient product

### PREMIUM POSITIONING

Establish TONO BREW as a **high-end, modern** performance beverage

# CAMP AIGN EXECUTION

## **DIGITAL & SOCIAL**

Short-form videos and visuals on **Instagram** and **TikTok** to introduce the product and show how it fits into daily routines

## **INFLUENCER & PR**

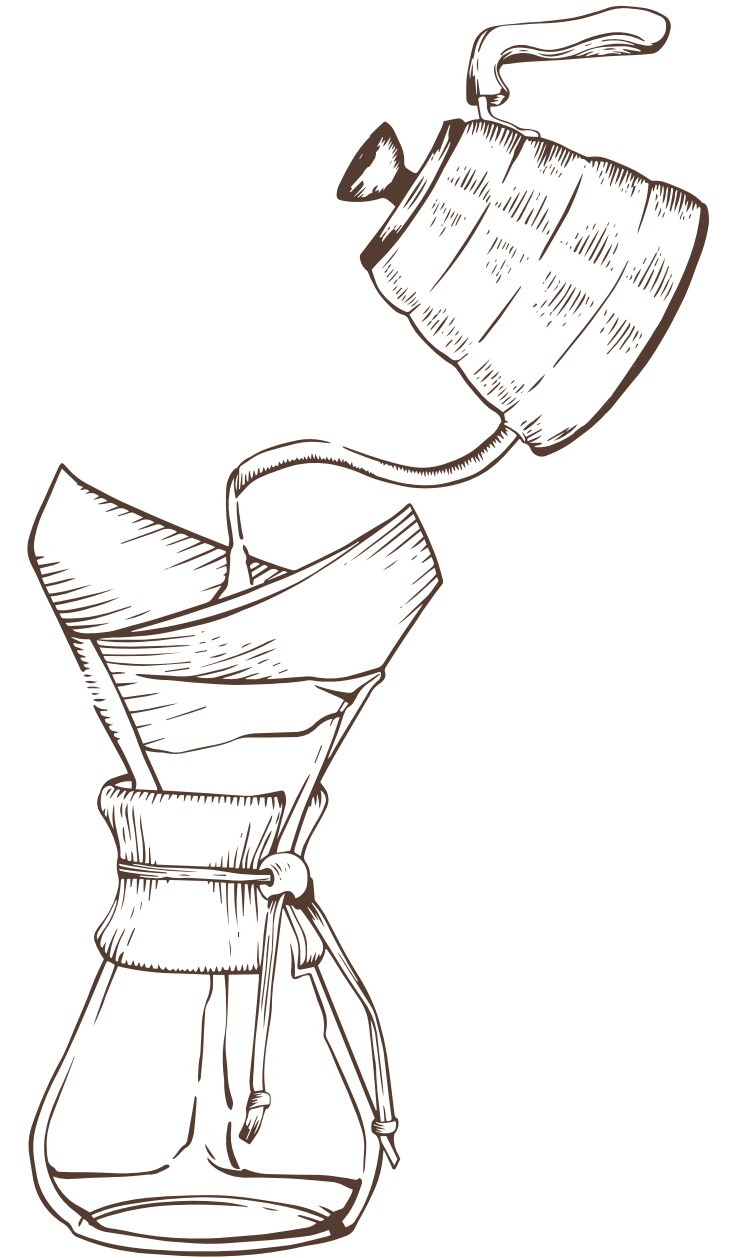
Sending capsule-style PR packages to creators to spark **unboxing content** and word-of-mouth online

## **EXPERIENTIAL ACTIVATION**

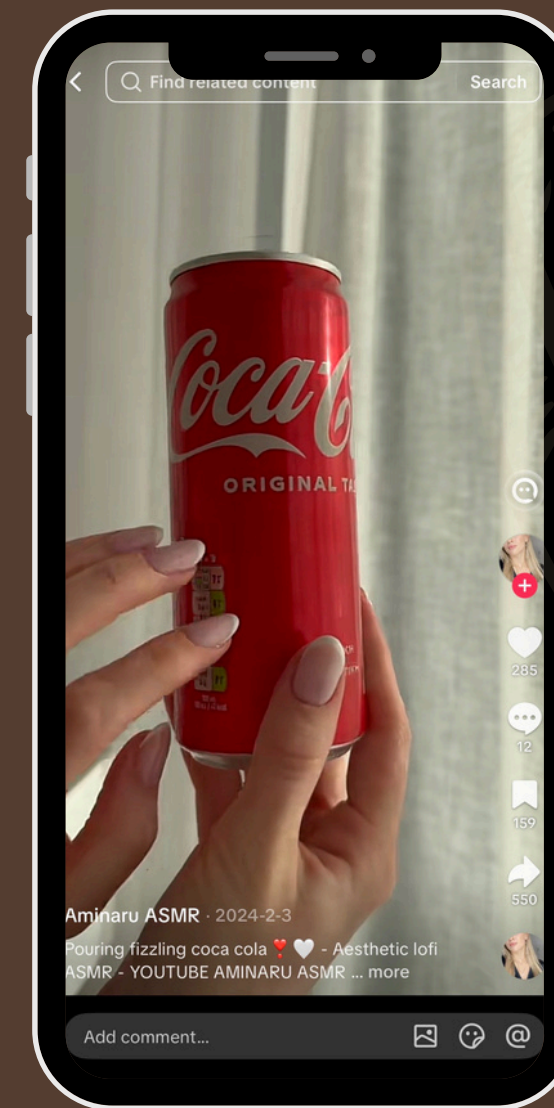
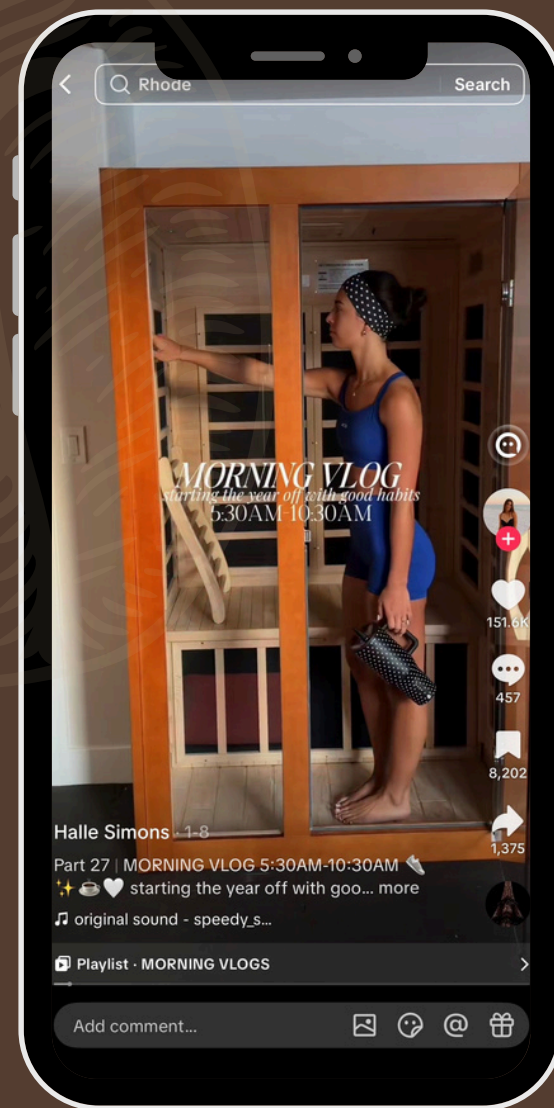
A **mobile sampling truck** visiting gyms and high-traffic fitness areas, where visitors can try the product and receive a complimentary IV drip experience

## **RETAIL PRESENCE**

In-store displays and product sampling to help shoppers **discover** and try TONO BREW.



# SOCIAL MEDIA CONTENT STRATEGY



## MORNING ROUTINE/ "DAY IN THE LIFE" VIDEOS

Creators show how TONO BREW fits into their daily schedules

### **Examples:**

- Pre-workout routine before the gym
- Work-from-home or commute prep
- Desk setup
- Afternoon productivity boost
- Busy professionals getting ready quickly

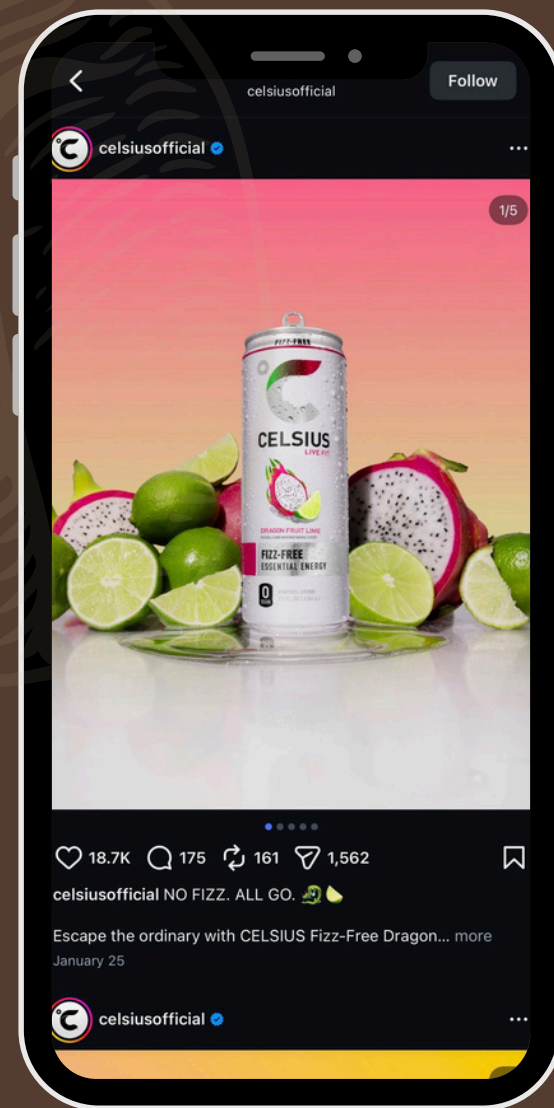
## ASMR CONTENT

Close-up visuals and sound that highlight the product's texture, design, and premium feel

### **Examples:**

- Quiet can crack before the first sip
- Slow pour over ice
- Silent unboxing of PR package

# SOCIAL MEDIA CONTENT STRATEGY

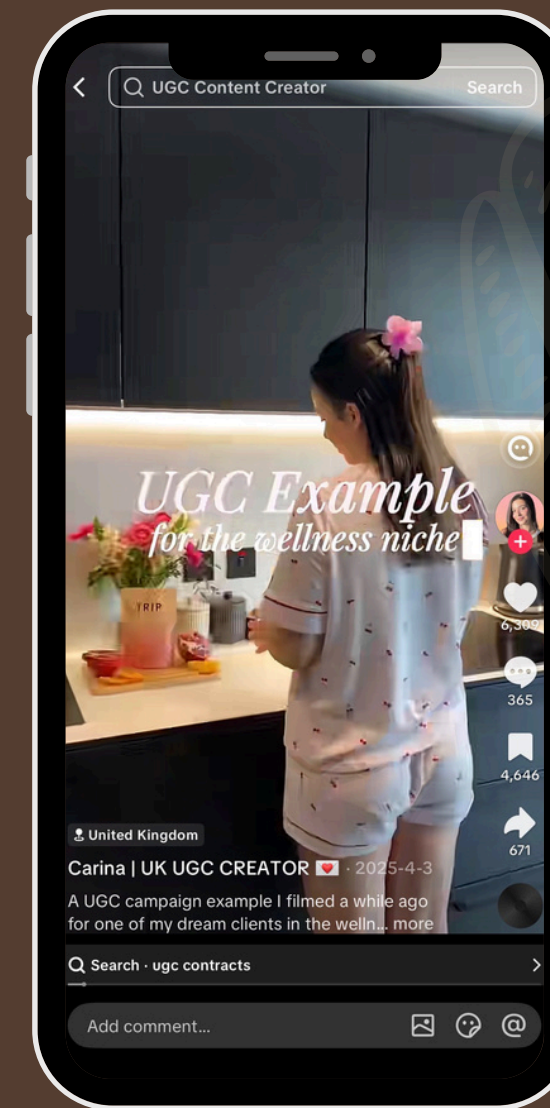


## AESTHETIC PRODUCT SHOTS

Visually polished content presenting TONO BREW as a premium lifestyle product

### Examples:

- Kitchen counter
- Outdoor lifestyle shots
- Close-ups highlighting packaging details
- Product shots styled with ingredients or textures inspired by the flavor notes



## UGC-STYLE CONTENT

Authentic, relatable posts from creators showing everyday use without heavy production

### Examples:

- "What I drink before work" clips
- Gym bag essentials
- Casual car or office consumption
- First-time product impressions
- Real-life routine integration

# PAID MEDIA STRATEGY

MAIN CHANNELS: TV MEDIA AND DIGITAL MEDIA

## TV MEDIA

TONO BREW will use ads on **streaming TV** platforms such as **Hulu, HBO MAX,** and **Peacock** to reach **young professionals** watching shows at home. This format allows the product to be introduced clearly by showing what it is and how it fits into a daily routine. It aligns well with the **target audience** that **unwinds** with **streaming content** while still prioritizing health and productivity.

## DIGITAL MEDIA

TONO BREW will advertise across social and video platforms such as **YouTube, TikTok, Instagram,** and **Spotify,** where short video placements can position the product within everyday moments like a morning routine, commute, or pre-workout preparation. These channels are widely **used** by **students** and **young professionals** who rely on coffee for daily energy and prefer convenient solutions that fit into **busy schedules.** The campaign will also include placements on **wellness podcasts** such as Huberman Lab or Mind Pump, reaching listeners who are actively focused on improving performance, fitness, and consistency in their routines. In addition, **in-app advertising** on fitness platforms like **Strava** and **MyFitnessPal** will appear as users track workouts, nutrition, or activity goals. This will target individuals who are more inclined to adopt products that support strength, endurance, and sustained performance.

# PR AND INFLUENCERS

## PR PACKAGE — “PERFORMANCE ENCAPSULATED”

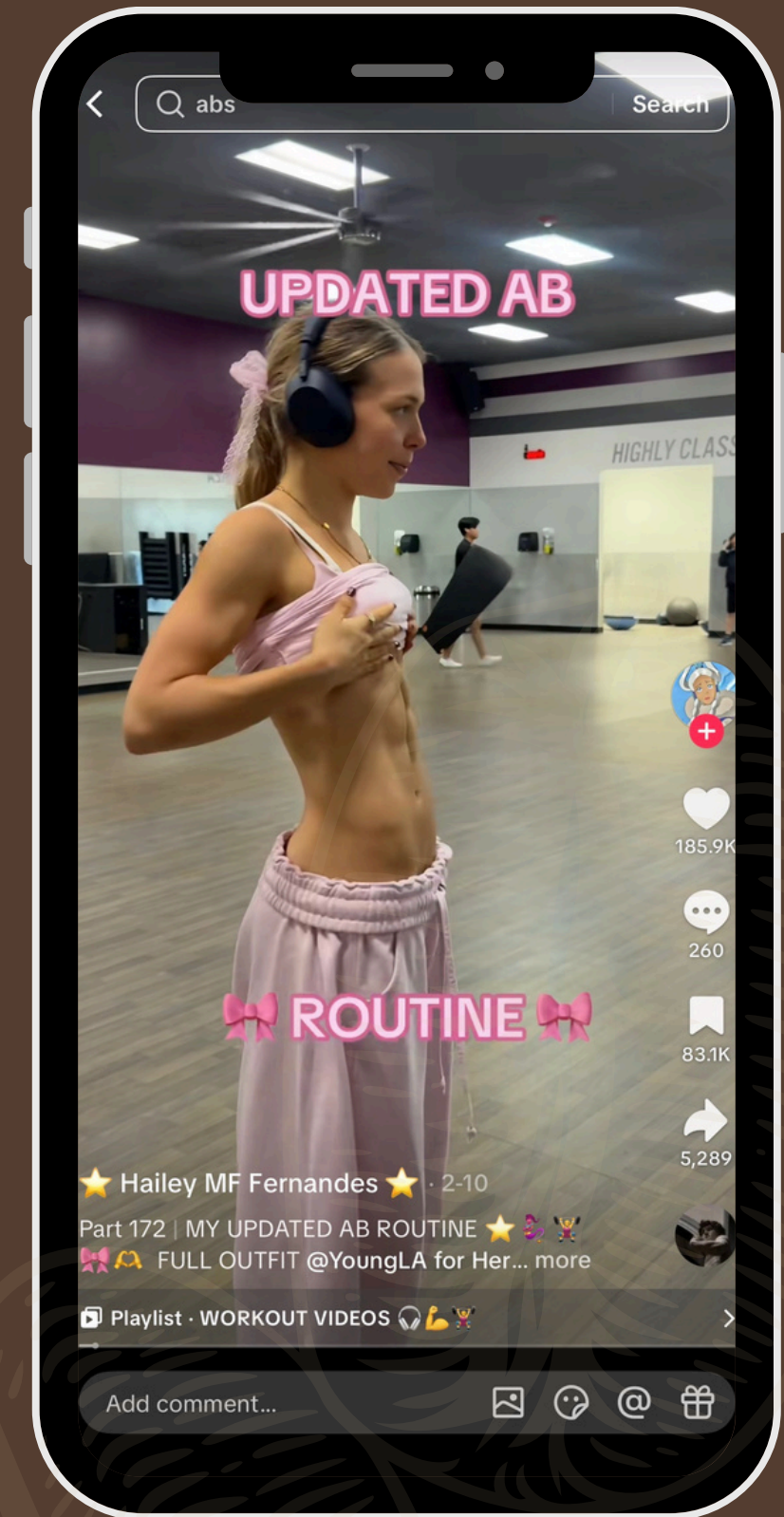
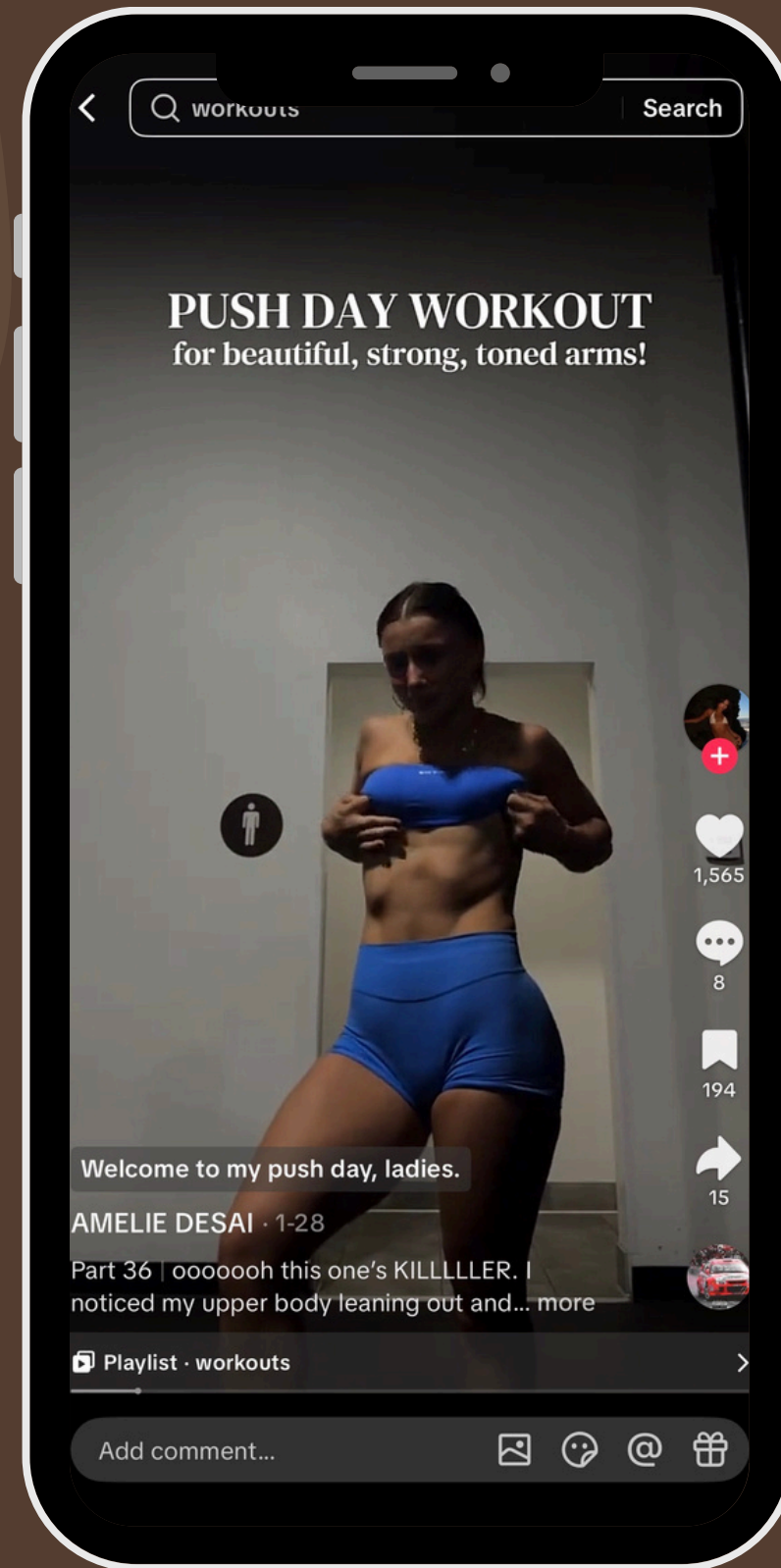
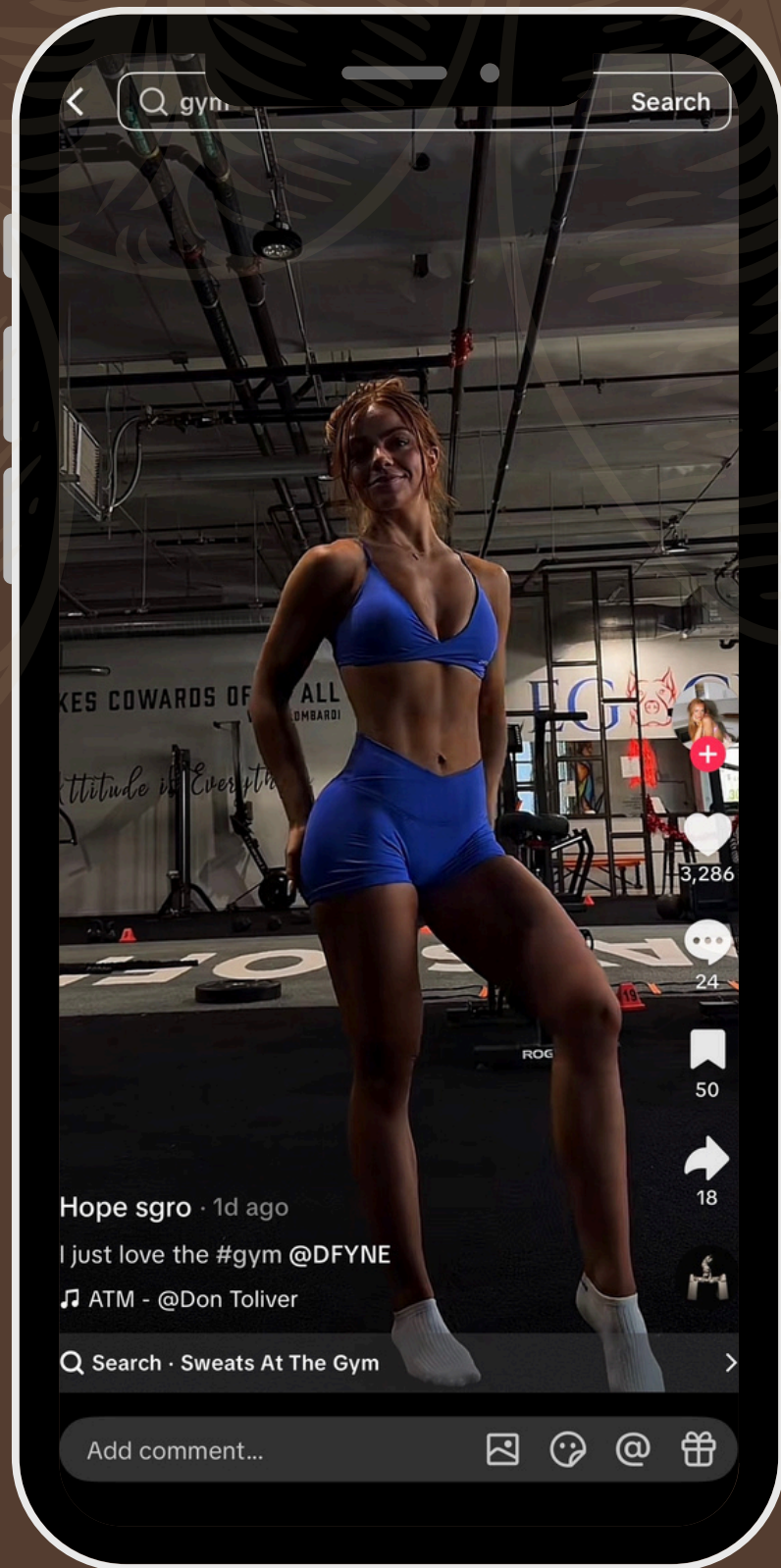
A **capsule-inspired PR package** will be sent to selected fitness, wellness, and lifestyle creators to introduce TONO BREW. The packaging reflects the campaign theme and presents the product as a **single, streamlined** solution for **daily energy** and **performance**. Its clean, high-end design is intended to encourage unboxing posts and organic sharing across social media.

## INFLUENCER PARTNERSHIPS

TONO BREW will partner with creators whose content focuses on fitness, wellness, and daily routines. This includes influencers such as **Amelie Desai, Hailey Fernandez,** and **Hope Sgro**. Their audiences closely match the brand’s target of young professionals balancing work, health, and busy schedules. Content will show how TONO BREW fits into real everyday moments, from getting ready in the morning to heading to the gym or needing a quick energy boost during the day.



# INFLUENCER EXAMPLES



# **EXPERIENTIAL ACTIVATION**



# TONO BREW MOBILE WELLNESS TOUR

*A premium mobile wellness truck delivering fitness recovery and performance support directly to leading gyms through TONO BREW sampling and complimentary IV therapy*

## WHAT IS INCLUDED

- ✓ **Complimentary IV therapy by Next Health**
- ✓ **Free TONO BREW samples**
- ✓ **Exclusive 30% purchase offer**

## EVENT TIMING

- **Peak morning hours:** 6:00 AM–10:00 AM
- **Evening rush:** 5:00 PM–8:00 PM
- Weekday focus for the highest traffic

## MOBILE ACTIVATION AT FITNESS LOCATIONS

A custom TONO BREW **wellness truck** will travel to flagship gyms and high-traffic fitness destinations, bringing recovery and performance services **directly to members**

Activation occurs:

- Parked **directly outside the** gym entrance
- In a valet or designated activation zone
- Positioned for **maximum** member **visibility**
- Available **pre- and post-workout** traffic

## NEXT HEALTH IV THERAPY — INSIDE THE TRUCK

- Fully equipped **mobile treatment space**
- **Complimentary** IV treatments administered by Next Health staff
- **Hydration, recovery and energy** support formulas
- Designed to elevate recovery into a luxury wellness experience

## TONO BREW SAMPLING

- Complimentary **full-size** chilled cans
- Sampling includes all three flavors
- Dedicated TONO BREW representative **stationed** in the truck
- **Representatives** will provide a brief, factual explanation of caffeine + creatine benefits
- **Printed ingredient** cards available for members who want detailed information
- **QR code sign-up** for email list and product launch updates
- Members receive a **30%** off code for their first purchase upon sign-up
- **Bulk cans** are available for immediate purchase





# WHY A MOBILE ACTIVATION?



*A mobile recovery truck allows TONO BREW to engage members across multiple gyms without interrupting daily club operations. Positioned just outside the entrance, it captures members before and after workouts while remaining highly visible and easy to access. The mobile format provides the flexibility to visit different locations, respond to demand and reach a broader audience from a single activation. It also creates a sense of exclusivity and occasion, turning each stop into a unique experience while serving as a visible extension of the brand.*

# RETAIL PRESENCE

## TARGET RETAILERS

- Whole Foods
- Sprouts
- Gym and fitness retail areas
- Campus stores

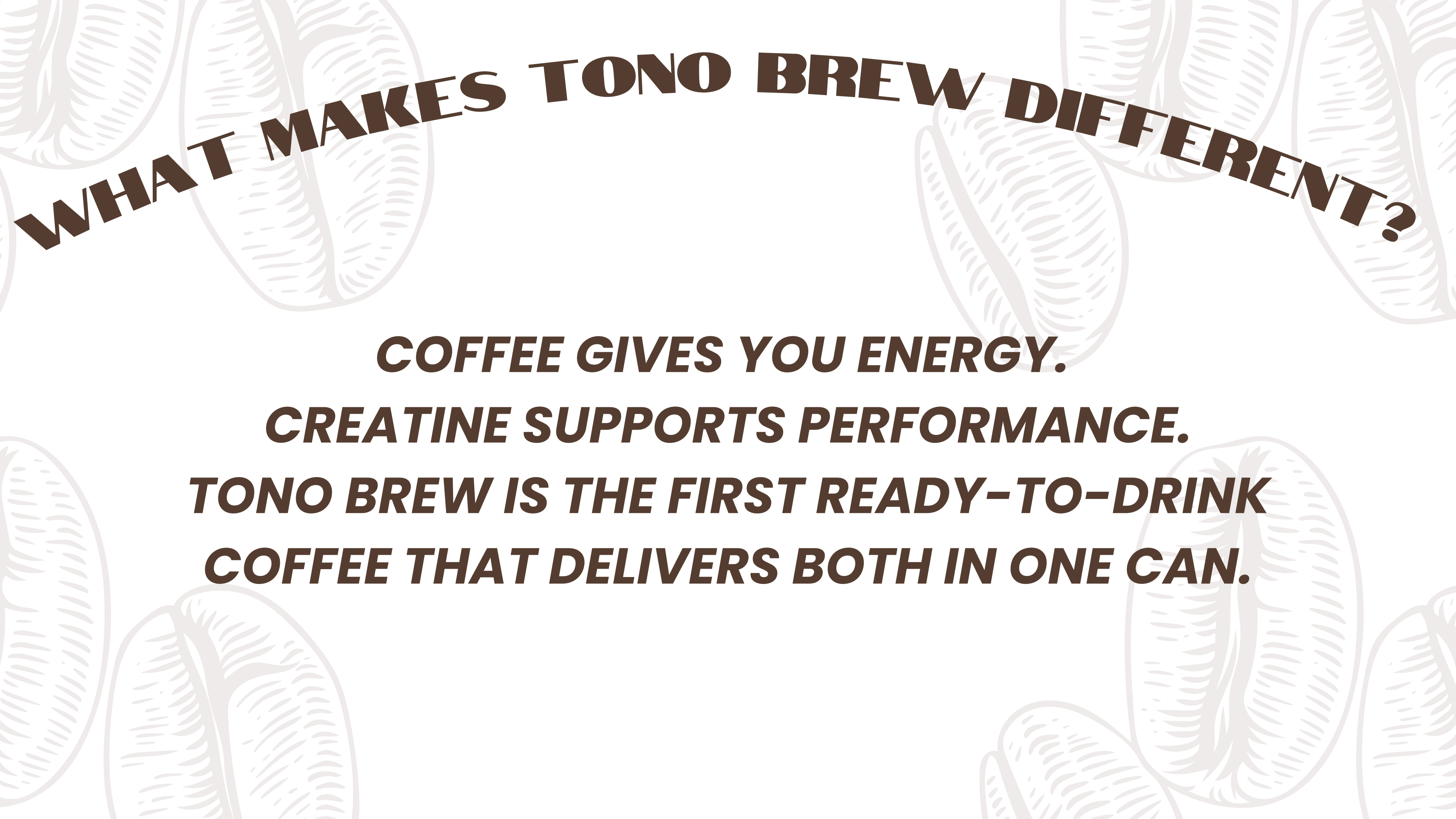
## SHELF PLACEMENT

- Refrigerated ready-to-drink section
- Near cold brew/protein drinks
- Grab-and-go coolers
- Eye-level positioning

## SAMPLING & TRIAL

- In-store tastings
- Limited-time promotions
- Introductory discounts



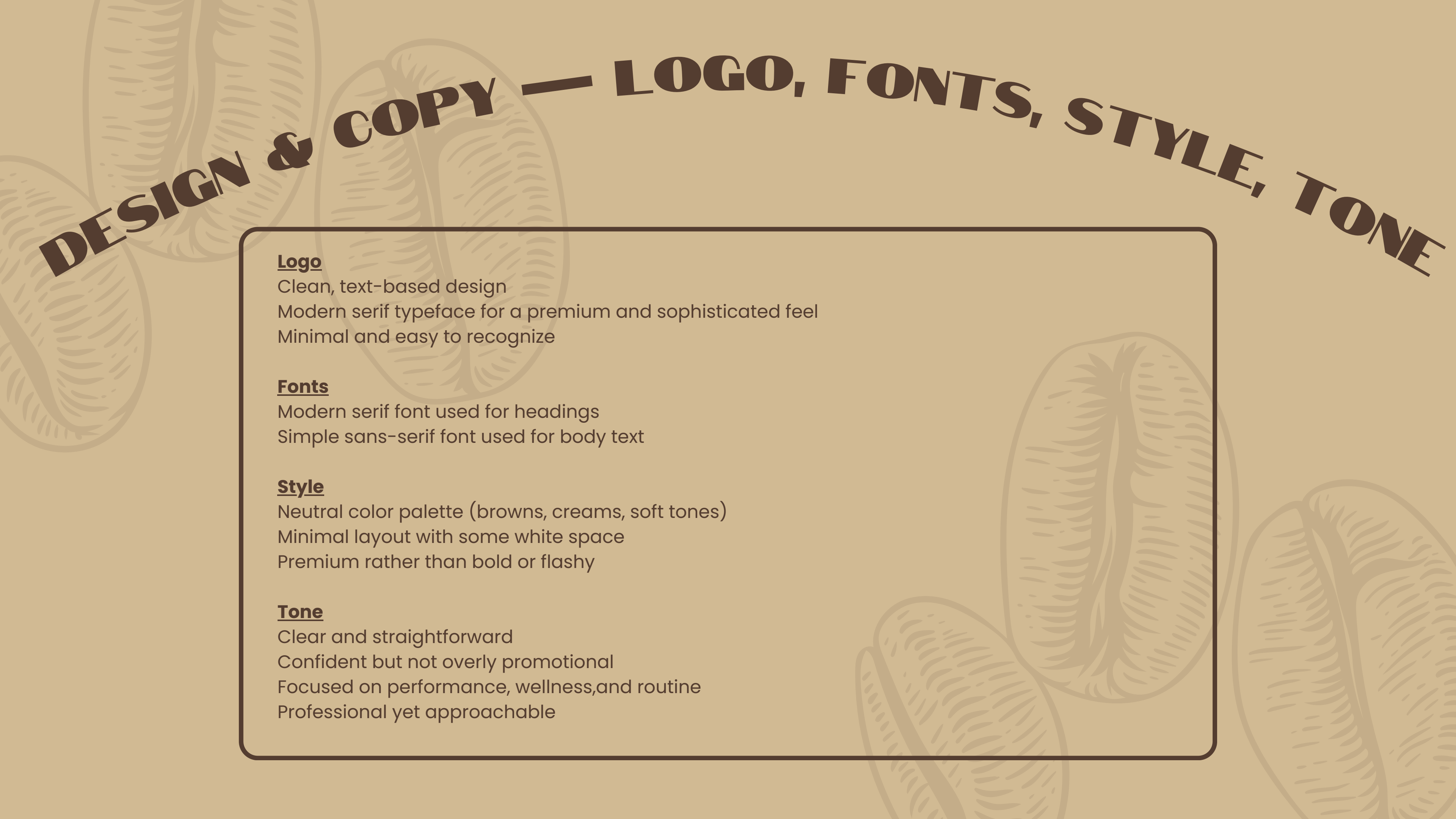


**WHAT MAKES TONO BREW DIFFERENT?**

**COFFEE GIVES YOU ENERGY.**

**CREATINE SUPPORTS PERFORMANCE.**

**TONO BREW IS THE FIRST READY-TO-DRINK  
COFFEE THAT DELIVERS BOTH IN ONE CAN.**



# DESIGN & COPY — LOGO, FONTS, STYLE, TONE

## Logo

Clean, text-based design  
Modern serif typeface for a premium and sophisticated feel  
Minimal and easy to recognize

## Fonts

Modern serif font used for headings  
Simple sans-serif font used for body text

## Style

Neutral color palette (browns, creams, soft tones)  
Minimal layout with some white space  
Premium rather than bold or flashy

## Tone

Clear and straightforward  
Confident but not overly promotional  
Focused on performance, wellness, and routine  
Professional yet approachable

**THANK  
YOU**

