

The Coffee Bean & Tea Leaf Company was founded in 1963 and currently has more than 315 stores in California, Arizona, Nevada, Hawaii, Singapore, Malaysia, Korea, Brunei, Indonesia, UAE, Israel, Australia, China, Kuwait, Egypt, Qatar, and the Philippines and continues to expand both domestically and internationally. Some locations also offer drive-thru service.

It has built its reputation on the international scope of its seasonal bean offerings spanning from Yemen to Hawaii and has a highly diversified selection of teas. Pastries encourage patrons to sit; espresso makers, French presses and coffee grinders let folks bring it home. It offers high-end blends from dark roasts to oolongs. The Coffee Bean & Tea Leaf has been serving more than 100 million coffee and tea beverages annually worldwide since last forty years.

The Coffee Bean & Tea Leaf recently partnered with Ralphs Grocery Company, CA and introduced on-site cafés. These in-store locations will provide a greater level of service for customers wanting to enjoy fresh products from The Coffee Bean & Tea Leaf.

Some product benefits attached with the company's products are valued more in some countries while ignored in other parts of the world. For instance, Coffee Bean & Tea Leaf is considered highly desirable 'destinations' among the urban set for meeting, socializing, even reading. Upon entering a coffeehouse chain store, consumers expect a unique, pleasant and adult environment. They expect more sophistication and better quality-baked goods, snacks and sandwiches. Obviously, they expect better coffee. It has become increasingly difficult for the specialty coffeehouse to differentiate itself from all the other fast food and doughnut outlets in the marketplace. Each increasingly offers more of what the other is offering while at the same time struggles to remain unique and appealing.

Snow blower machines

Coffee-lovers have a special preference for the machine they use to make coffee. The Gaggia Achilles Espresso Machine is a good choice for those who are serious about making espresso. The machine is lever-operated, so the user controls just about every bit of the process that goes into producing their shots.

Sun Tan Lotion

Dubai is the cheapest country for English tea bags but Nescafe instant coffee is more expensive than in the UK. English tea bags can be bought a little cheaper in Dubai where consumers pay the equivalent of 59 pence compared to 75 pence in the UK. Nivea Sun Tan Lotion costs only £4.33 in Dubai compared to £8.59 in the UK. Visitors to France can save money by bringing tea and coffee from the UK. The average price of Nescafe instant coffee in the UK is £2.43 but in France consumers will be charged £3.74. You can protect yourself from the rays in the Dominican Republic and save yourself £2.99 for every bottle of Nivea Sun Tan Lotion.

Bread vs. biscuits

In Egypt where the Company has recently opened its outlets has gained a lot of popularity. The Coffee Bean and Tea Leaf is the newest, and most talked about with its interior being one of the most comfortable in the neighborhood, with large plush chairs, numerous outlets for laptops, free wireless Internet connection and many windows that let in plenty of sunshine. The Coffee Bean is a classic case of style over substance, and the café's slick interior is far and away the best thing about it.

The key to a good café is good coffee, and Coffee Bean's brew does not disappoint. The Bean has also been criticized by a few in Egypt as not offering cookies that are crunchy and also tastes days old. The icing is like barely flavored cream cheese and had the texture of glue. The chocolate chip cookie was flavorless and over-cooked, and had the texture of sand.

NASCAR

The NASCAR mug had been used to promote coffee by the Coffee Bean and Tea Leaf. This mug was also put on auction.

Theatre

The Coffee Bean & Tea Leaf was featured in the HBO show Entourage as the regular meeting place for Vincent Chase and his associates. The Coffee Bean was repeatedly featured on Jamie Kennedy's MTV show Blowin' Up as his favorite hangout place. Furthermore, the company was also featured in the 2005 film version of the TV show Bewitched.

Campaign Analysis

The Campaign

The Coffee Bean & Tea Leaf has been one of the major sponsors of The Help Group, one of the largest non-profits

erving young people with special needs, including those related to autism. In the year 2005, as part of the retailer's ongoing commitment to children and education, it increased its support for a total of \$115,958 since 2004 to support The Help Group's 2005 National Autism Awareness Campaign, which promotes early identification and intervention in autism. In addition to The Help Group, The Coffee Bean & Tea Leaf gives back to the communities through organizations 'all around the world. Other programs include: Adopt-A-Classroom (California), Bogawantalawa Estates (Sri Lanka), Aid Lanka Kids Foundation (Sri Lanka), Education for Coffee Growing Families (Colombia), Kidane Mhret Students' Self-Help Association (Ethiopia), and The Children's Society (Singapore).

The Coffee Bean & Tea Leaf has also introduced The Help Group Tumbler, a mug not only to enjoy coffee but which has also made a difference in support of autism awareness. These curvy tumblers feature art by children of The Help Group and are available in four different designs and two sizes. 50% of the net proceeds of the tumblers and coffee would benefit the children of The Help Group.

## Results

### School Facilities

The Coffee Bean & Tea Leaf built new school facilities in Colombia which subsequently resulted in the limited edition Colombia Narino Dark Peaberry coffee sales rise to \$17,000 for new facilities at community school. Coffee Bean struck a deal with the grocery chain to put cafes in several stores. Three are expected to end up in the Coachella Valley before the end of the year.

Stand-alone Coffee Beans are planned for Riverside, Fontana, Rancho Cucamonga, Palm Springs and La Quinta; one opens later this week in Palm Desert.

Another will also be added in Redlands, where a Coffee Bean already operates across Orange Street from a Starbucks. Black-and-white pictures of Redlands hang on the walls colored cream and purple. Music plays softly inside and out.

### Expected growth

Coffee Bean expects annual sales growth of 30 percent for the next decade,

### In the Middle East

The Coffee Bean and Tea Leaf products have been declared Halal by the IFANCA in Dubai and has thus removed all the religious misconceptions. This would definitely translate into more sales and profits for the company. The UAE operations alone show 20 percent year on year growth over the past three years. The company expects its beverages sale to be split 70:30 between coffee and tea.

### Understanding the product

To successfully sell specialty tea, it is imperative to understand the product, its history and cultivation, how to discern qualitative nuances, and how to handle and brew it correctly. It is vital that customers' understanding about tea be broadened and reasons for enjoyment of tea be identified. At The Coffee Bean & Tea Leaf, individual stores may win a chance to have the company's tea expert, David DeCandia, teach a class at their store.

### Smooth the Senses strategy

One of the most effective ways The Bean promotes its teas is by setting up sample areas in focal point areas in its store and open up teas so that customers can also view and enjoy the texture, beauty, and aroma associated with various teas.

### Limited-edition teas

At A Coffee Bean & Tea Leaf, the limited-edition teas aren't necessarily special-purpose teas that are only available in limited quantities. A recent Coffee Bean & Tea Leaf spring promotion highlighted a variety of tea drinks, including their popular tea lattes and a selection of limited-edition teas. In-store merchandising posters generated curiosity about the tea-based beverages and brochures helped customers better understand the limited-edition teas. To further enhance sales, A Coffee Bean & Tea Leaf offers a prepaid tea card.

### Green Tea Promotions

With all the news about the health benefits of tea, especially green tea, the company has grasped the opportunity to promote its green tea offerings. For instance, at A Coffee Bean & Tea Leaf, a St. Patrick's Day promotion provided a natural opportunity to promote green tea. Likewise, Earth Day offered another opportunity for a green tea promotion. Clark also encourages retailers to find local cancer agencies and donate green tea for their events.

### Challenge

Over the last decade, the tea industry has exploded in the U.S. In 1990, tea was less than a \$1 billion industry. In 2004, tea had grown to a staggering \$5.4 billion industry. Experts project that by 2010 the industry will exceed \$10 billion in U.S. sales. Fueling this growth are results of health studies showing the benefits of tea, and an abundance of articles that help to educate the public about all manners of tea. The biggest challenge for the newcomer is establishing

brand awareness to the point it can get coffee drinkers to break their habits.

#### Future Scenario

Research shows that over 29 million American adults over the age of 18 drink gourmet coffee beverages every day, including specialty coffee, espresso, latte, cappuccino and frozen and iced coffee, according to the National Coffee Association.

Additionally, 64 per cent of all coffee is consumed at breakfast, 28 percent is consumed between meals and 8 percent at meals other than breakfast. Hence The Coffee Bean and Tea Leaf Company still has a great potential to explore the market and capture a greater market share.

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