



BRAND BREW

A COFFEE HUB MODEL



Brewing our iconic brands together!



Café Punta del Cielo®



WHY WE ARE HERE

The market is premiumizing. We have the coffee — but not the recall.

THE OPENING

- Coffee value **+71%** in 5 yrs, flat volume — all price/mix
- Out-of-home cups **+61%**; the ritual is growing

THE THREAT

- **Caffenio + FEMSA** buying presence, not quality
- We win quality (idx 118) but lose the moment of choice (TOM 12%)

OUR KIND OF BRAND



How we behave like...



Leaders



Challengers



Followers



Flankers

There's is
no right or
wrong, just
choices...

KEY FINDING WHAT ARE WE CHALLENGING?



MENTAL BLOCKS

The belief that Mexican coffee is somehow inferior.

Premium coffee should be reserved for a few.

Great coffee experiences should all look and feel the same.

WHY THIS HAPPEN

We've accepted someone else's definition of great

We've confused exclusivity with excellence.

Not expecting originality and settling for familiarity.

JOB TO BE DONE

Create and offer the best cup of coffee for mexican taste

Push consumers to unlock the next level coffee

Consistently deliver intentional mexican creativity and design

CATEGORY CONTEXT

Mexican coffee is premiumizing — it lacks a ritual to justify it.

• VERIFIED • Euromonitor / Kantar

+71%

Retail coffee value MX 2020→25, flat volume

Euromonitor, Coffee in Mexico 2025

+61%

Out-of-home cups 2020→25

Euromonitor 2025

28%

drink coffee out-of-home (41% kiosk/street)

Kantar OOH

+24%

Fresh ground; specialty CAGR +11.6%

Euromonitor / Grand View

All growth is **price/mix** — people already pay more per cup. A "premium Mexican coffee with its own moment" doesn't exist yet in their mind. **That is the window.**

REFRAMING THE ENEMY

It isn't "Mexican coffee is inferior". It's **Caffenio + FEMSA.**

• VERIFIED • FEMSA control 2025

• DIRECTIONAL • perception idx

OLD GHOSTS (DEAD)

- "Mexican coffee tastes worse" — gone
- "100% Mexican" = parity (TG 113, Caffenio 108)

THE REAL ENEMY

- Caffenio + FEMSA capital buying presence
- Social risk: "I defend it, but I don't propose it"

"They don't need to beat us on quality — just be 80% as good and 200% more present." (positioning line, not a measurement)

WHERE WE PLAY & WHERE GROWTH COMES FROM

The café is the engine. Not the shelf.

• VERIFIED • Euromonitor / Statista

WHERE WE PLAY

- **Cafeterías (OOH): #2 nationally, 11.6%** — our strength
- Retail shelf: 0.4% — not the battle (Nestlé 55%)

SOURCE OF VOLUME

- Win the **social occasion** back from Starbucks
- Recruit from OXXO/at-home (penetration), not from price

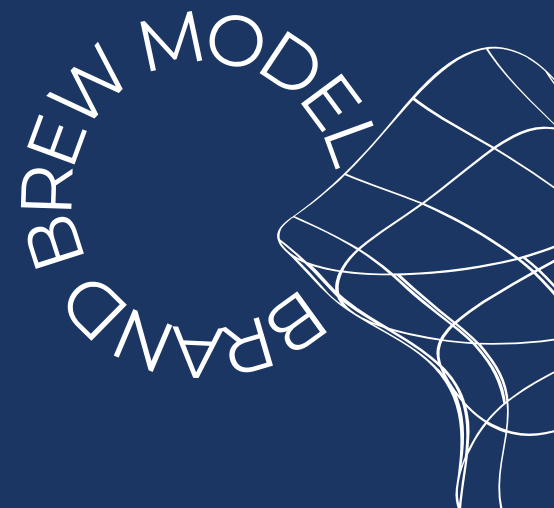
Category entry points to own: **morning-on-the-go** • **afternoon work** • **the social table.**

• DIRECTIONAL

MARKET BEHAVIOUR:



**CHALLENGER
BRAND PUSHING
FORWARD
MEXICAN
COFFEE
PERCEPTION**



MAIN JOB TO BE DONE:

FACTS:

- 1- Low funnel conversion (P4W / P7D)
- 2- Better price elasticity
- 3- High Mexican brand attribution



Good set of loyal consumers, we
need to increase our users base

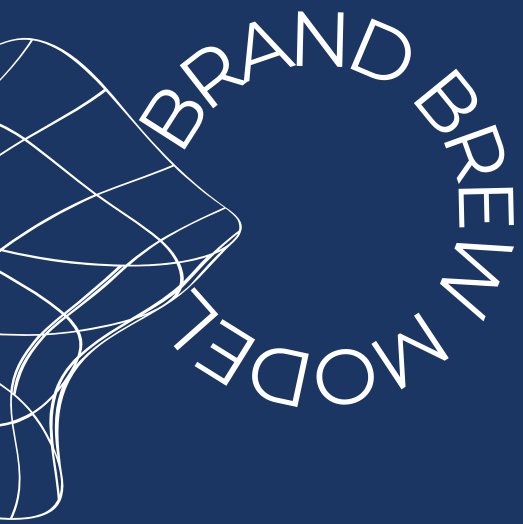
RECRUITMENT





1. FINDING OUR SOIL

Great brands, like great coffee, are defined by the soil where they grow.



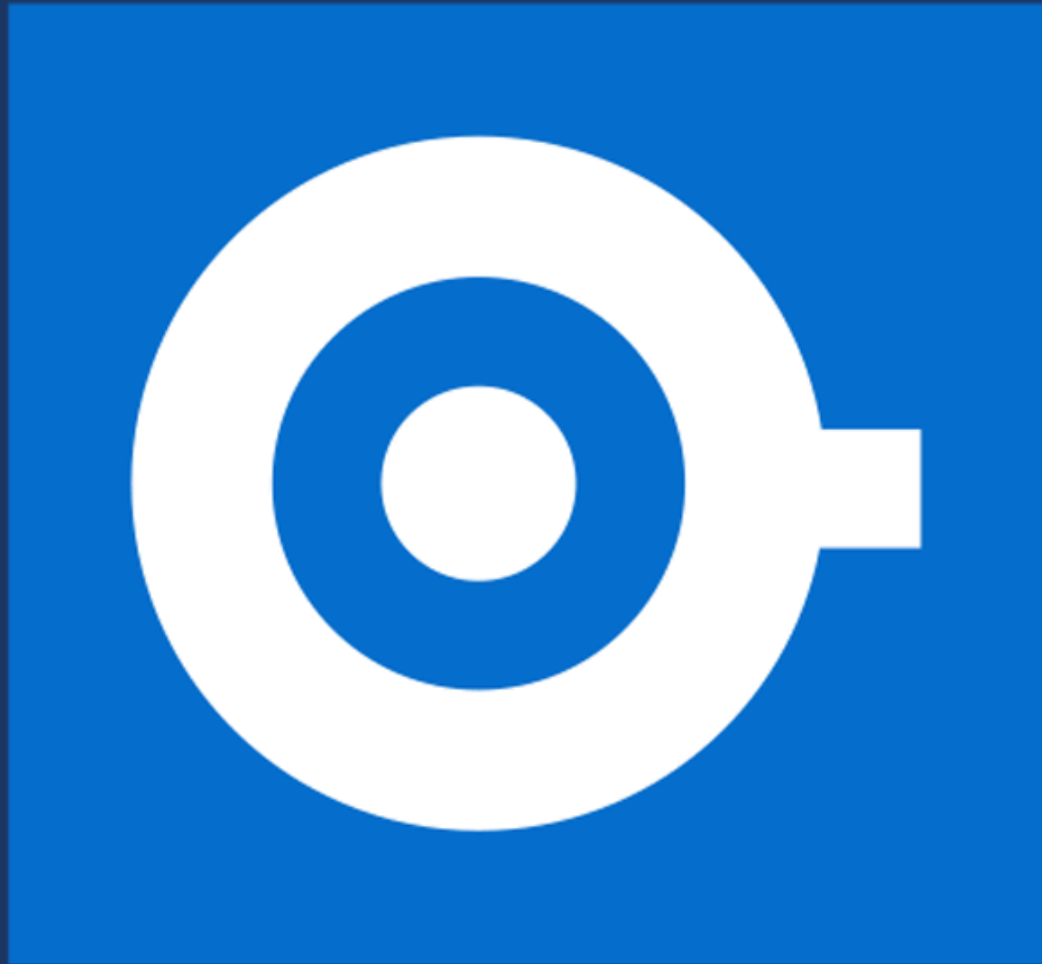
Café Punta del Cielo®

We are a Mexican proud brand:

**A NEW GENERATION
OF MEXICAN
CREATORS PROVING
THAT EXCELLENCE
ISN'T INHERITED, IT'S
INTENTIONALLY BUILT.**



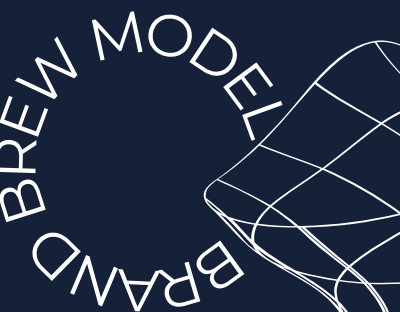
OUR SOIL



**ELEVATE
CREATIVE
CONFIDENCE**

KEY FINDING

“Punta del Cielo” naming inspiration = A higher level
-Pablo-

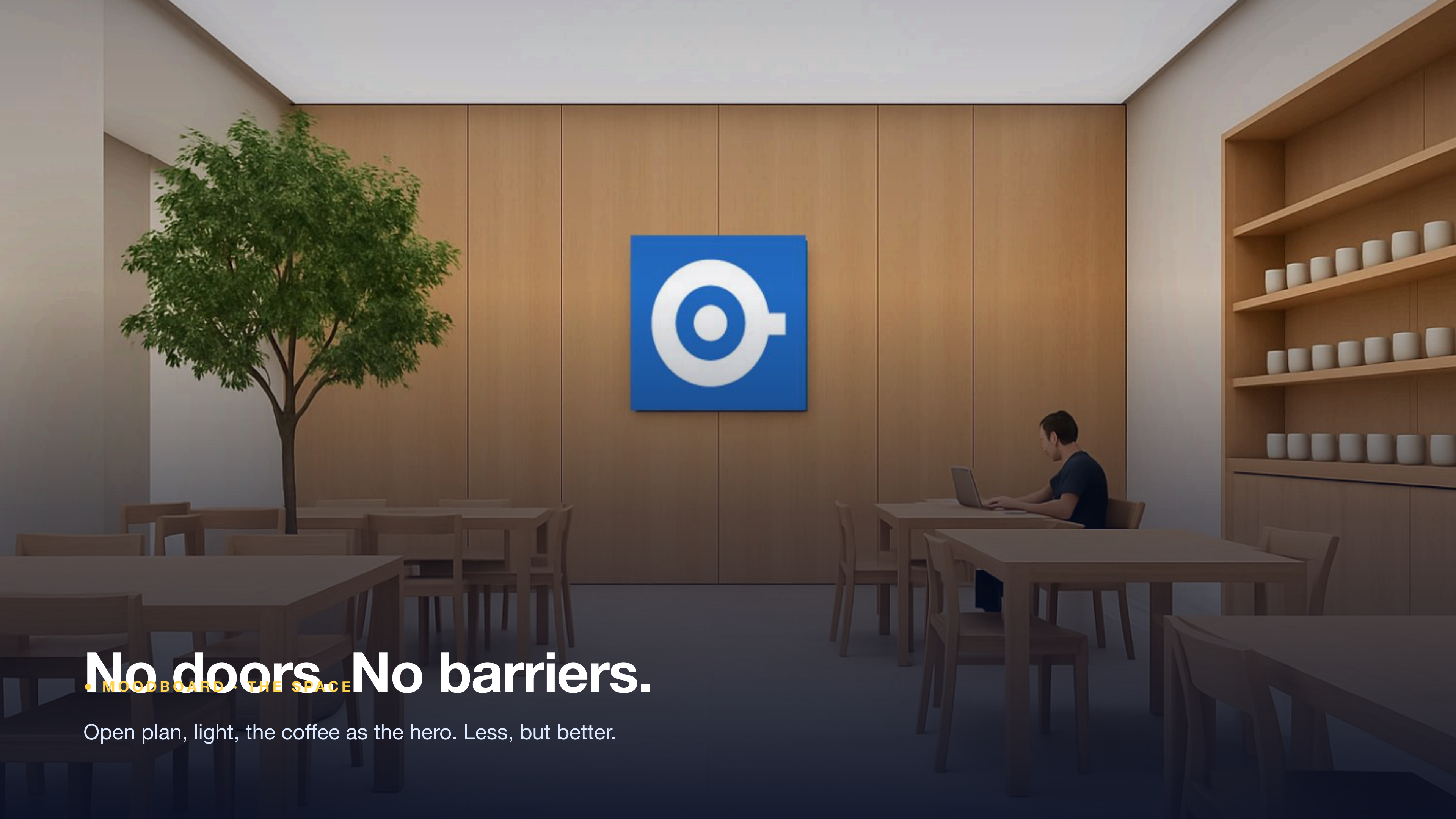




• MOODBOARD • INTENTIONAL DESIGN

Designed with intention. Unmistakably ours.

A space that becomes a distinctive brand asset — not another café.



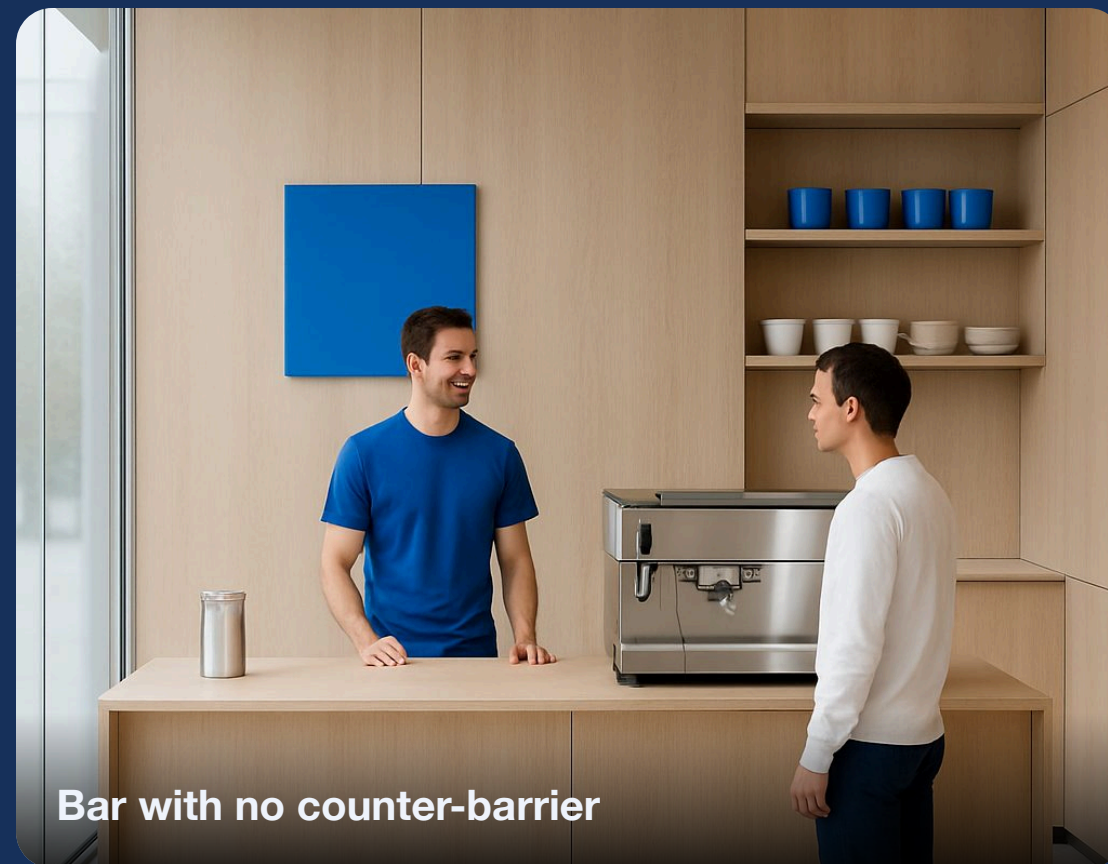
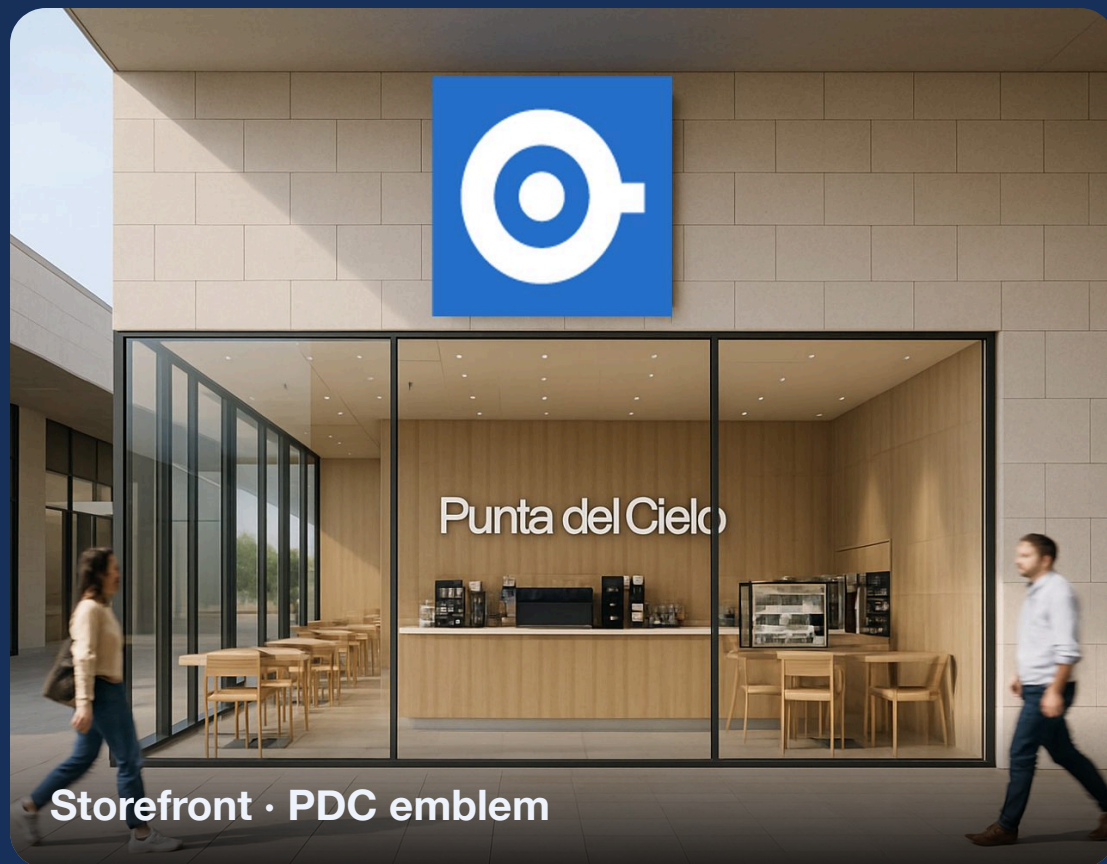
No doors. No barriers.

• MOODBOARD • THE SPACE

Open plan, light, the coffee as the hero. Less, but better.

THE PLACE, WITH INTENTION

Every corner, in its place.





2. FINDING OUR CROWD

Mapping the people who naturally grow from our soil and will enjoy our cups.



SEL DEMOGRAPHICS

AB
C+
C-
D
E



KEY FINDING
 A brand seeking to project a contemporary, aspirational image that inspires...

AGE <10 15 20 25 30 35 40 45 50 55 60 >65

NEEDSTATES

Coffe meaningful moments

Which suits better?.



Retail



Shops



Dual



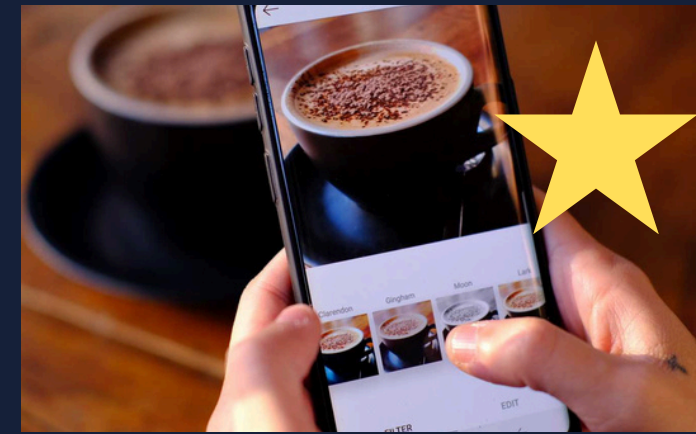
Sharing with people I love



Starting strong



My mental reset



Expressing my lifestyle



A place to focus



Fueling progress



I deserve this



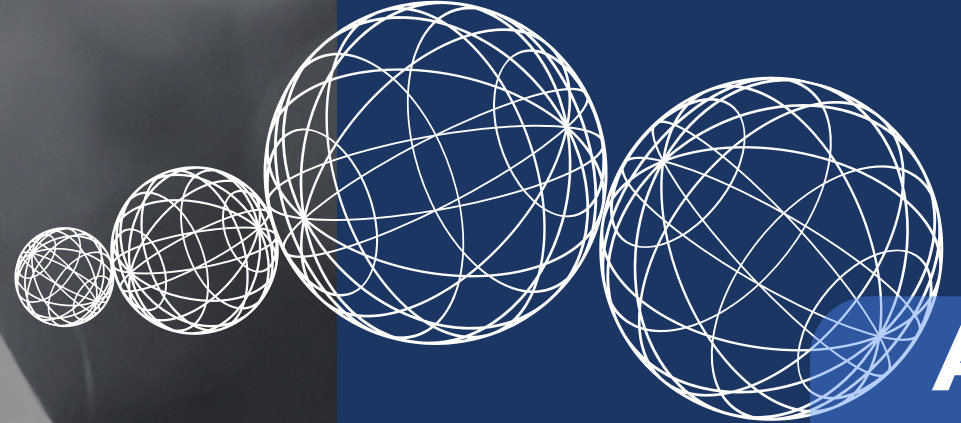
Keep me going



Making others feel welcome



Around the table



INDIVIDUAL

ACHIEVERS

CURATORS

EXPLORERS

Keep me going
Starting strong

My mental reset

I deserve this

PERFORM

Expressing my lifestyle

Around the table

FEEL

A place to focus

Sharing with people I love

Making others feel welcome

CONNECTORS

HOSTS

COLLECTIVE

BEHAVIORAL AXES

BREW MODEL
BRAND





CROWDS*



ACHIVERS

"I want to move forward"

See coffee as a tool to perform, move forward and accomplish more.

PROGRESS



CURATORS

"I seek things made with intention"

Appreciate craftsmanship and thoughtful experiences.

CRAFT



HOSTS

"I love bringing people together"

Create moments that make people feel welcome..

CONNECTION

*This crowds will be used as communication axes

TARGETING

Reach all category buyers — "intention" is the creative axis, not a filter.

• DIRECTIONAL • confirm with focus groups

"Those who live with intention"
= how we talk



Proud-of-Origin • 36%

private advocate → activate

Value/Pragmatic buyer



Price/Value • 33%

"best americano without paying \$80" → penetration

Per Ehrenberg-Bass: grow penetration by reaching everyone. Don't let "intentional" exclude the 33% that drives volume.



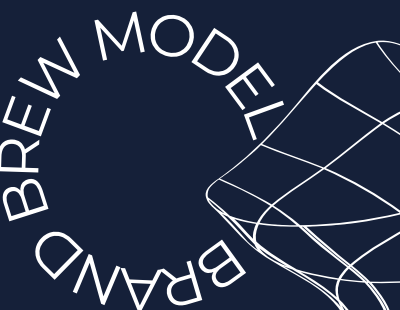
One big Crowd

DESIGN TARGET



**PEOPLE WHO
CHOOSE TO LIVE
WITH INTENTION
INSTEAD OF SIMPLY
GOING THROUGH
THE MOTIONS.**

CAFE PUNTA DEL CIELO EXISTS FOR
“Those who live with intention”

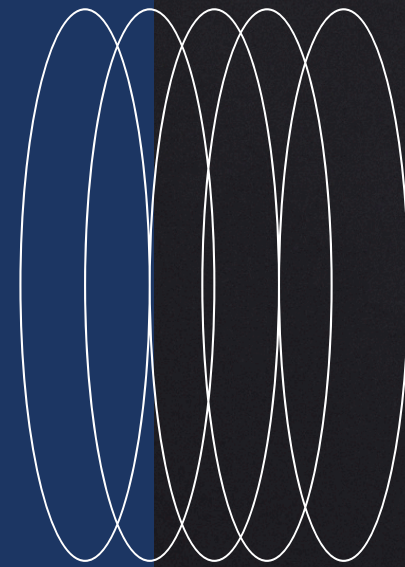


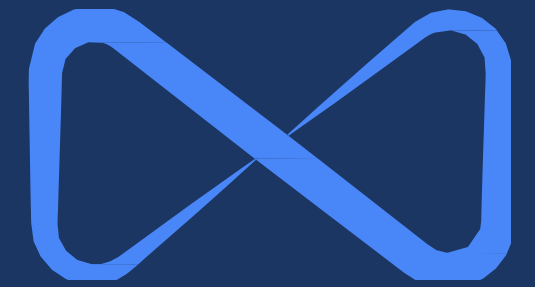
KEY FINDING



“FOR THOSE WHO LIVE WITH INTENTION”

Intentional people don't value things for what they are. They value them for the intention behind their **creation** and the **meaning** they bring into their lives.





3. FINDING OUR BATTLE

Discover the human need worth brewing for.

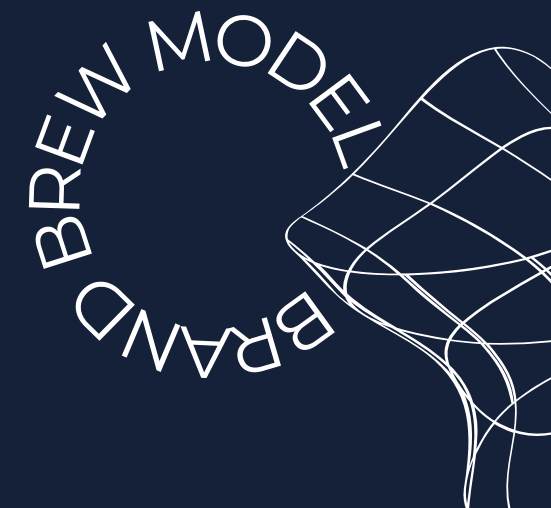


HUMAN NEED



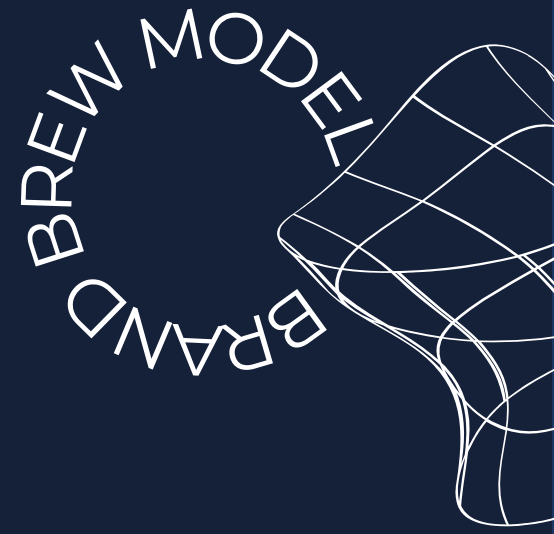
KEY FINDING

Punta del Cielo chooses to compete beyond functional coffee needs, focusing instead on the social and emotional value that coffee creates in people's lives.



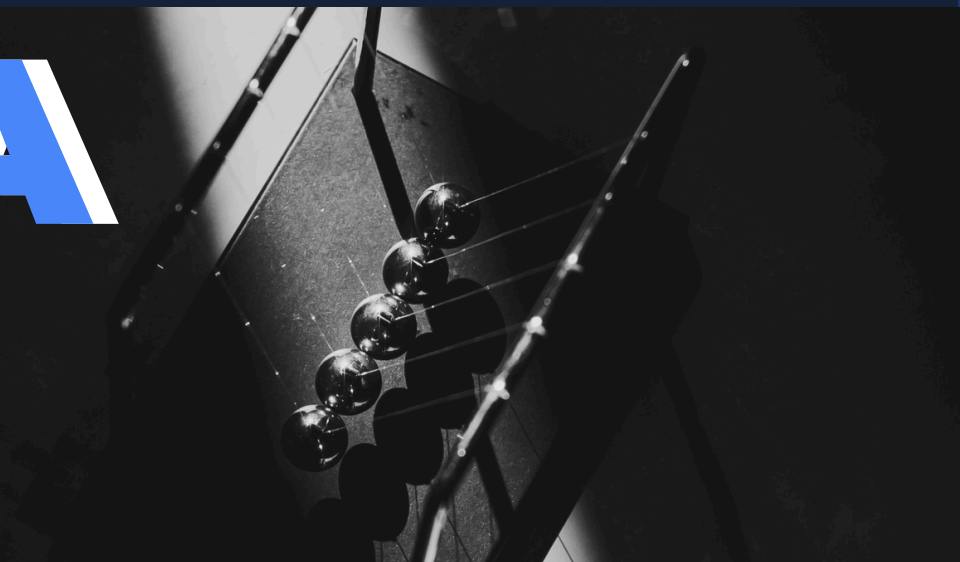


FRICTIONS FOR THOSE WHO LIVE WITH INTENTION...



- Good enough has become the new **standard**.
- There is a world that pushes toward **automatic** living.
- We are always making **unconscious choices**.
- Accepting the **ordinary** instead of something better.

I N E R T I A





BRAND BREW MODEL



CHALLENGING THE INERTIA OF THE ORDINARY

Each PDC action, product, innovation must answer this:
Would someone who lives with intention appreciate this?
Are we challenging the ordinary?

OUR BATTLE



4. CRAFTING OUR PROMISE

The value people can expect from us every day.



EL GRAN CAFÉ DE MÉXICO



Point of parity

RIGHT TO PLAY

Expectations Punta del Cielo must consistently deliver to be considered a credible premium coffee

Excellence & consistent cups

High quality Mexican beans

Right portfolio



Coffeeness

Point of difference

RIGHT TO WIN

Qualities that make Punta del Cielo unmistakably different and impossible to replace

Thoughtful Design

Sensory Experience

Mexican Creative Excellence



Intentional Craftmanship

Coffee elevation made with intention...



RIGHT TO WIN, IN ITS PLACE

Quality is already won. Don't bet on it as the differentiator.

• DIRECTIONAL · perception indices

RIGHT TO PLAY (WON)

- Quality / taste — idx 118 (over-delivered)
- Mexican beans, consistent cups
- Sensory design

RIGHT TO WIN (MOVE HERE)

- Distinctiveness / mental availability
- Proposition capital ("proposing PDC = good taste")
- Presence at the moment of choice

"We design coffee with intention" becomes the **vehicle of saliency** — memorable distinctive assets — not another layer of abstract meaning.

DISTINCTIVE ASSETS + PRESENCE

Own a handful of assets. Show up everywhere they choose.

DISTINCTIVE BRAND ASSETS

- The blue #2070C0 + the eye/cup mark
- The branded cup · "El Gran Café de México"
- Applied with discipline on every touchpoint

MENTAL & PHYSICAL AVAILABILITY

- One strong, consistent social account (close the SOV gap)
- Signage + ritual at each entry point
- Be present where the choice happens

Saliency is built with **distinctive assets + availability**, not with purpose alone.



COFFEENESS



The essence of everything that makes coffee worth experiencing, from its aroma and flavor to the emotions, rituals and connections it inspires.

CRAFTMANSHIP



The belief that every detail deserves intention, care and purpose to create something truly worth appreciating.



Our promise:

COFFEENESS
CRAFSTMANSHIP



WE
DESIGN
COFFEE
WITH
INTENTION



BRAND MODEL
BRAND MODEL

Café Punta del Cielo®



5. DEFINING OUR PURPOSE

The impact we hope to create beyond the products we sell and the promises we keep.



CULTURAL INSIGHT

Life is becoming increasingly automatic, leaving us less present for what truly matters.

CATEGORY INSIGHT

Coffee doesn't create meaningful moments. It creates the presence that allows people to experience them.

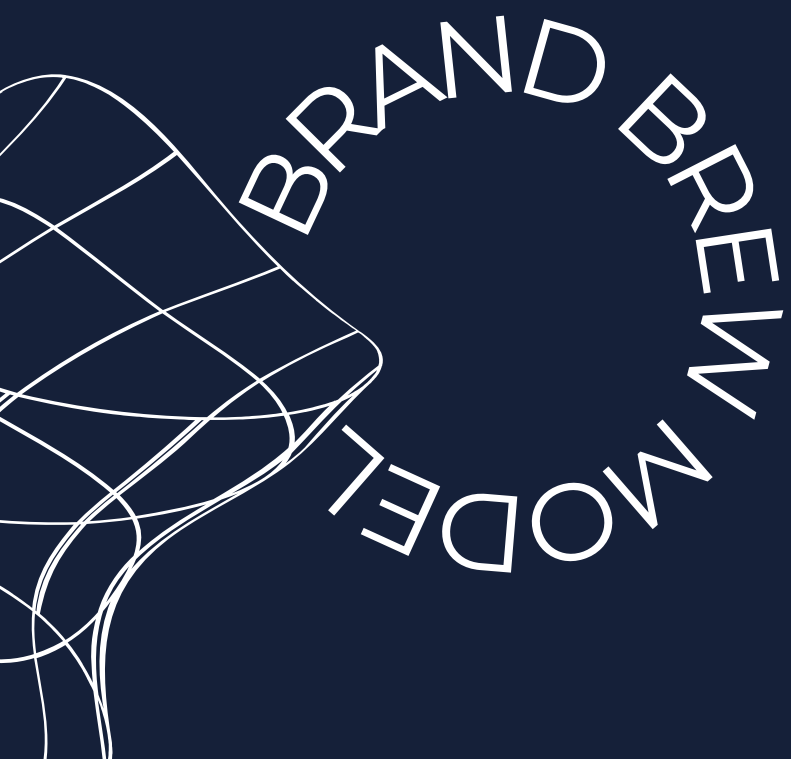


**WHY WE
EXIST?**

BRAND BELIEF

Every coffee experience deserves to be designed* with intention.

*New Mexican creative design





DEFINING OUR PURPOSE



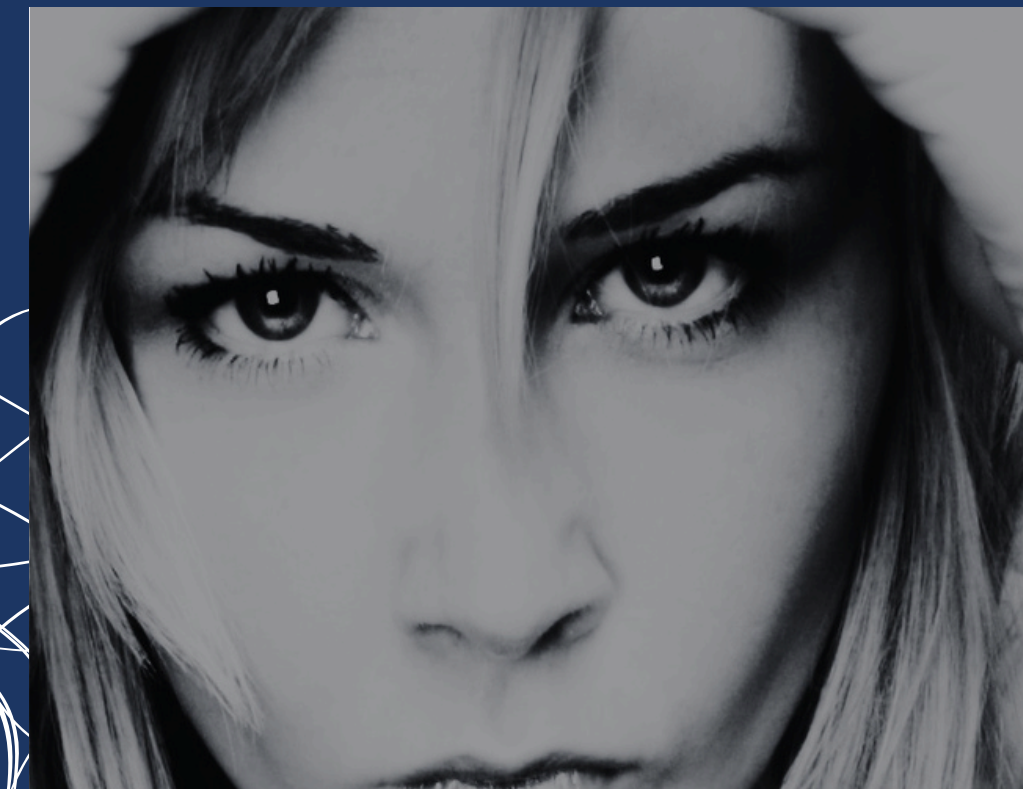
RESTORING PRESENCE FOR A MORE MEANINGFUL LIFE



BREW MODEL
BRAND



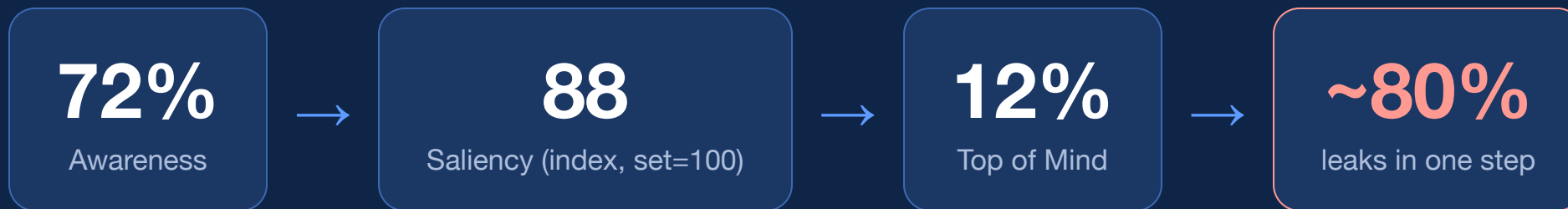
Coffee creates
presence.
Design creates
meaning.



"PRESENCE", THE OTHER MEANING

We have the coffee. Not the recall.

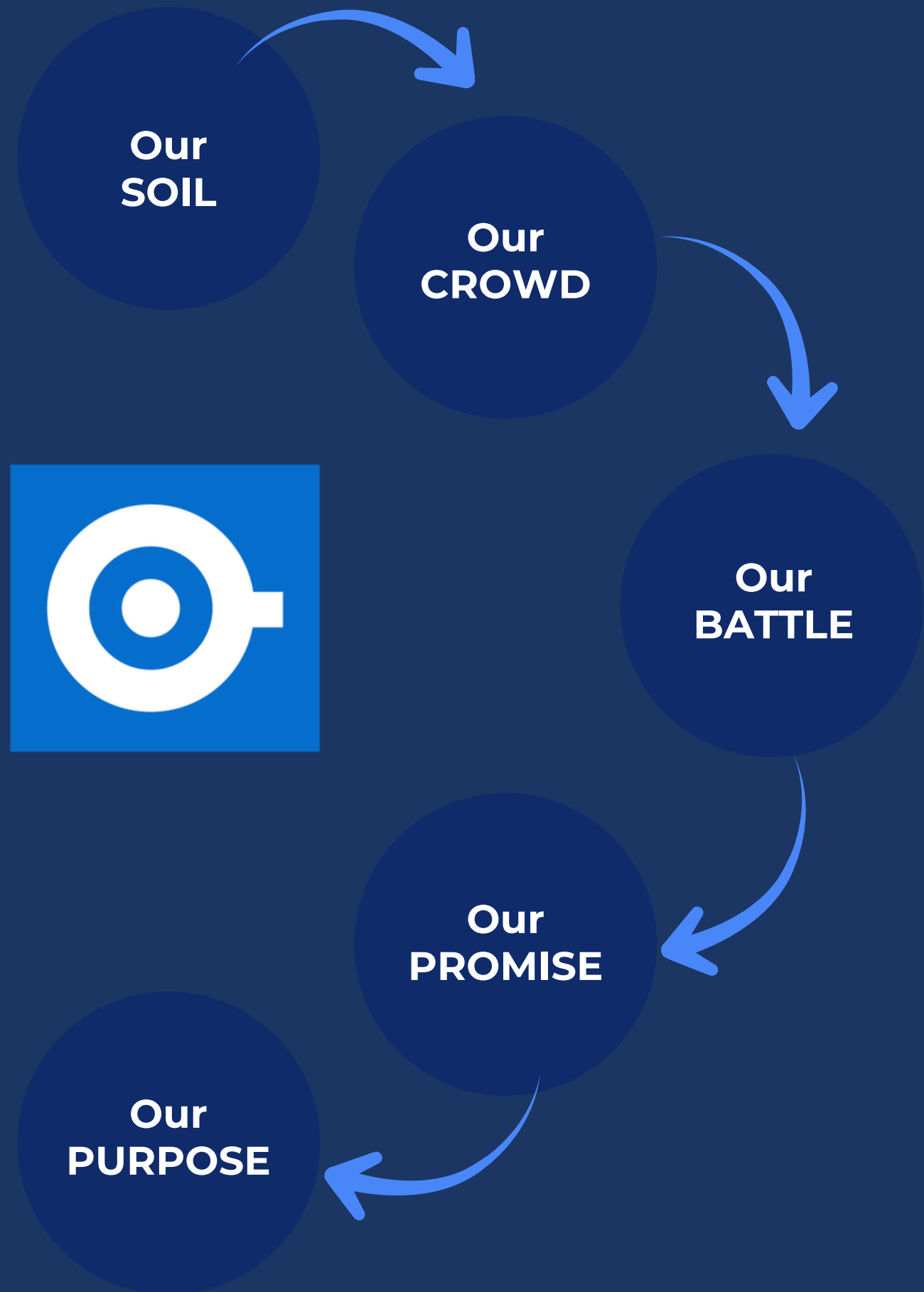
• DIRECTIONAL • perception funnel



• VERIFIED Digital SOV: **29K IG followers vs Cielito 74K**. The deficit is saliency/distribution — not meaning.



**BRAND
NARRATIVE
SO FAR...**

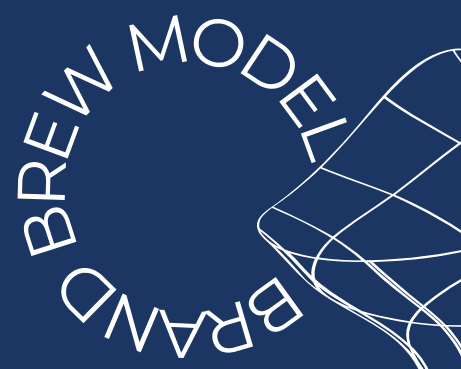


Punta del Cielo belongs to a new generation of Mexican brands redefining excellence through creativity, craftsmanship, and intention.

We exist for people who choose to live intentionally and refuse to settle for automatic ways of living. Because the inertia of the ordinary makes us overlook what truly matters.

We design coffee experiences with intention that restore presence to everyday life.

Because the best moments in life deserve to be fully experienced.



Narrative adjustment: from attributes to meaning



BRAND BOOK

How can we make PDC be perceived as a better brand?

Premium Coffee

Mexican Origin

Product experience

Brand Assets

BRAND BREW

Why should PDC exist in people's lives?

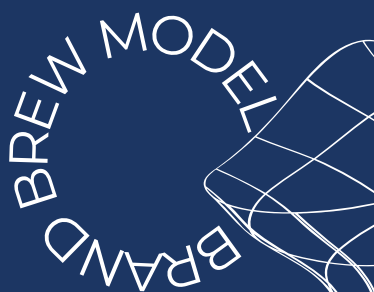
Meaningful Coffee

New Mexican excellence

Intentional design

Brand Philosophy

Connecting attributes with a meaning we can stand for and appropriate





6. BREWING OUR BRAND

How people will feel the brand experience

WHAT GOOD LOOKS LIKE • 12 MONTHS

If it works, these numbers move.

TOM 12% → 20%

Top-of-mind recall in the set

P4W penetration +

More buyers (penetration > loyalty)

SOV 29K → close gap

Social share of voice vs leaders

Proposed targets to lock with the team — **• DIRECTIONAL**. Baselines confirmed in the field phase.

WHAT WE NEED FROM YOU

Direction is solid. The field confirms the magnitude.

We ask to **approve the field phase**: focus groups by occasion + conjoint (n≥300) — to lock segment sizes, pricing and saliency baselines before committing budget.

Directional to steer; field to decide. Verified today: market, shares, locations, SOV, FEMSA control, real reviews.