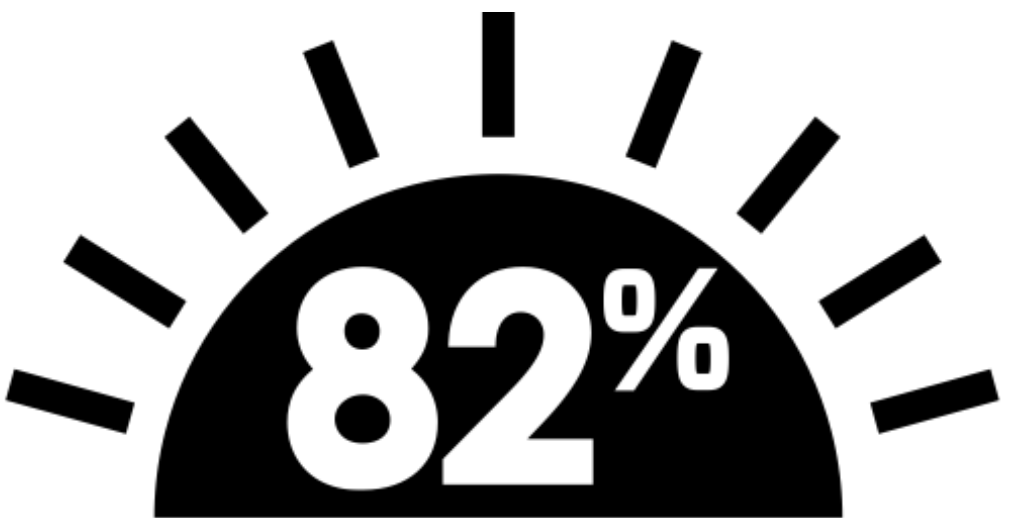


**AMERICA'S
ORIGINAL
GOURMET
COFFEE
SINCE 1859**

**EIGHT
O'CLOCK®**

Licensing Brand Deck

**AS COFFEE
CONTINUES
TO GROW,
EIGHT
O'CLOCK IS
POSITIONED
FOR
SUCCESS**



82%
**CONSUMPTION
DURING BREAKFAST
AT HOME**

3/4
**OF CONSUMERS
DRINK COFFEE TO
WAKE UP
WARM UP
— OR GET AN —
ENERGY
BOOST**

#1 **LEADING
BEVERAGE
CHOICE**
**WELL AHEAD OF BOTTLED
WATER, TEA, OR SOFT DRINKS**

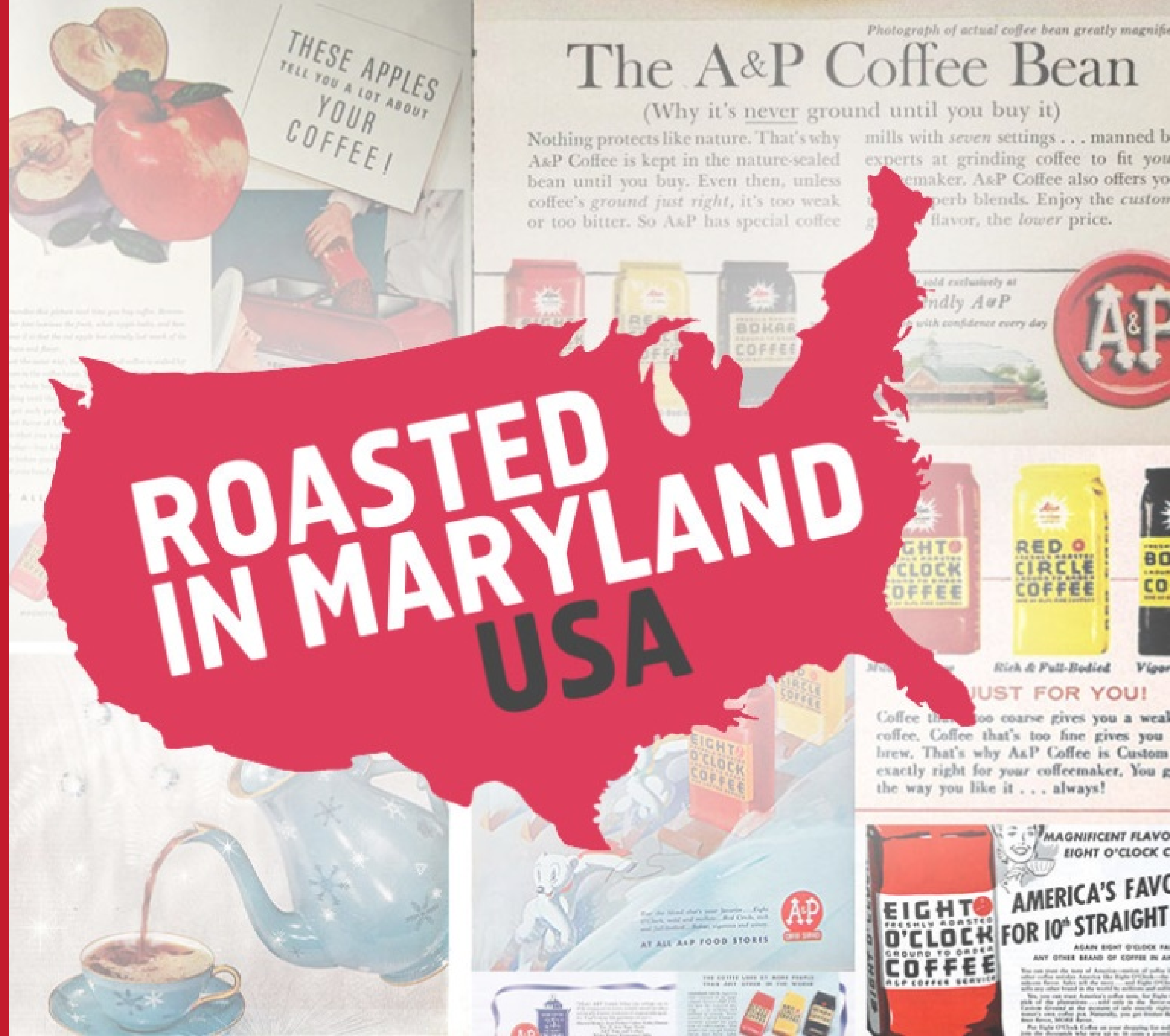
**FLAVOR
PREFERENCE**



YOUR TRUSTED PARTNER

Eight O'Clock Coffee has been selecting and roasting **high quality** 100% Arabica coffee at a **great value** for **over 160 years**.

But quality isn't our only story. Our **warm** and **approachable** personality is what keeps us in cabinets, cups and hearts, year after year.



History: Eight O'Clock Coffee

[Click to view Sizzle Reel](#)

1859

A&P store launched and whole bean coffee is a signature product

1919

The Eight O'Clock brand name was created following a survey which indicated 8:00 AM/PM were the most popular times to drink coffee

2003

EOC sold from A&P and launches ground coffee

2006

Eight O'Clock coffee becomes part of the TATA family of brands

2012

EOC entered the Keurig platform as a licensed brand.

2013

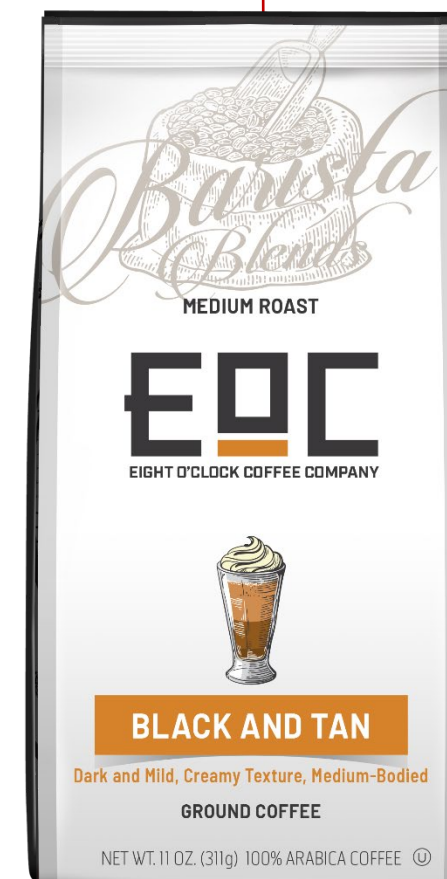
EOC brand refresh provides updated look and new varieties

2019

EOC launches new sub brands: Early Riser, Barista Blends and Flavors of America

2020

Launched FOA All American S'mores LTO

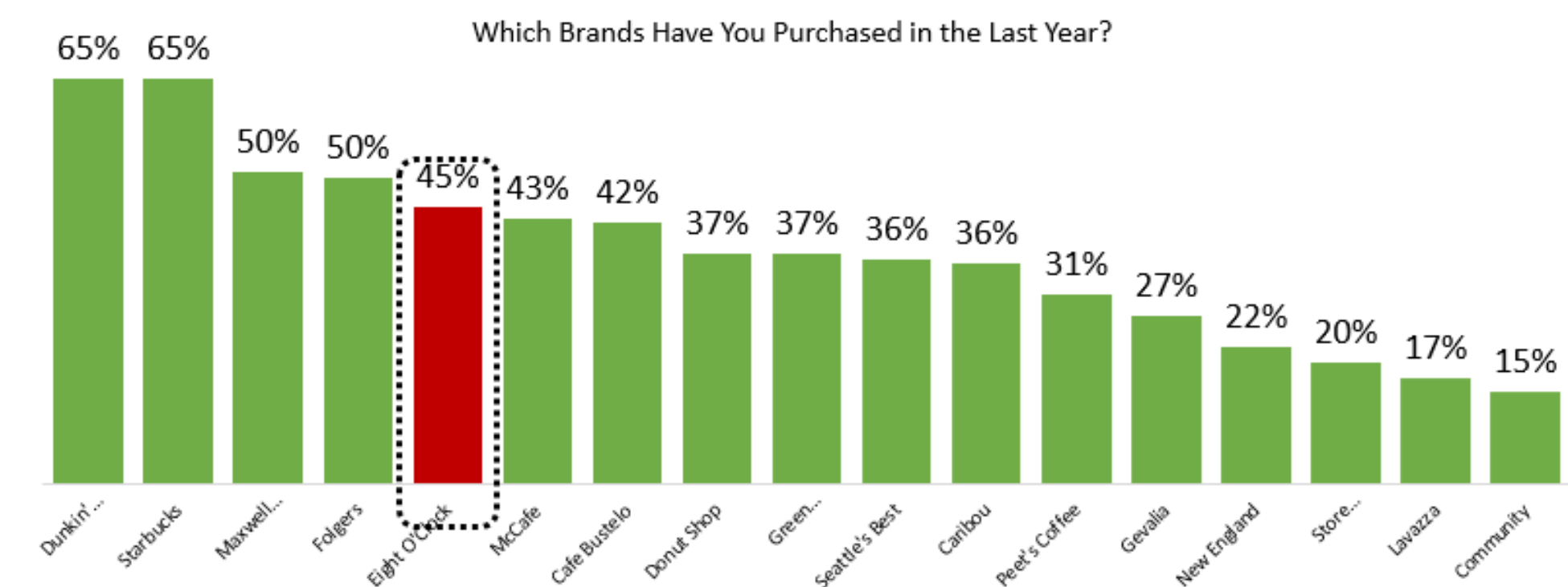


EIGHT O'CLOCK COFFEE is a \$200M NATIONAL BRAND

Eight O'Clock Coffee is sold in over **24,000** stores nationwide.



Eight O'Clock ranks **5th** among all **Packaged Coffee** brands purchased in the past year



Question: Which of the following brands of coffee have you purchased in the past year? (Select all that apply)

STRATEGIC ADVISORS

Confidential Acosta Strategic Advisors 2019

19

Source: Acosta Custom Shopper September 2019

ACOSTA

MEET ALLISON

A REALISTIC Connoisseur

Approachable and dependable, Allison is the friend that loves to explore and try new things, but always stays grounded. She keeps connected via social media and works hard not only for her family, but for a better tomorrow.

Coffee is crucial to her day, both lifting her up and helping her refocus and unwind. The brands she trusts are as reliable and authentic as she is, giving her a sense of security and comfort.

Aged 30+

A few jobs into their career

Living on their own / Settling Down

72% consume coffee at home

61% drink gourmet coffee beverages routinely – 45% in the past day

Value Conscious – but willing to spend for “affordable luxury”

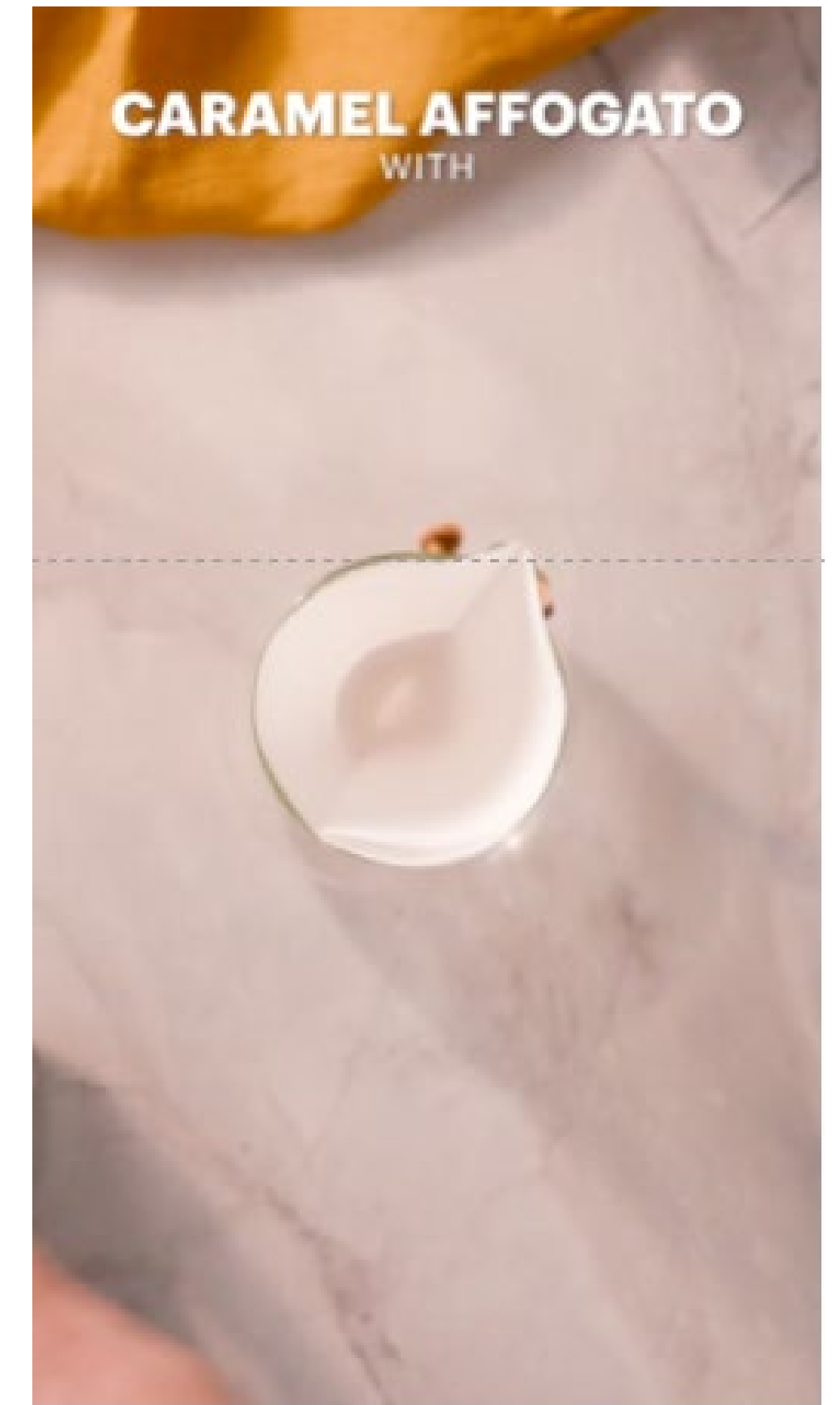
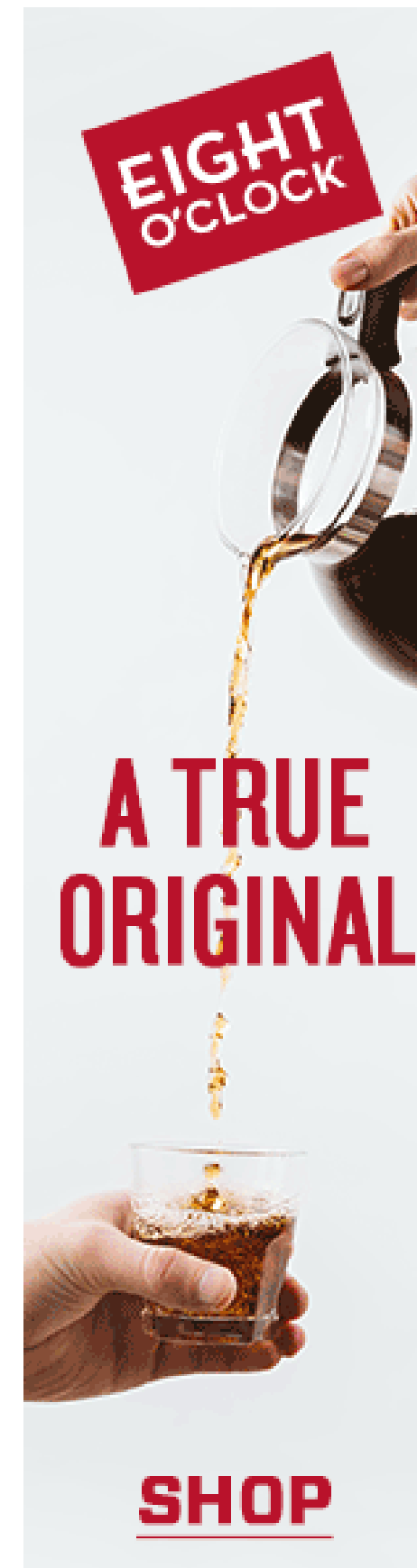
Eco Conscious

Digital natives – fueling advanced beverage expectations



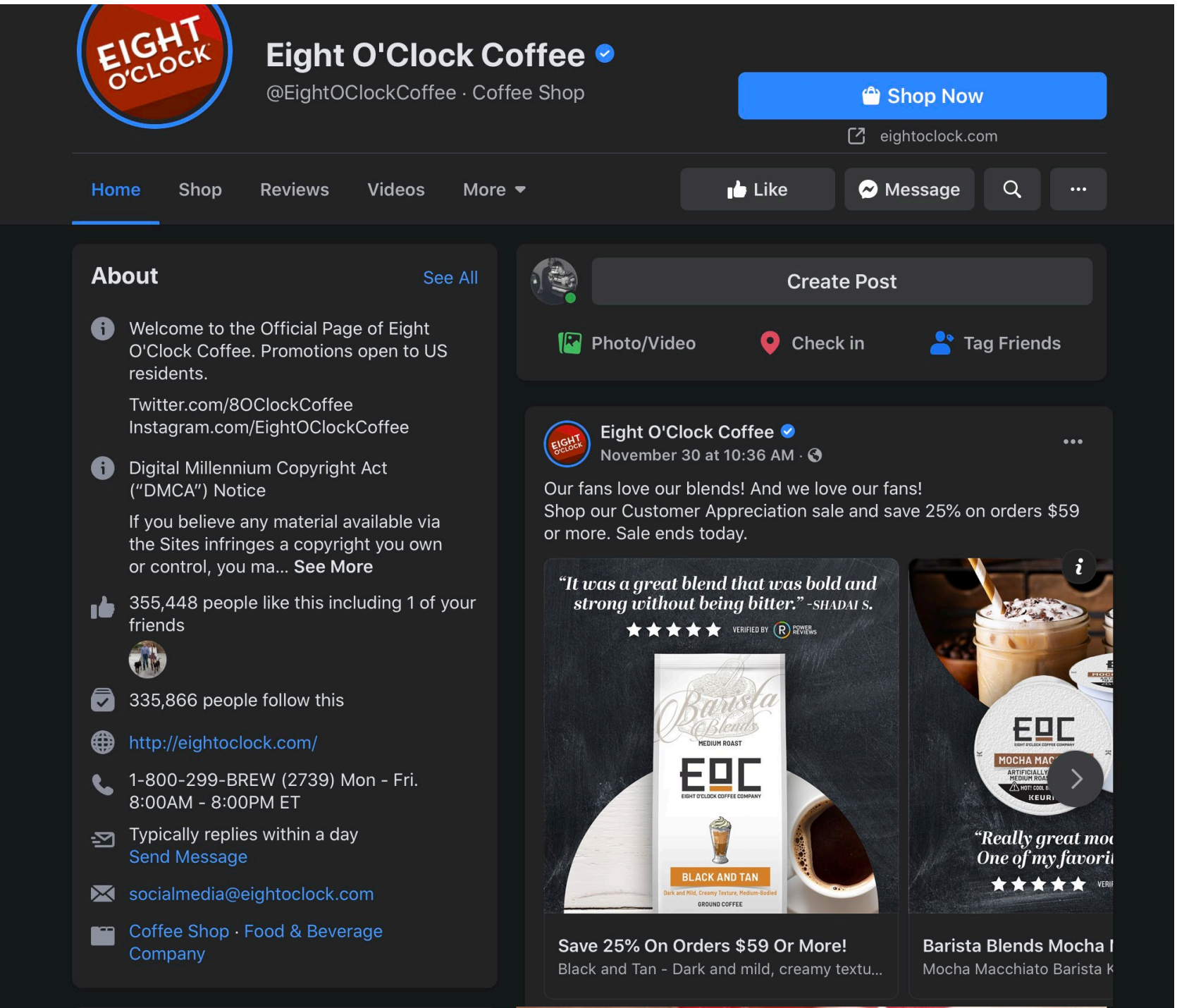
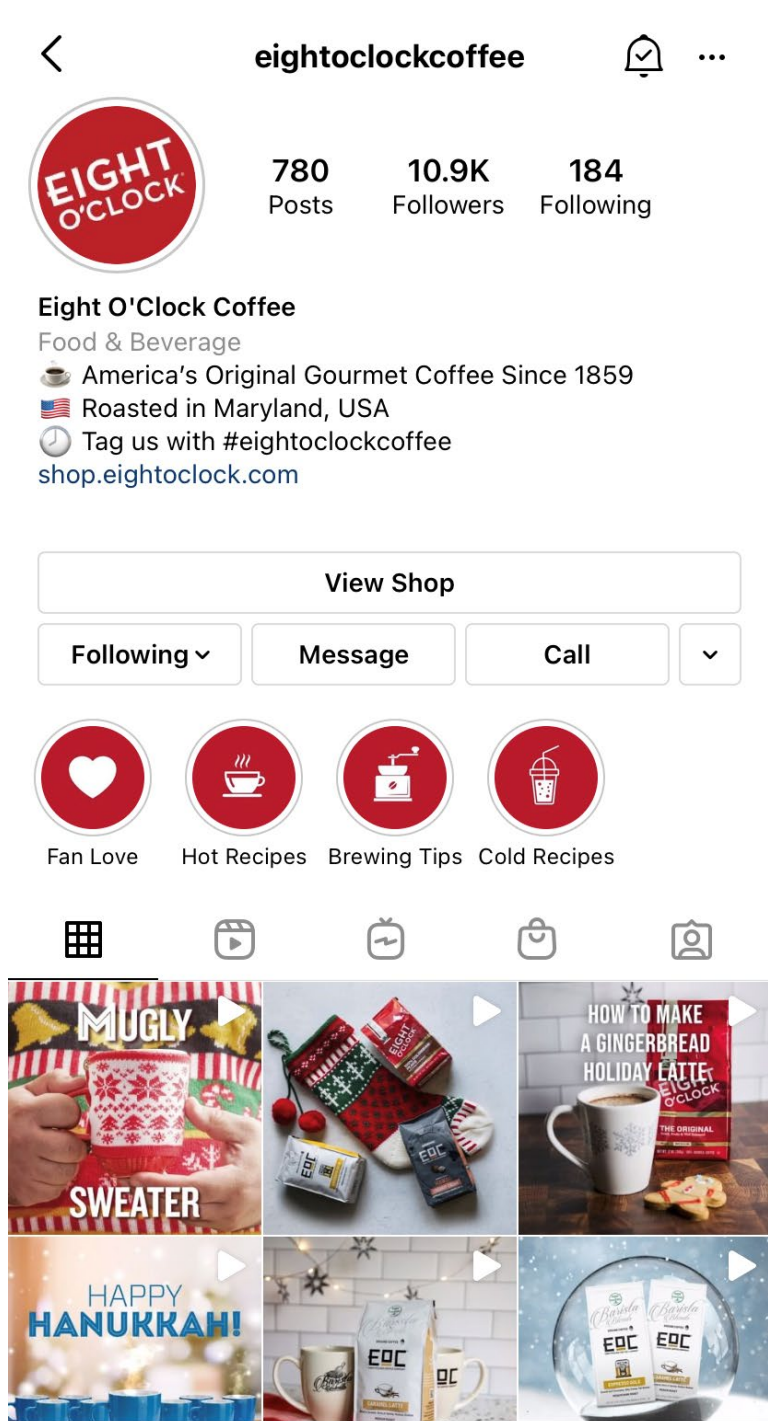
HOW WE KEEP THE CONVERSATION GOING...

DIGITAL AND MOBILE



HOW WE
KEEP THE
CONVERSATION
GOING...

SOCIAL



BRAND COLLABORATIONS

MEET US AT CENTRAL PERK

- **1.6 billion** earned media impressions
- **28%** increased in total EOC sales
- featured in major news outlets, such as:

TIME

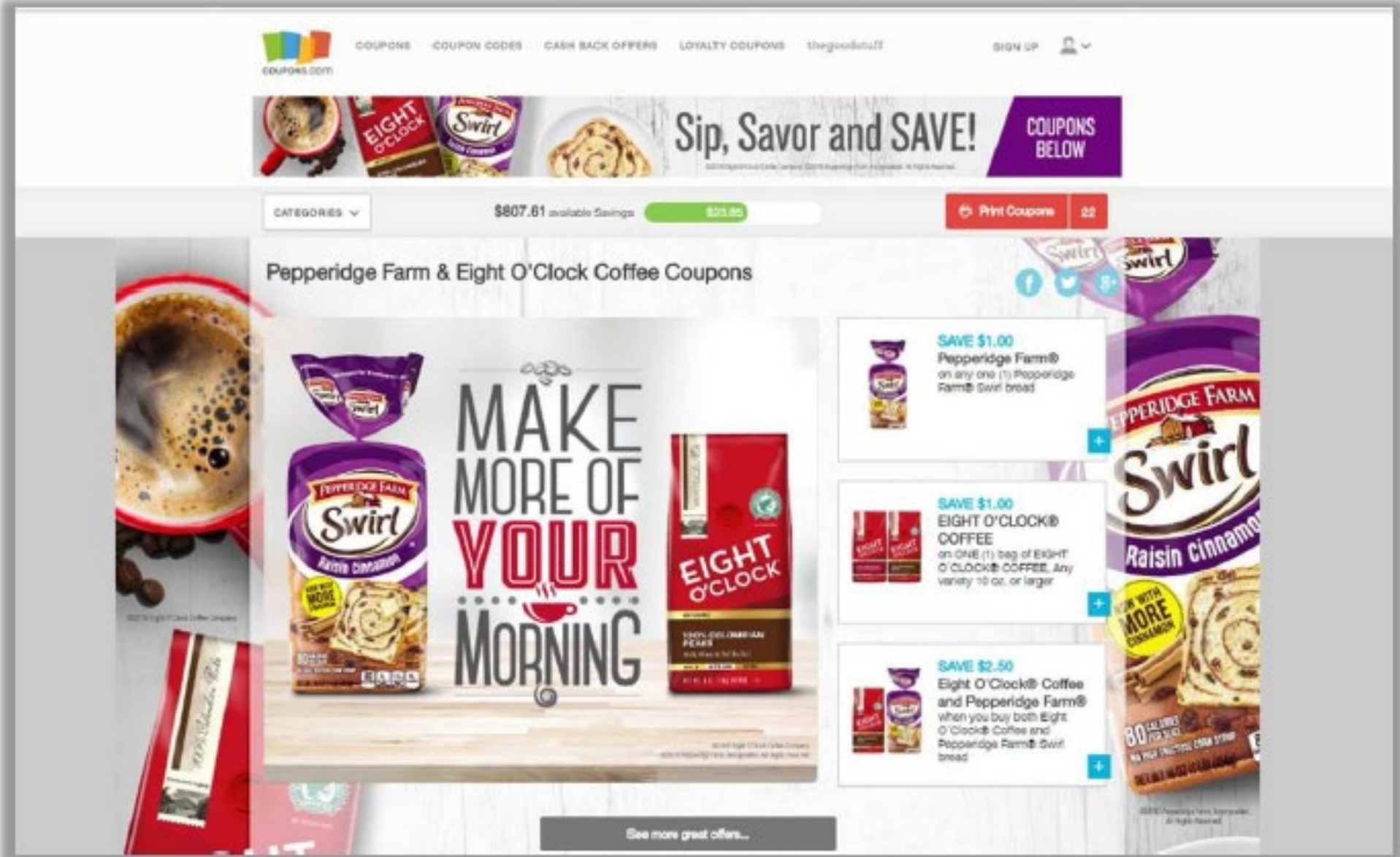
The New York Times

BuzzFeed



BRAND COLLABORATIONS

Co Op programs



Retailer Collaborations



LET'S TALK QUALITY

- Selection of only the best 100% Arabica green coffee
- Stringent health and food safety protocols
- Cupping at every point in the supply chain
- A passionate staff of coffee experts
- Roasted in Landover, Maryland, USA



"AA"
Rating

craftsmanship



care

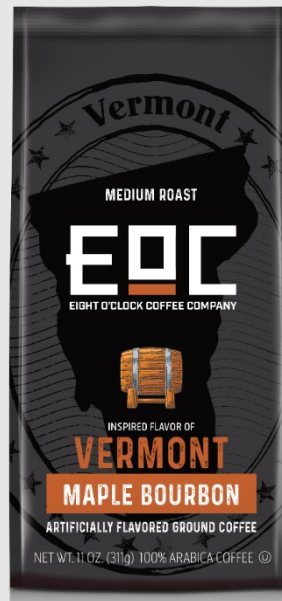
consistency



INNOVATION
TO MEET
EVOLVING
CONSUMER
TASTES AND
EMERGING
MARKET
DYNAMICS.



Barista Blends



Flavors of America



Indulgent Blends



Early Riser/Café Arriba

Barista Blends – BE YOUR OWN BARISTA



On pack communication
of RIR



Rooted in Responsibility furthers our
commitment to the environment,
our farmers, and our customers.
For more on how we're helping to
care for our planet, scan the QR code.



Redirect to “Learn More”
via QR Code Link

Force for Good

Reflects our strong
commitment to sustainability
causes across the entire
supply chain – from bean to
cup!



Flavors of America

Stimulate category buzz and celebrate America!



FLAVORS OF AMERICA

America is 50 states—all united, all unique. And each with a “flavor” distinctly its own. Our master blenders celebrate this variety with our new coffee collection! Try one of our star-spangled creations today.

- Limited Edition Summer Seasonal ‘All American Classic S’Mores
- 2 new States to be launched in Q2 2021



Indulgent Blends

Drive impulse purchases with inviting Indulgent chocolate flavors!



Early Riser

Disrupting the value segment where Can coffee buyers have decreased their loyalty and increased share of bags and K-Cups over time.



Café Arriba

Café Arriba is a strong contender to grow the Latin Coffee segment where there's demand but little innovation. Hispanic coffee consumers conveyed strong purchase interest and almost two-thirds would buy incrementally.

BOLD FLAVOR

A bold flavor that's intense and intriguing!

BOLD ATTITUDE

Embraces a new and younger Hispanic audience looking for a coffee that resonates with them!



Licensing Contact

THE B[®]AND LIAISON

OPENING DOORS. CLOSING DEALS.

Steven W. Heller

Tel: 855-843-5424

Cell: 561-302-7838

Karen Diamond

Tel: 855-843-5424

Cell: 201-310-2798

www.TheBrandLiaison.com