

# An Opportunity Has Been Brewing



# Finland's Coffee Culture

## Coffee Capital

Finland ranks first in the world for coffee consumption, making it a prime market for Starbucks.

## Preferring Strong and Black

While Starbucks is known for its sweet coffee drinks in America, the Finnish people prefer their coffee strong and black.



# A Deep Dive

## Home Brewing Culture 🏠

The Finnish people have a strong preference for home brewing, creating opportunities for Starbucks to introduce a new coffee culture.

## Finnish Specialty Coffee Scene ☕

From the Finnish Moccamaster Championships to the Helsinki Coffee Week, there's a thriving specialty coffee scene in Finland that Starbucks can tap into.

# Addressing Challenges

## 1 Negative Perception of Multinational Corporations

Starbucks needs to acknowledge concerns about labor exploitation and engage in ethical practices to gain trust from the Finnish market.

## 2 Adapting to the Home Brewing Culture

To succeed in Finland, Starbucks must shift its focus from takeaway culture to embracing and promoting the home brewing culture.

## 3 Reinventing the Flavors

Starbucks should introduce coffee flavors that resonate with the Finnish palate, emphasizing quality and strength over sweetness.

# Two Types of Finnish Coffee Drinkers

## The Average Joe

Overwhelmed by the choices at the grocery store, this customer seeks guidance. Starbucks can provide expertise and help navigate the world of coffee.

## The Coffee Snob

A connoisseur of coffee, this customer frequents independent cafes. Starbucks can appeal to their discerning taste with quality beans and brewing equipment.

# The Starbucks Home-Brewing Experience

## Educational Workshops

Host workshops to educate people on different coffee beans, brewing methods, and how to achieve the best taste at home.



*Coffee*  
**WORKSHOP**

<b>BARISTA WORKSHOP</b>	<b>NEW</b> <b>ROASTING WORKSHOP</b>
Fundamental Skills or Advances techniques	Fundamentals, p science and equ
<b>02.10.2018</b>	<b>09.10.2018</b>

MORE INFO  Made with Gamma

## Premium Coffee Beans ☀️

Select and sell premium coffee beans tailored to the Finnish palate, catering to both the Average Joe and the Coffee Snob.



## Machines and Accessories

Offer a range of machines and accessories for home brewing, fully embracing the home brewing culture and providing convenience to customers.





# In Summary

## 1 A Shift in Approach

To succeed in Finland, Starbucks must shift its focus from takeaway coffee to engaging with the home brewing culture.

## 2 A Part of Finland's Coffee Scene

By embracing the Finnish coffee culture, Starbucks can change the perception of the brand and become an integral part of Finland's vibrant coffee scene.