An Opportunity Has Been Brewing



Finland's Coffee Culture

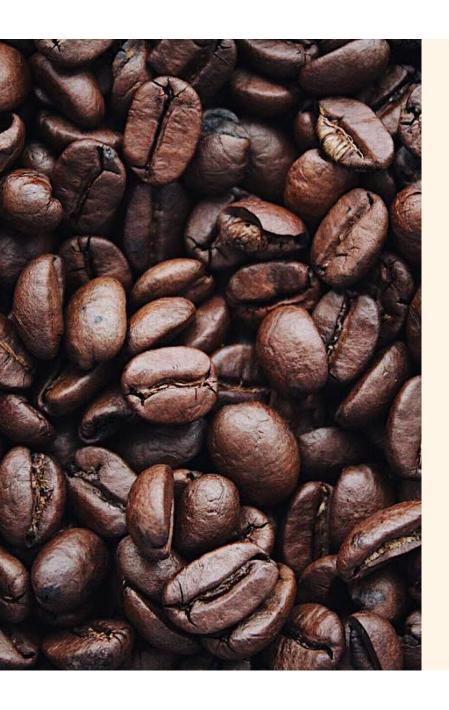
Coffee Capital 🛨

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.

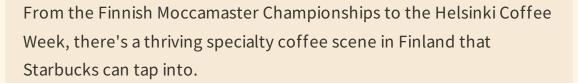


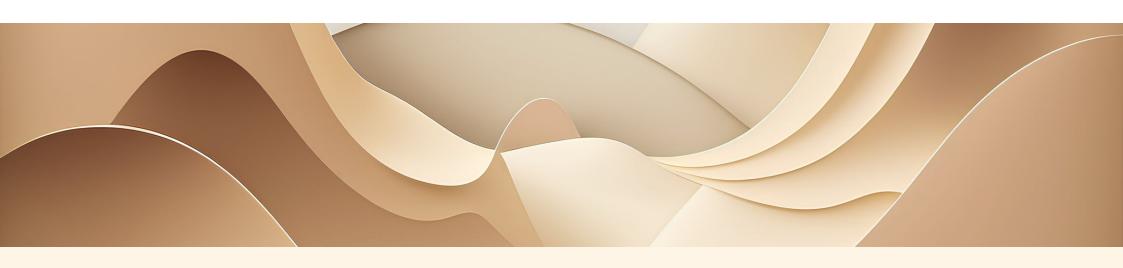
A Deep Dive

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





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.

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.

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.



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.

