

The creative brief.

Tell the story of a café break through textures and ingredients. No health claims.

The idea

A moment of green.

Tone of voice

Natural. Calm. Ingredient-led.

Keep in mind

Preserve the original logo. Do not invent prices, product specifications or promises. Have the concept reviewed before use.

Visual direction



A moment of green.

AI-generated photo. Fictional object, not an exact depiction of an actual product. No brand partnership.