Business plan for the internationalization of Cool Beans

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Company Overview

Cool Beans is a Colombian artisanal cold brew coffee brand produced by método cafe, a coffee company based in Ibagué, Tolima, founded in 2020. Brand management is handled by a professional barista with extensive experience in specialty coffee and deep knowledge of cold extraction processes.

1.1. Origin

Cool Beans was created in response to the growing demand for innovative coffee products that combine superior quality, authentic origin, and a commitment to sustainability. The brand is built on three strategic pillars:

- The product is made using a 24-hour cold immersion process that extracts a naturally sweet flavor profile, with reduced acidity and aromatic complexity, without the need to add sugar, sweeteners, or artificial preservatives.
- Cool Beans maintains direct commercial relationships with coffee growers in Tolima, ensuring that every production batch can be traced back to the specific farm of origin. This model directly benefits Colombian rural economies and preserves the region's coffee traditions.
- The brand has developed a complete narrative universe around the character "Mr. Bean," an anthropomorphic coffee bean illustrated in a vintage style who stars in serialized stories. This narrative branding strategy differentiates Cool Beans from competitors who rely solely on the product's functional attributes.

1.2. Current Operations

Cool Beans currently operates successfully in the local market of Ibagué through a multi-channel distribution model that includes:

- Specialty coffee shops and restaurants, the base revenue channel with recurring sales. Bars and nightlife establishments, diversification that captures social consumption occasions (as a non-alcoholic alternative or a base for cocktails). Sports and wellness events, experiential marketing that builds brand value.

The product is sold in 207ml glass bottles at a retail price of $12,000 COP, positioning it in the accessible premium segment.

A distinctive element of Cool Beans is its system of strategic alliances, where each point of sale is not merely a distributor but a co-star of the brand's narrative. Each partner receives personalized material that integrates their identity with the Mr. Beans universe, generating organic content and building loyalty beyond purely economic considerations.

2. Product Identification

2.1 Technical Specifications

Feature	Specification
Trade Name	Cool Beans Cold Brew
Category	Ready-to-Drink Coffee
Sub-Category	Artisanal Specialty Cold Brew
Format	207ml Glass Bottle
Ingredients	Colombian Specialty Coffee (100% Arabica) + Water
Production Process	24-hour cold immersion in a controlled environment
Coffee Origin	Tolima, Colombia - Direct Trade Growers
Storage	Mandatory refrigeration 2-8°C
Shelf Life	90 days refrigerated
Distinguishing Features	No added sugar, no preservatives, no artificial sweeteners

2.2 Organoleptic Characteristics

The 24-hour cold extraction method creates a unique sensory profile for the coffee that stands apart from traditional preparations: the process naturally extracts the coffee's sugars without needing added sweeteners. Crucially, the absence of heat results in a lower malic acidity, yielding a product that is notably smoother and easier to drink. This cold process also preserves complex aromatic nuances, making the resulting beverage an ideal choice for a refreshing drink or a natural energizer.

2.3 Value Proposition

Cool Beans is positioned as a premium alternative in the beverage market through:

- Authenticity: 100% natural product that maintains the integrity of Colombian coffee without artificial modifications.
- Complete Traceability: Every bottle can be traced back to the farm of origin, ensuring total transparency in the supply chain.
- Premium Experience: Glass packaging, distinctive design, and brand narrative create a consumption experience that transcends the purely functional.
- Versatility: Functions as a ready-to-drink beverage or as a base for specialized preparations in coffee shops and bars.

Introduction: Context And Product In Global Markets

Growth of the Global Cold Brew Market

The global cold brew market is experiencing accelerated growth driven by shifts in coffee consumption patterns. According to Fortune Business Insights (2025), the market is expected to reach USD $4.88 billion by 2032, fueled by consumer preference for specialty coffee and innovative Ready-to-Drink (RTD) product offerings. This growth represents a significant Compound Annual Growth Rate (CAGR) that reflects the structural transformation of coffee consumption toward more convenient and sophisticated formats.

Cold brew has transitioned from a niche product in specialty coffee shops to a mainstream category available in mass retail channels. This change responds to three converging trends: the premiumization of coffee consumption, the search for convenience without sacrificing quality, and the preference for products with differentiated flavor profiles.

Specialty Coffee and Conscious Consumption

The specialty coffee segment is showing growth rates higher than the general coffee market. The International Coffee Organization (2022) noted that in the 2021–2022 period, average global consumption reached about 170.3 million bags of green coffee, an increase of 3.3% over the previous period. Within this general growth, the specialty segment shows particular dynamism driven by consumers who value traceable origin, ethical certifications, and sustainable practices.

Millennials and Generation Z have developed specific expectations regarding the coffee products they consume, valuing authentic origin, complete traceability from the producer, and narratives that connect directly with local farmers. According to CoffeeBI (2024), these demographic segments seek products that represent fair trade and contribute to the development of rural economies in producing countries elements that define their purchasing decisions beyond price.

Healthy Consumption Trends

The market presents three converging trends that create specific opportunities for products like Cool Beans:

- Decrease in Alcohol Consumption: Particularly among young consumers, there is a marked trend towards moderation or abstinence from alcohol, creating demand for sophisticated alternatives for social occasions (Infobae,2025.).
- Search for "Clean Label" Products: Consumers demand simplicity in ingredients, transparency in production processes, and the absence of artificial additives, preservatives, or sweeteners. This trend reflects a psychological demand for authenticity and naturalness.

- Increased Health Awareness: The growth of active lifestyles and health consciousness (Statista, 2024) complements the need for products that are both functional (providing caffeine) and healthy (no added sugar).

Competitive Position of Colombian Coffee

Colombia maintains a privileged competitive position in international coffee markets. Chango and García (2021) concluded that Colombia holds a sustained competitive advantage due to higher production volumes, institutional strategies, and capacity for technological adaptation. This established reputation facilitates the entry of value-added Colombian products into international markets.

For the 2025/2026 trade year, estimated coffee production in Colombia is approximately 12.5 million bags of "green bean equivalent" (GBE), albeit with a 5.3% drop compared to the previous period due to heavy rains (FAS USDA, 2025). Despite year-over-year variations due to climatic factors, Colombia maintains its capacity to supply international markets with high-quality coffee.

Problem identification

How can Cool Beans, a Colombian company specializing in artisanal cold brew coffee with a 3-month shelf life and a 100% natural value proposition, successfully implement a nearshoring manufacturing model that allows it to access and market its product in international specialty coffee markets?

Justification of the problem

1. Internationalization Opportunity

Cool Beans faces a strategic internationalization opportunity based on three converging dimensions:

- Market Opportunity: Developed international markets show sustained growth in cold brew and specialty coffee, valuing the authenticity, traceability, and natural formulation of Cool Beans.

- Competitive Advantage of Colombian Coffee: The global reputation of Colombian coffee for its superior quality facilitates international market entry and reduces acceptance barriers just as the national coffee federation has achieved.
- Favorable Consumption Trends: Decreased alcohol consumption, the rise of the wellness lifestyle, and a preference for "clean label" products create perfect conditions for natural, artisanal cold brew adoption.

Barriers to Direct Export

Despite the clear opportunity, Cool Beans faces limitations that prevent direct export from Colombia.

Problem 1: Limited Product Shelf Life: The 100% natural, preservative-free product has only a 90-day refrigerated shelf life. International transit (15-20 days) consumes 17-22% of this life, making direct export unviable and do not want to modify the natural formula.

Problem 2: Fragile Packaging and Logistics Risk: The essential glass bottle is fragile, escalating risks in sea freight. Colombian logistics systems are not optimized for products combining limited artisanal production, fragile packaging, an uninterrupted cold chain, and a short shelf life.

Problem 3: International Refrigerated Transport Costs: Refrigerated shipping is significantly costlier, affecting the competitiveness of a low-density product (207ml) with limited margin at origin, which competes with local cold brews.

Problem 4: Loss of Organoleptic Characteristics: Prolonged transits and temperature variations during logistics (handling, customs) can subtly damage the complex sensory profile that distinguishes Cool Beans 24-hour cold brew.

The Proposed Solution: Nearshoring Manufacturing Model

The strategic solution is a manufacturing (maquila) model under a nearshoring scheme.

- Production Near the Consumption Market: A specialized maquiladora in the destination market will execute the 24-hour cold immersion process according to Cool Beans exact technical specifications.
- Strategic Control Preserved: Cool Beans maintains full control over the formula, the selection/shipping of coffee beans from Tolima, process specifications, brand design, and distribution strategy.
- Beans Coffee as Input: The only element transported is the green or roasted coffee bean, which has a 12–24 month shelf life (vs. 90 days for cold brew), requires no refrigeration, has higher value density, and is resistant to temperature variations.
- Optimized Production: The maquiladora produces on site based on real demand, eliminating shelf life loss in transit, breakage risk, transcontinental refrigeration costs, and the risk of organoleptic loss.

Contribution to the Field of International Business

This model fills a gap by developing a framework for products that must balance: Authenticity of Origin (Colombian narrative), Logistical Viability (producing near the market), and Qualitative Variables (preservation of sensory profile and value coherence).

The study provides evidence that maquila under nearshoring is a viable alternative for perishable goods companies, enhancing operational efficiency and strengthening quality perception (Fernández-Miguel et al., 2022).

Unlike other models, Cool Beans' nearshoring maintains a direct impact on Colombian coffee growers through a sustained demand for specialty coffee from Tolima, direct commercial relationships and fair prices, traceability that preserves the origin narrative.

Objectives

General Objective

To develop an internationalization plan using a nearshoring manufacturing model that enables Cool Beans to successfully commercialize its artisanal cold brew in international specialty coffee markets, while preserving the product's quality, direct traceability to Tolima coffee growers, the authenticity of the Colombian origin narrative, and ensuring the economic viability of the operating model.

Specific Objectives

- Evaluate and compare key international markets to identify the optimal destination country that offers the best balance of conditions for implementing the nearshoring maquila model. This will be done through a PESTLE analysis to ensure the operational and commercial viability of the project.
- Design the logistics model for exporting inputs and the nearshoring scheme for Cool Beans, determining the optimal strategy to overcome the logistical barriers of the finished product, the premium positioning strategy and the sustainable competitive advantages against local cold coffees and established brands.
- Identify the regulatory, sanitary, import, labeling and documentation requirements necessary to export Colombian coffee beans to the selected market and to produce cold brew coffee in accordance with the food safety framework of that country.
- Establish the logistics (distribution) and marketing plan for cool beans in the selected country.

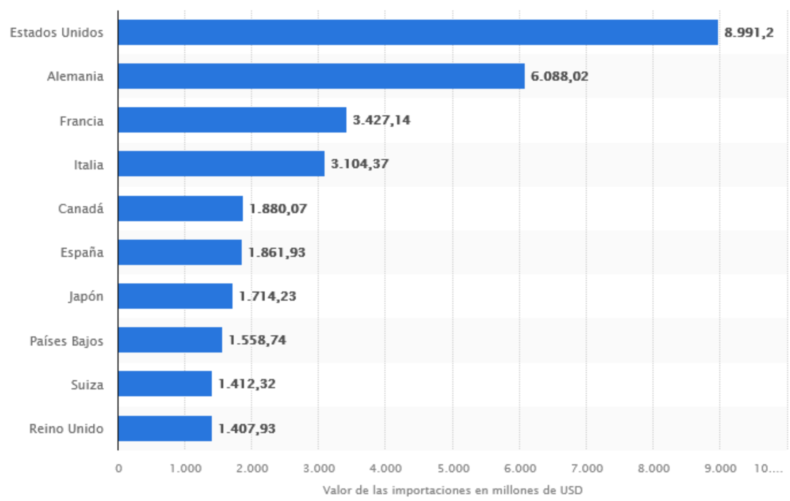
Market Selection

Selecting the target market for implementing the nearshoring model requires a multidimensional analysis that considers not only market size, but also the infrastructure for processing cold brew, the specialty coffee consumption culture, health and import regulations, ease of doing business, trade agreements with Colombia, and geographical proximity. This is key because what will be exported from Colombia will be roasted coffee beans, ready to be processed into cold brew in the destination country. To identify the optimal target market, a PESTLE matrix will be applied, systematically evaluating the Political, Economic, Social, Technological, Legal, and Environmental factors of three pre-selected candidate markets, chosen for being the largest coffee importers globally: Canada, France, and Germany.

Despite the United States representing the largest and most dynamic cold brew market globally, projected to reach USD 4.88 billion by 2032 (Fortune Business Insights, 2025), and historically being the main destination for Colombian coffee exports with over USD 1.29 billion exported through November 2025 (StoneX, 2025), this market was ruled out as a destination for Cool Beans' nearshoring manufacturing model due to current diplomatic and geopolitical considerations. Tensions in bilateral relations between Colombia and the United States during 2025 generate regulatory uncertainty and operational risks that could compromise the long-term viability of a manufacturing operation that requires stability in import regulatory frameworks, sanitary certifications, and facilitation of continuous commercial transactions.

Figura 1.

Top coffee importing countries based on global import value in 2024 (in millions of dollars)



Nota. Created by Statista, 2025. Copyright 2025 by Statista.

Pestle Analysis And Target Market Selection

The PESTLE analysis was developed using comparable criteria to assess political stability and agreements with Colombia; economically, market size and costs; socially, consumer culture and willingness to pay for premium products; technologically, cold brew infrastructure and the availability of co-packers; legally, regulatory complexity for food; and environmentally, sustainability policies in order to identify the most suitable country for the nearshoring model. A comparative qualitative analysis was conducted for each PESTLE dimension, combining objective data with critical qualitative factors (enablers or obstacles). The goal was to identify the country that offered the best balance of factors for the nearshoring maquila model of a perishable, artisanal product based on origin authenticity.

Primary institutional sources and macroeconomic reports from organizations such as the International Coffee Organization (ICO, 2022), ECLAC (2005, 2021) and the Doing Business 2019 report were consulted; specialized secondary sources on the nearshoring model (Fernández-Miguel et al., 2022; De la Cruz & Varela, 2022; Dunning, 1998) and the socioeconomic impact of maquila (Borgeaud-Garciandía, 2009; Camacho Reyes, 2014) were reviewed; macroeconomic and market data were compiled from platforms such as Statista, Fortune Business Insights (2025) and the Global Competitiveness Report 2019; regulatory information and political stability were analyzed with the Index of Economic Freedom, Freedom House; and reports on the specialty coffee market, consumption trends (CoffeeBI, 2024; Infobae,2025)and cultural factors were consulted.

PESTLE Analysis Results by Country

CANADA

Canada offers exceptional political stability and maintains positive relations with Colombia, thanks to the Canada-Colombia Free Trade Agreement (FTA/TLCCC) which eliminates tariffs on coffee and encourages foreign investment. From an Economic perspective, the cold brew market shows sustained growth and high purchasing power (high GDP per capita) supporting premium consumption. Furthermore, operating costs are moderate, and geographical proximity reduces green bean shipping costs. Socially, daily coffee consumption is high, with a rising trend toward specialty coffee and clean labels, and a young urban demographic that values the authenticity and traceability attributes of Cool Beans. The country benefits from world-class logistics infrastructure (Technological), including a sophisticated cold chain and specialized co-packers (particularly in Ontario and British Columbia), with advanced traceability and e-commerce systems. In the Legal domain, the Canadian Food Inspection Agency (CFIA) regulates with rigorous yet transparent and predictable standards, facilitating bilingual labeling and achieving a high ease of doing business. Finally, Environmental regulations are strict and promote sustainability; glass packaging is a competitive advantage as consumers value circular economy policies.

FRANCE

France maintains institutional stability within the EU, although it shows greater social volatility and bureaucratic complexity compared to Canada. While the EU-Colombia Agreement is favorable (Political), EU membership requires conformity with complex supranational regulations. Economically, France has a significant coffee market with high GDP per capita, but presents significantly higher operating costs than Canada and a greater geographical distance which increases green bean shipping costs. Socially, the country has a sophisticated and deeply rooted coffee culture; however, cold brew is an emerging, non-mainstream segment, indicating a more conservative adoption of innovations. The logistics infrastructure is developed (Technological), but the availability of specialized cold brew co-packers is limited compared to North America, and the adoption of food e-commerce is lower. EU food regulation is extremely rigorous (Legal), and the French bureaucracy is notoriously complex and slow, resulting in higher regulatory compliance costs and a lower ease of doing business. In the Environmental dimension, regulations are very strict and sustainability is valued, but the higher carbon footprint generated by transportation from Colombia to France may negatively impact consumer perceptions.

GERMANY

Germany offers solid political stability as the leading economy in the EU, though it shares the supranational regulatory complexities with France (Political). Economically, it is the largest coffee importer in Europe and boasts the highest GDP per capita of the three countries, but faces high operating costs and intense competition from established brands. The coffee consumption culture is exceptional (Social), with a strong preference for high quality and traceable origin. Furthermore, its consumers are extremely sustainability-conscious, aligning perfectly with the Cool Beans proposition. Technologically, it features world-class logistics infrastructure (e.g., Port of Hamburg), sophisticated co-packers, advanced traceability systems, and a well-developed e-commerce presence. Similar to France, it is subject to strict EU food regulations (Legal). However, while the bureaucracy is complex, it is more predictable than the French, which translates into high compliance costs. In the Environmental realm, it has the strictest regulations. Consumers highly value sustainability, and the packaging deposit system (Pfand) favors the use of Cool Beans' reusable glass packaging.

Results: Selected Market

The exhaustive PESTLE analysis revealed crucial differences among the candidates, confirming Canada as the superior choice for implementing the Cool Beans nearshoring maquila model. This selection was based on decisive factors, the most relevant being Geographical Proximity and Logistics Efficiency, which ensures faster coffee bean shipping times than to Europe, thereby reducing costs and quality risks. This advantage is compounded by Regulatory Simplicity and Predictability provided by the bilateral FTA, which offers a less bureaucratic and more transparent framework than the complex EU regulations (France and

Germany). Finally, Canada combines a growing but less saturated cold brew market, an exceptional cultural alignment with the brand's values (sustainability, wellness, and traceability), and a high ease of doing business that optimizes scalability and the potential for regional expansion into the United States.

Despite being a major coffee importer, Germany is a more suitable market for a later expansion phase due to its more complex European regulatory framework, a more significant language barrier, high competitiveness, and greater logistical distance. On the other hand, France presents the greatest initial challenges: notoriously complex and slow bureaucracy, a less developed cold brew market, and greater social volatility that could disrupt supply chains.

Entry Conditions: Cool Beans To Canada

Cool Beans will implement a nearshoring toll manufacturing (maquila) model that requires two distinct regulatory flows: (1) exporting coffee beans from Colombia to Canada, and (2) producing and commercializing cold brew on Canadian territory. coffee beans enter Canada duty-free under the Canada-Colombia Free Trade Agreement. Green coffee is classified under HS code 0901.11, while roasted coffee corresponds to HS code 0901.21 (Clearit, 2024).

The Canadian Food Inspection Agency (CFIA) regulates the importation of food products into Canada. Importers must comply with the Safe Food for Canadians Regulations (SFCR), which came into effect in January 2019 and require licenses for businesses that import food intended for interprovincial trade or export (FedEx Canada, 2025).

Required documentation for each coffee bean shipment:

- Phytosanitary Certificate issued by the ICA (Colombian Agricultural Institute)
- Colombian Certificate of Origin to access 0% tariff preference
- Commercial Invoice with a detailed description of the product, HS code, country of origin, and net weight

- Packing List
- Bill of Lading

Starting May 2025, importers who wish to use "Release Prior to Payment" (RPP) must register a financial security directly in the CBSA's (Canada Border Services Agency) CARM (Assessment and Revenue Management) portal (FedEx Canada, 2025). Effective May 26, 2025, importers must include a digital copy of the organic product certificate with the import declaration to obtain customs release of organic products (CFIA, 2025).

Tariff Conditions

Coffee beans imported directly into Canada from countries of origin, including Colombia, are subject to a 0% tariff under the Canada-Colombia Free Trade Agreement (Coffee Association of Canada, 2025). Cool Beans must present a certificate of origin demonstrating that the coffee effectively comes from Tolima, Colombia, to access this tariff preference. The bilateral treaty facilitates trade without the complexities of multilateral agreements such as those of the European Union.

Regulatory Requirements for Cold Brew Production in Canada

- **Safe Food for Canadians (SFC) License:** Companies that prepare food for export or interprovincial trade must obtain an SFC license from the CFIA (CFIA, 2025). Although Cool Beans will operate through toll manufacturing, the selected co-packer must possess a valid SFC license to process beverages.SFC licenses are valid for two years and must be renewed. Importers cannot obtain licenses at the border; they must be processed in advance (PF Collins, 2024).
- **Preventive Control Plan (PCP):** Newly elaborated products like iced tea and cold brew now require registering a profile with the CFIA under the Safe Food for Canadians Regulations (CFIA, 2019). Cold brew, being a relatively new product in

Canadian regulation, has led the CFIA to still be fully understanding the cold brew process. The selected co-packer must have a Preventive Control Plan that includes:

- Identification of biological, chemical, and physical hazards associated with the 24-hour cold immersion process
- Critical temperature controls 2°C - 8°C throughout the entire process and storage
- Equipment sanitation procedures
- pH control of the final product
- Complete traceability system

The Cold Brew , the cold brew concentrate reaches a pH around 4, considered sufficiently acidic to prevent microbial growth (Food in Canada, 2019). Cool Beans must work with the co-packer to validate that the 24-hour immersion process generates a similar pH that guarantees food safety without the need for preservatives.

Mandatory Bilingual Labelling: Labelling must be bilingual (English/French) according to Canada's Consumer Packaging and Labelling Act (FedEx Canada, 2025). This implies that Cool Beans must:

- Redesign current labels (currently only in Spanish) to include English and French
- Include nutritional information in a specific Canadian format
- Clearly declare the expiration date
- Include the common name of the product, net weight, and the manufacturer's name and address

Logistics of Coffee Bean Transportation Colombia-Canada

The shortest maritime transit time between Colombia and Canada is **15 days**, with scheduled departures 1-2 times per week from Cartagena (COCTG) to Halifax (CAHAL) (Fluent Cargo, 2025). Main route options:

- **Cartagena-Halifax:** 15 days (shortest route to Canada's Atlantic coast)
- **Buenaventura-Vancouver:** 10-14 days (access to the West Coast, near British Columbia)
- **Cartagena-Montreal:** approximately 15-18 days

The estimated transit time for shipping a container from Colombia to Canada is **25 to 50 days** port-to-port, depending on the route and sailing schedule (Latin American Cargo, 2024).

The days of maritime transit for coffee beans (which have a shelf life of 12-24 months) are insignificant compared to the 15-20 days it would take to transport bottled cold brew (90-day refrigerated shelf life), where 17-22% of the product's shelf life would be lost before reaching the first point of sale.

Shipping Modalities

For initial estimated volumes of 500kg-1000kg monthly of coffee beans, Cool Beans can use: LCL (Less than Container Load), which involves sharing container space with other cargo when the volume is less than 10 metric tons; and FCL (Full Container Load), which ensures the entire container is used for the cargo, granting exclusive access and control over packaging and product security (Latin American Cargo, 2024). Regarding standard packaging, coffee beans are typically packed in jute or polypropylene sacks with net weights that usually range between 60 and 70 kilograms, and are specifically designed to minimize moisture ingress and contamination during transit.

Identification of Co-Packers in Canada

Availability of Specialized Cold Brew Co-Packers

Canada has a developed infrastructure of beverage co-packers (contract manufacturers), particularly concentrated in Ontario and British Columbia.

- BEVA PACK offers co-packing and private label services for Cold Brew Coffee, located in Canada with Eco-Cert organic certifications, Kosher certification, CFIA-ACIA certification, and an HACCP SQF plan (BEVA PACK, 2024). This company offers complete services including preparation, canning, labelling, pasteurization, packaging, and palletizing.
- Brunswick Bierworks, strategically located to serve markets in Canada, the Northeastern US, and the Midwest, offers production of non-alcoholic beverages including soft drinks, energy drinks, iced teas, kombucha, and coffee-based drinks. It holds FSSC 22000 certification, one of the highest standards recognized by the Global Food Safety Initiative (Brunswick Bierworks, 2025).

Selection criteria for co-packer:

- Valid SFC license and food safety certifications (HACCP, SQF, FSSC 22000)
- Capacity to execute a 24-hour cold immersion process with strict temperature control
- Experience in artisanal or specialty products (not just industrial mass production)
- Capacity for 207ml glass bottling with bilingual labelling
- Traceability system that allows tracking each batch back to the specific coffee bean received from Colombia
- Strategic location near Toronto, Vancouver, or Montreal to facilitate distribution

Search and Selection Process

Cool Beans must:

1. Directly contact identified co-packers via Request for Quotation (RFQ) specifying:
    - Estimated monthly volume
    - Specific technical process (24 hours of cold immersion)

    - Packaging requirements (glass bottle, custom bilingual labels)
    - Traceability needs

2. Request certifications and audit facilities in person before signing a contract
3. Conduct pilot tests (test batches) to validate that the co-packer can exactly replicate the flavour profile developed in Ibagué
4. Negotiate contractual terms including:
    - Price per unit produced
    - Minimum Order Quantity (MOQ)
    - Production and delivery times
    - Responsibilities for quality control
    - Intellectual property of the formula

Suggested Implementation Timeline

Months 1-2: Identification and selection of co-packer, contract negotiation

Month 3: Commencement of CFIA license procedures and origin coffee certifications

Month 4: Design and production of bilingual labels, development of POS material

Month 5: First coffee bean shipment and pilot production at co-packer

Month 6: Product validation, final adjustments, preparation for commercial launch

Logistics Plan

Cool Beans will establish a three-tier logistics system: inbound flow of green coffee beans from Tolima to Canadian co-packer, just-in-time production at co-packer, and direct distribution to partner points of sale.

Inbound Logistics (Colombia → Canada)

With a production ratio of 250 g of coffee equivalent to 13 x 207 ml bottles of cold brew coffee, initial monthly volumes of 500 to 1000 kg will yield approximately 26,000 to 52,000 bottles. The roasted coffee beans will be consolidated in Ibagué, packaged in 10 kg bags with a degassing valve, and then packed in cardboard boxesand shipped via maritime routes: Cartagena-Halifax (15 days) for Ontario or Buenaventura-Vancouver (10-14 days) for British Columbia (Fluent Cargo, 2025). A specialized freight forwarder will manage all documentation phytosanitary certificates, origin certificates for 0% tariff access, commercial invoices ensuring seamless customs clearance (FedEx Canada, 2025).

Production and Inventory Management:

Cool Beans implements a make-to-order model eliminating finished goods inventory risk. The co-packer executes 24-hour cold immersion batches only after confirmed partner orders, sized for 1-2 weeks of demand. Each batch undergoes mandatory quality control: pH testing (target -4.0 to prevent microbial growth without preservatives), sensory evaluation replicating Ibagué flavor profile, and bilingual label compliance verification (Food in Canada, 2019). Temporary storage between production and delivery utilizes dedicated refrigerated space at co-packer maintaining 2-8°C, with digital tracking monitoring remaining shelf life of 90 days.

Distribution Strategy

- Phase 1 - Toronto Focus (Months 1-6): Direct delivery from Ontario co-packer to 5 anchor partner cafés. Cool Beans representatives personally deliver orders every 7-14 days in insulated coolers, enabling cold chain verification, staff training, feedback collection, and relationship building essential for co-branding.
- Phase 2 - Geographic Expansion (Months 7-12): Replicate Toronto model in Vancouver (BC co-packer) and Montreal, concentrating partners within downtown specialty coffee districts for efficient routing.
- Phase 3 - Scale Optimization (Year 2): When networks exceed 15-20 locations per city, evaluate third-party logistics (3PL) providers specializing in refrigerated specialty food distribution.

- Reverse Logistics: Voluntary glass bottle return system where partner cafés collect empties, receiving CAD $0.25-0.50 credit per bottle. Collected bottles return to co-packer for industrial cleaning/sterilization meeting CFIA standards, then reintegration into production—reducing packaging costs and strengthening sustainability narrative.

Marketing Plan

Positioning and Target Market

Cool Beans enters Canada as "The Authentic Colombian Cold Brew with a Story"—differentiating through verifiable Tolima origin, complete traceability, artisanal 24-hour process, and the Mr. Bean narrative universe rather than replicable functional attributes.

- **Primary Target:** Millennials/Gen Z (25-40) urban professionals in Toronto, Vancouver, Montreal with income above CAD $60,000—daily specialty coffee consumers with active lifestyles, environmental consciousness, and engagement with brand storytelling.
- **Pricing:** CAD $12 retail premium-accessible segment comparable to local artisanal cold brews; CAD $8.50 wholesale providing partners 45% margin that incentivizes prominent display.

Brand Adaptation: Mr. Bean Goes Canadian

The Mr. Bean narrative universe adapts to Canadian context while maintaining vintage illustration style and serialized storytelling. New story arcs feature Mr. Bean's "journey north" discovering Toronto's multicultural coffee scene, Vancouver's West Coast wellness culture, and Montreal's European-influenced café tradition. Content produced bilingually (English primary, key posts in French), preserving third-person narrative voice.

Digital Marketing Strategy

Instagram @coolbeans_canada serves as primary platform with organic growth strategy prioritizing authentic community over paid reach.

Content Pillars: (1) Narrative Content: weekly Mr. Bean Canadian stories; (2) Partner Spotlight: co-branded posts with unique ally stories; (3) Origin Transparency: Tolima farm content, process documentation; (4) Community Engagement: user content, testimonials. **Posting:** 4-5 feed posts weekly, daily Stories, maintaining consistency without saturation. Cultivate organic relationships with micro-influencers (5,000-20,000 followers) in specialty coffee and wellness spaces through product gifting and authentic storytelling rather than paid sponsorships.

Partnership Co-Branding Model

- **Partner Selection:** 5 initial Toronto anchors selected by: (1) specialty coffee reputation, (2) values alignment (sustainability, quality, origin), (3) social media presence, (4) suitable physical space for POS, (5) willingness to participate in co-branded storytelling.
- **Custom Materials:** Each partner receives personalized vintage-aesthetic POS: tent cards with co-branding, wobbler tags, and custom Mr. Bean illustration "visiting" their establishment. Each partnership includes unique story chapter published as co-branded Instagram post, transforming transactional relationships into collaborative brand-building where partners invest in Cool Beans success.

Experiential Marketing and PR

- **Events:** Selective participation in 4-6 annual strategic events Toronto Coffee Festival, Vancouver Coffee Fest, yoga, running prioritizing quality engagement over quantity. Offer sampling with educational storytelling farm videos, QR-linked story archives, and personal process conversations.
- **Strategic Sampling:** Target high-intent locations beyond events: potential partner cafés, coworking spaces, boutique fitness studios (post-class recovery positioning). Always include narrative context.

- **Media Outreach:** Pitch unique angles to specialty coffee and food publications—nearshoring model maintaining origin authenticity, direct Tolima grower relationships benefiting Colombian rural economies, narrative brand-building disruption. Target Daily Coffee News, Barista Magazine Canada, Toronto Star, Vancouver Sun, Montreal Gazette. Emphasize direct trade, transparent pricing, and circular economy via glass returns—themes resonating with Canadian ethical sourcing preferences.

Six-Month Toronto Launch Plan

- Pre-Launch (Months 1-2): Identify 8-10 potential partners, conduct tastings, finalize 5 agreements, develop custom POS, create 3-month content calendar, soft-launch Instagram with teaser content.
- Soft Launch (Month 3): First deliveries to 5 anchors, install POS/train staff, publish co-branded partner posts, begin regular posting, monitor response.
- Official Launch (Month 4): Intimate launch event at flagship partner, invite local coffee media/bloggers/micro-influencers, unveil complete Mr. Bean Canadian story arc.
- Post-Launch (Months 5-6): Add 3-5 Toronto partners based on demand, participate in first major event, evaluate product-market fit, prepare Vancouver Phase 2 expansion.

This concentrated approach builds depth before breadth, establishing credibility within Toronto's specialty coffee community before multi-city dispersion.

Link with presentation online: https://youtu.be/pgGDWfG58hw?si=V4K7Adpbo-gkoOoM

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