



HENDERSHOT'S

an artisanal blend

by: Alexis Robinson, Amanda Vercellotti, Brittany Bowes, Corey Coffey, Kyla Green

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Situation Analysis

Company History

Hendershot's is a 4 person partnership, S&H Coffee LLC, originally located on Oglethorpe Avenue. This location was a revitalized gas station before moving to the historic Coca-Cola Bottlenworks plant on Prince Avenue in July 2013. The new location has a rhombus shaped layout which holds 150 people comfortably with a max capacity of 250 people.

Seth Hendershot, the founder of Hendershot's, started out touring with his band while also working at Starbucks on the side. He then left Starbucks and started working at Jittery Joes where he eventually moved up to a manager position. Seth, along with his wife and another pair of brothers, decided to start Hendershot's after being offered a franchise opportunity at Jittery Joes. He quickly realized that the coffee shop aspect of the business would be a challenge as coffee prices and coffee futures are on the rise.

All of the coffee at Hendershot's is roasted by Charlie Mustard, who also does the roasting for Jittery Joes, as well as many other locations around the Southeast. The coffee, bar, and music venue started serving lunch due to customer demand, which later resulted in Hendershots serving lunch and dinner 3 nights a week. They currently offer dinner 6 nights a week as well as Sunday brunch. Hendershots also holds an Open Mic night on Mondays and Jazz night on Thursdays. The weekends are reserved for up and coming local bands to perform.



Product Evaluation

Location:

Hendershot's is located at the historic Coca-Cola Bottleworks in Athens, GA next to Taziki's and Viva, off Prince Avenue. This location is part of an adaptive use program that creates a livable mixed-use environment that is pedestrian friendly while extending the urban allure of historic downtown Athens. This setting contributes the location's ability to work as a hub that connects well with the product offerings at Hendershot's. This location has also influenced an increase in foot traffic and sales.

A spot for everyone:

Hendershot's has a neighborhood bar atmosphere while still being a place for anyone and everyone. The rhombus layout allows for a nice intimate setting with ambient sound and sunlight in the front, a laidback middle gathering spot for friends and study groups, and the back serves as the music venue for a variety of musicians and people perform: genres range from jazz, soulful singing and americana to comedy and open-mic nights. There is also an open lounge with couches that creates a smooth transition from middle area to the back. The

hottest time of day tends to be the afternoon. The atmosphere and ambience works well for those wanting to study or get a little work done using the free wi-fi (although the wi-fi is a loss leader). When the crowds start to arrive, Hendershot's comes to life once the act, or "Shots in the Dark" begins.

More than just coffee...:

Hendershot's is considered a hybrid or "one stop shop" for coffee and alcohol, food, and music. While there isn't anything wrong with being a coffee shop, there is still a stigma among the public that this is all that they are. Reviews found on sites like Yelp and Four-Square indicate that the business is only a coffee shop, with little to no mention that it's a bar or music venue. The new location at the Bottleworks has influenced its ability to increase the music venue scene and quality of featured performers.

Atmosphere:

The interior has an urban vibe that encapsulates the look and feel of what customers desire and come here for. The walls are a mix of a

dark matte blue, painted brick of the same hue, and a rustic natural brick that is highlighted with decorative art and black and white photos of past performers. The tone of the flooring complements the rustic brick wall and adds to overall ambience. When you walk in Hendershot's is warm and inviting with mellow music, dim lighting, and large windows (one of which is an old garage door.) As soon as you step foot inside it's as if you're being ushered by the lighting to the bar to choose from the wide variety of coffee, eats, and alcoholic beverages. With a plethora of coffee choices, tasty entrees, alcoholic beverages, and bands performing, Hendershot's appeals to the eyes of many, at a reasonable price.

Additional Info:

They advertise in Flagpole and have both a Facebook and Twitter account, that are fairly active, but don't have a very extensive fan base. However, business is still flowing due to locals and friendships that the owners have made over the years of business. The space can also be rented out for weddings, parties, meetings and other events.

Alcohol:

The selection of alcohol allows for a various range of people and tastes. The hybrid nature of Hendershot's works well across the different day parts where different crowds tend to come at various times of day. The bar is placed conveniently in the open area of the front/middle section and easily seen from the front entry which allows for easy access.

Food:

Per the customer, the food is minimal and was born out of necessity. The menus are bistro style in the sense that the food is moderately priced and simple. However, there is an air of elegance to the selections that complement the simplicity and make it original. The menu offers enough range for those that need a quick bite to those looking for a light meal. Overall, the selections and pricing of food serves only to be a supplement to the core business products without overshadowing them





Music Venue / Small Stage:

Hendershots offers Open Mic Night on Mondays from 7:30-10 pm. Anyone is welcome to reserve a spot on stage. Tuesday, Wednesday and Thursday nights are reserved for midweek shows that consist of various acts including Christian music, Jazz music, open poetry and comedy. Midweek shows are often times free and go from 8-11pm. On Fridays and Saturdays, Hendershots hosts performances for

slightly more well-known artists with local fans. These performances consist of more popular genres, such as Punk and Americana and they tend to draw in larger crowds. Just as the Midweek shows, these events also last from 8-11pm. The stage is positioned in the back right corner. It was built at an angle to face both the tables and the open lounge with couches and chairs. This setup is ideal for the more intimate/relaxed acts and can easily be rearranged when the acts warrant a standing crowd.



Competitive Evaluation

Hendershot's Sole Direct Competitor is **Walker's Coffee and Pub**, located at 128 College Avenue, Athens GA, 30601. It's a coffee shop by day and a bar by night, open from 7am-2am. The pricing is very similar to Hendershots' ranging from \$1.75 to \$10. During the day they serve, coffee, tea, frozen coffee drinks, pastries, sandwiches and desserts. Night time drinks include beer, mixed drinks and spirited coffee choices.

Secondary competitors in relation to the coffee shop aspect include **Starbucks**, **Two Story Coffeehouse**, and **Jittery Joes**. Within the bar scene, competitors include **Trapeze** and **The Old Pal**. Finally for the music scene, competitors include **40 Watt**, **The Georgia Theatre** and **Nowhere Bar**: a spacious venue open until 2 am with cheap drinks, a pool and live music six nights a week.

Direct Competitors

Walker's Coffee and Pub

Nowhere Bar

Target

Undergraduate and Graduate Students in the Athens area

Students and locals who are interested in music

Pricing

\$1.75 to \$10

Cheap Drinks

Hours

Monday- Sunday 7:00 AM- 2:00 AM
Sunday 11:00 AM-12:00 AM

Monday - Saturday 3:30 PM- 2:00 AM

Location

128 College Ave.
Athens, GA 30601

240 N. Lumpkin St.
Athens, Ga 30601

Atmosphere

Coffee shop during the day/ Bar at night

Spacious/ Bar/ Music Venue



Indirect Competitors

Different Scenes:

Bar Scene

Trapeze / The Old Pal

Coffee Scene

Jittery Joes/ Dunkin' Donuts

Music Scene

Georgia Theater/ 40 Watt

Consumer Trends

Health/Wellness: The crowds that Hendershots attracts include trendy folk in their 20s and 30s and many of which are health conscious. Hendershots accommodates these needs by offering several vegan and vegetarian options on their menu.

Time-Poor Society: Given that many of Hendershots' consumers are young professionals and undergrad/grad students, it's clear that they are busy bees and are always on the go. If they aren't at Hendershots finishing a project, they can easily grab a quick cup of coffee to-go before or after work or class.

Convenience: Once again, students and professionals, are always multitasking. They may need a good place to relax and have a few drinks or grab a light meal, a place to study and fuel up on caffeine or a place to listen to some good, local music. All of these things can be accomplished at Hendershot's. It's convenient downtown location is one of Hendershot's most valuable qualities.

Thrift: people not yet established in their careers are often conscious of their expenditures and want to get the most bang for their buck. At Hendershots, the primary target of students and young professionals are not looking to spend a fortune. Hendershot's is decently priced ranging from \$1.75-\$10 for their basic menu items.

Seeking Self-Actualization (among millennials): 20-somethings are seeking to find and express themselves. Hendershots is not just for coffee and drinks, but it's a maker's space. Whether you are a writer, an artist, a musician, or (insert passion here), Hendershots is a perfect place to find inspiration and to reach your creative potential.

Environmentalism - "Go Green": Hendershots finds it important to be environmentally friendly. Because of this, they have recyclable cups and napkins created from recycled materials. Once again, the primary target is trendy/edgy folk who are concerned with both the health of their bodies, and the health of the world around them.

Multiplicity: (meaning heightened sensory experience and integration of multiple platforms) People love an all-in-one type experience. Not only is it convenient, but it's exciting. Just a plain old coffee shop seems dull, but when you add in alcoholic beverages and live music to the mix and throw it all under one cool, urban roof, that's what gets people going. Especially young thrill seekers who appreciate diversity.



SWOT Analysis

Strengths

Location: Bottleworks Building permits larger audiences

Environmental (trend) initiatives: uses noodles for coffee stirrers and encourages customers to bring their own coffee mug

Events: Easy to coordinate: Attracts income and large crowds

Good parking

Strong wifi

“Rhombus Floor Plan”: Allows customers various types of interaction (up drinking by the bar, chatting amongst others, up by the stage with the music), music is not overwhelming/overpowering

Opportunities

Social Media: Members of the desired target market of students are avid users of social media.

University of Georgia: Athens is a town with a large student population. Students need coffee and love alcohol

Advertising: Student markets can be reached through additional

media vehicles like
Red & Black
UGAzone

Night Crowd: Many consumers of alcoholic beverages prefer to partake in social drinking activities at later hours than what is permitted with current operating hours.

Weaknesses

Source of income: Most sales are from coffee; more sales are needed toward alcohol and food. Money paid at the door for music events goes directly to performers. Large crowds pay for the event, but few people buy drinks/food, so it is not financially benefitting the company to fullest potential.

Promotion: Discounts presents challenges as it complicates accounting
Only use one advertising medium: Flagpole

Hours: Close at 10 on weekdays and midnight on weekends

Threats

Consumer Perception: Many people refer to it as just a coffee shop, when there is much more to offer (alcohol, food, music)

Competition: bars AND coffee shops

Economy: The price of coffee has risen significantly since 2006



Marketing & Communication Direction



Communication Details

Communication Objective:

To raise brand awareness and create comprehension of Hendershot's array of product/service offerings among undergraduate and graduate students by 40% November 2015

Communication Strategy:

Our main focus for the campaign is to promote Hendershot's as a place to find inspiration and be creative. In doing so, it's important that we incorporate what they have to offer: The drinks, music and food go hand-in-hand with the customers who go there to pursue their passion or work; whether they're an artist, musician, writer or student, they are likely to find inspiration in the environment and the music and get creative with a coffee or alcoholic drink. To do this, we recommend employing a mix of relevant traditional, social, grass roots, and in-store tactics.

Communication Rationale:

The secondary target is graduate students in the Athens area. They are surviving off of large amounts of caffeinated drinks to make it through the long hours of studying and school work in and out of the classroom. They enjoy areas away from campus where they can spend hours studying and doing school work, as well as a place to recharge their bodies with food and drinks. They are focused on the future and careers. They enjoy events at which they can take time to relax and enjoy a little fun.

Target Market Segmentation

Primary Market

Our primary market is undergraduate students; these students are still trying to figure out what they want to do with their major. They are discovering Athens and finding cool places to hang out and do homework besides the library. Their everyday lives revolve around friendships and socializing. Music also plays a huge role in students' happiness. It is a part of their lives and relates to many of their emotions. They use music as a way to escape from reality. To reach this target, promoting live music and the social environment would be most effective.

Secondary Target:

Our secondary target is graduate students in the Athens area. They are surviving off large amounts of caffeinated drinks to make it through the long hours of class and studying. They enjoy going to spaces away from campus to study and finish homework, where they can spend hours at a time and be about to re-charge their bodies with food and drinks. They are focused on the future and their careers. They enjoy event where they can relax and have a little fun. To reach this target, promoting it as a coffee shop/hangout spot as well as a study space would be most effective.



Austin



Austin Martin

is a 20-year-old male, pre-pharmacy major who has a passion for music. He prefers local, underground bands as opposed to mainstream music. He is new to Athens, but has quickly developed a liking for the Classis City. He was raised in a big city, but felt that wasn't his niche; he enjoys the small-town, community oriented vibe that Athen possesses. He has a hipster sense of style and dares to be different. Austin has a soft spot for small, individually owned businesses where he can find unique things that not everyone knows about. He is in search of an intimate, local place to study where he can focus and grab a cup of coffee in the afternoon/evening. Although he prefers to be a connoisseur of what's hip and unique, he is accepting of all people. It is this attribute that has inspired him to help others and pursue a degree in pharmacy.

Allie

Allie Jachimowicz

is a 19-year-old female undergraduate student in her sophomore year. Her major is undecided, as she is exploring different interests, but doing well in school is a priority for her. She is hard-working and driven. However, she still makes time for socializing and greatly values her friendships. In her free time, she enjoys curling up with a good book and likes make crafts and Do-It-Yourself projects. Allie grew up in a small town, so she enjoys places with a "local" vibe. She is loyal to the brands she uses, and when it comes to restaurants and shops, she enjoys local/individually owned businesses, rather than chains. She has low energy in the morning, so she is dependent on a cup of coffee to kick-start her day. She is an early adopter of new technology and is able to quickly learn the ever-changing aspects of digital devices.



Spencer



Spencer Haywood

is a 22-year-old graduate student at the University of Georgia. He has a degree in forestry, and is working on his masters in Wildlife Ecology Management. His studies take up a lot of his time, so he loves to explore the outdoors as a stress reliever. His favorite hobbies are setting up his Eno and hiking around the North Georgia Mountains with friends. Whether on his way to school, or just getting around town, he prefers to ride his bike. Although he's on a budget, and saving money is a plus, it is his desire to have a small carbon footprint. His style of clothing consists of organic threads and earth tones. He lives with friends in an apartment in downtown Athens. His roommates are in a local band and he loves to listen to them play. He needs a place to study and to let loose from the stresses of school. He cares about community, so he puts his talents to use by organizing charity 5K runs for community groups such as Habitat for Humanity and Athens Area Foodbank.

Morgan

Morgan Waters

is a 22 year-old single, graduate student studying British Literature. She is a member of the filmmaking union on campus. She has an eclectic musical taste which stems from growing up in Portland. She wants to spend quality time with her friends and have fun while she can before entering the workforce. Her career goal is to become a watershed assistant manager for Athens/Clarke County. Morgan's fashion sense is urban chic with a flair of sophistication. She reads Virginia Woolf and owns a record player with an extensive collection of old records. She loves vintage everything and browsing antique shops on the weekends is a favorite pastime. She blogs about the loves of her life which include sustainability, all things (she thinks are) cool, fashion, and her cat Miko.



Creative Brief

Client:

Hendershots

Media:

TBA

Key Fact:

The city of Athens has a large array of options of coffee shops, bars, and music venues. Students, in particular, frequent these businesses for studying and socializing.

Problem:

Students need a place where they belong, somewhere they can study during the day and return to at night when they're ready to relax and hang out with friends. Right now, they have several places they know and love, but those places don't quite love them back. Students already come to Hendershot's for the free wifi in the afternoon but rarely return at night for fun.

Objective:

To create perceptions of Hendershot's first and foremost as a music venue and raise awareness about their extensive bar selections among students, ages 18-30, by 20% by the end of May 2015.

Target Audience:

Our primary market is undergraduate students; these students are still trying to figure out what they want to do with their major. They are discovering Athens and finding cool places to hang out and do homework besides the library. Their everyday lives revolve around friendships and socializing. Music also plays a huge role in students' happiness. It is a part of their lives and relates to many of their emotions. They use music as a way to escape from reality. To reach this target, promoting live music and the social environment would be most effective.

The secondary target is graduate students in the Athens area. They are surviving off of large amounts of caffeinated drinks to make it through the long hours of studying and school work in and out of the classroom. They enjoy areas away from campus where they can spend hours studying and doing school work, as well as a place to recharge their bodies with food and drinks. They are focused on the future and careers. They enjoy events at which they can take time to relax and enjoy a little fun.

Insight:

“I wish I had a place to go at night to have a few drinks, socialize, and listen to some good music without being hit on or having a drink spilled on me. You know, somewhere that’s ‘my place’ where I always feel like I belong and can enjoy new things like music, drinks and people.”

Promise:

Hendershots is a place you can feel comfortable enough to step outside your comfort zone.

Support:

Happy Hour M-F 5:30-8pm, Dinner 6 nights a week

Mandatories:

Logo, Social Media Icons

Tone:

Welcoming, Inviting



Brand Essence

Brand Attributes:

Inspiration
Comfort
Creativity
Relaxation
Convenience
Building bonds with others

Brand Personality:

Urban
Diverse
Artsy
Comfortable
Laidback
Local

Brand Benefits:

Eco-friendly
One of a kind
Excellent location
Stimulating atmosphere
Accessibility

Positioning:

Hendershot's provides a unique environment where customers can inspire each other to do great things and reach new heights.

Source of Authority & Support:

Large target audience
Consistent quality
Locally owned

How It Makes You Feel:

Inspired
Energized
Motivated
Creative
Productive

How it makes you feel:

Social
Driven
Artistic
Passionate



Core Campaign Pieces

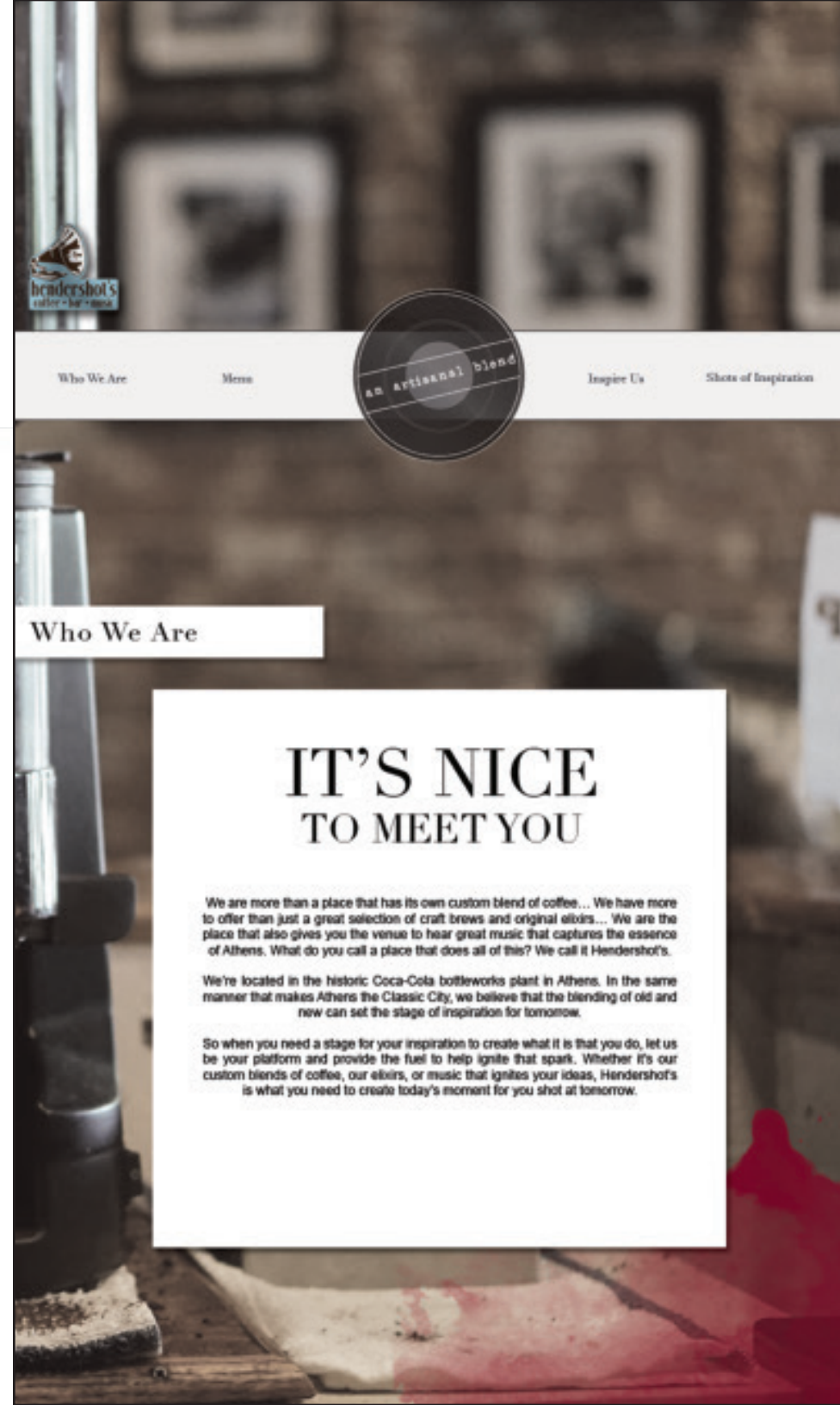
Microsite Flat

IT'S NICE TO MEET YOU

We are more than a place that has its own custom blend of coffee... We have more to offer than just a great selection of craft brews and original elixirs... We are the place that also gives you the venue to hear great music that captures the essence of Athens. What do you call a place that does all of this? We call it Hendershot's.

We're located in the historic Coca-Cola bottleworks plant in Athens. In the same manner that makes Athens the Classic City, we believe that the blending of old and new can set the stage of inspiration for tomorrow.

So when you need a stage for your inspiration to create what it is that you do, let us be your platform and provide the fuel to help ignite that spark. Whether it's our custom blends of coffee, our elixirs, or music that ignites your ideas, Hendershot's is what you need to create today's moment for you shot at tomorrow.





[Who We Are](#)

[Menu](#)



[Inspire Us](#)

[Shots of Inspiration](#)

Menu

(click to download)

Lunch 7 days per week
11a.m.-3p.m.
Dinner 6 nights per week
6p.m.-10p.m.

217 Prince Geo. Avenue, S.E. Atlanta, GA 30339 Tel: 404-525-3630





Who We Are

Menu



Inspire Us

Shots of Inspiration

Inspire Us...

SHOTS OF INSPIRATION

Show us what gives you that shot of inspiration to help you make, create or just get your ideas flowing. At Hendershot's, we believe that inspiration inspires inspiration. Once the inspiration starts it just keeps generating more!

For us, we're often inspired by a morning bike ride, watching people come together, or when we hear a band with a unique sound. You never know what good can happen when you share your successes with the community. You might inspire a stranger, or even find a new outlet to boost your own ideas. So whether you're an artist, a musician, an entrepreneur, or a teacher... share whatever it is that gives you a spark of energy.

We look forward to hearing from you!

[Click here to view our Instagram page and submit your photo using the hashtag #shotsofinspiration](#)

SHOTS OF INSPIRATION

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Who We Are

Menu



Inspire Us

Shots of Inspiration

Shots of Inspiration

OUR TOP PICKS

Instagram



Print Ads



where souls



meet spirits



rhythm & brews



our craft



your canvas

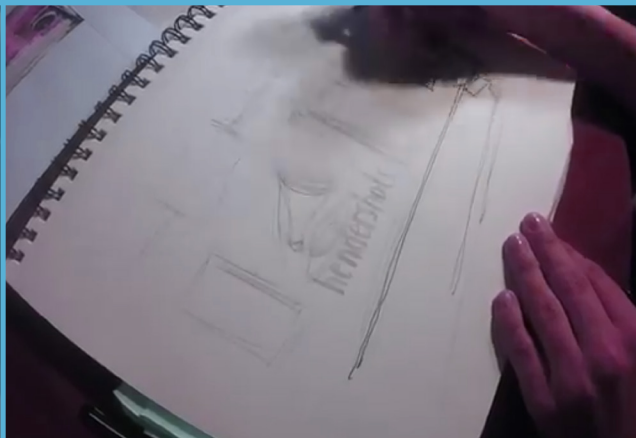


Instagram Video



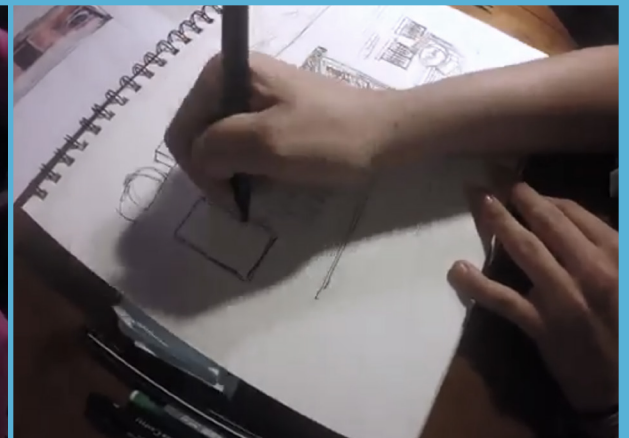
Shot 1:

Music begins to play and the scene starts with a close up of the sketch book



Shot 2:

Time lapse begins. Girl's hand starts drawing a sketch of a building.



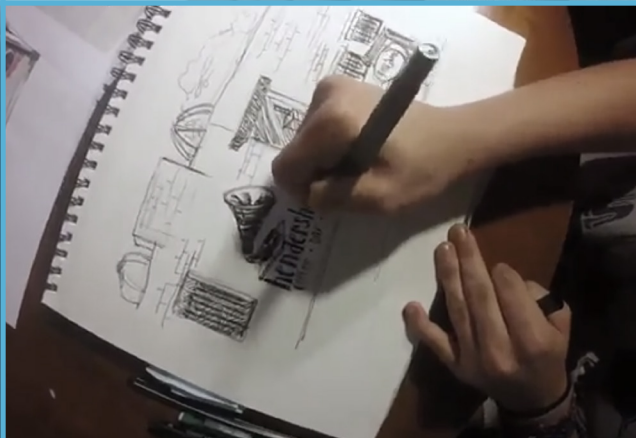
Shot 3:

As the building starts to become apparent, it's Hendershot's. She then traces over the pencil sketched with a black thin marker.



Shot 4:

Once the building is completed, she continues to draw a sketch of the Hendershot's logo.



Shot 5:

The girl is now finishing her final touches on the drawing.



Shot 6:

After the image is complete, it slowly fades away with the sound of the music



IMC Pieces



Spotify

(:30) HEY ATHENS! THIS IS SETH AT HENDERSHOTS ON PRINCE, AND I'D LIKE TO INVITE YOU TO OUR NEXT BIG EVENT ON JUNE 5 FEATURING KISHI BASHI. CLICK ON THE BANNER AND LISTEN TO OUR PLAYLIST FOR A PREVIEW, THEN EXPERIENCE THEM LIVE ON JUNE 5 AT 8PM. AND WHILE YOU'RE LISTENING, FOLLOW US ON INSTAGRAM AND POST A SNAPSHOT OF WHAT INSPIRES YOU! USE THE HASHTAG, "SHOTS OF INSPIRATION" AND TAG @HENDERSHOTS. WE'LL SELECT OUR FAVORITES AND POST THEM ON OUR INSPIRATION BOARD AT HENDERSHOTSCOFFEE.COM. INSPIRE US, INSPIRE OTHERS, GET INSPIRED YOURSELF! HENDERSHOTS, AN ARTISANAL BLEND.

IMC: To-Go Cups



Another option for IMC includes upgrading the now plain To-Go cups with original artwork from a university student. Creativity and expression is a big part of Hendershots' brand image so these To-Go cups are a perfect, yet simple, way of infusing creative energy into the customer's experience. As an added bonus, these cups provide valuable brand exposure as they travel beyond the bottleworks building.

IMC: Menu

SPECIALTY ELIXIRS

Devils' Haircut	\$8
<i>Coralejo Repasado Tequila, Creme de Cassis, Reeds Ginger Beer, Lime</i>	
Everlast	\$8
<i>Knob Creek, Aperol, Bl8d Orange, Lemon</i>	
Lovin' Cup	\$7
<i>Hendrick's Gin, St. Germain, Sparkling White Wine, Strawberry, Lemon</i>	
Mule Variations	\$7
<i>Titos Vodka, Reed's Ginger Beer, Lime, Mint Garnish</i>	
Raspberry Beret	\$7
<i>Bacardi Light Rum, Chambord, Raspberry, Lemon</i>	

COFFEE ELIXIRS (Hot or Cold)

The Anger Pirate	\$6
<i>Spiced Chai, Sailor Jerry Rum, Espresso, Whole Milk</i>	
The Draper	\$7
<i>Bulleit Bourbon, Creme de Cacao, Espresso, Orange Butters, Syrup</i>	
The Hendy	\$6
<i>Hendershot's 78 Blend, Jameson Whiskey, Amaretto, Vanilla, Cream</i>	



WINE

White

Guenoc Pinot Grigio
California, \$6/\$18 btl

Leyda Sauvignon Blanc
Chile, \$8/\$24 btl

Marius White Blend
Argentina, \$8/\$24 btl

Mezzacorona Chardonnay
Italy, \$6/\$18 btl

Pine Ridge Chenin Blanc
California, \$9/\$24 btl

Vingo Verde
Portugal, \$7/\$26 btl

Red

Arcos Salis Salentino
Italy, \$7/\$21 btl

Campo Viejo Tempranillo
Spain, \$6/\$18 btl

Castillo de Monseran Garanacha
Spain, \$6/\$18 btl

Guenoc Claret
California, \$7/\$21 btl

Norton Malbec
Argentina, \$8/\$24 btl

Stemmari Nero D'Avola
Italy, \$6/\$18 btl

Tiziano Chianti
Italy, \$7/\$21 btl

Underwood Cellar Pinot Noir
Oregon, \$7/\$21 btl



Hours:
Mon.-Thurs. 6:30a.m.-11p.m.
Fri. 6:30a.m.-12a.m.
Sat. 7:30a.m.-12a.m.
Sun. 7:30a.m.-10p.m.

Lunch 7 days per week
11a.m.-3p.m.
Dinner 6 nights per week
6p.m.-10p.m.

237 Prince Ave. Athens, GA 30606 / (706) 353-3050

ON ANGEL BISCUITS

(Served on a small, dense biscuit)

Pimiento Cheese	\$3
<i>Pimiento Cheese, bacon, sriracha</i>	
Chicken Salad	\$3
<i>Comes with fresh tomato</i>	
Braised Pork	\$3
<i>House BBQ, Swiss</i>	
Grilled Zucchini	\$3
<i>Spinach, Aioli*</i>	

SALADS

Greek	\$7
<i>Lettuce, tomato, cucumber, olives, feta, olive oil</i>	
Garden Pickle Salad	\$7
<i>Lettuce, cottage cheese, pickles, sunflower seeds, onions</i>	

SANDWICHES

(Served with a side)

Pulled Pork Sandwich	\$8
<i>Pulled pork, bacon, Swiss, house BBQ, pickled jalapenos</i>	

SIDES

Chicken Salad	\$2.50
Pimiento Cheese	\$2.50
Kalamata Olives Feat	\$2.50
Zapps Potato Chips	\$2.00
<i>Plan / Voodoo (BBQ + Salt & Vinegar)</i>	
House made Cottage Cheese	\$2.50
and Berry Jam	
House and Pickled Veggies	\$2.50

ON SOURDOUGH (Served with a side)

*Aioli contains raw egg

Basil Tomato (Vegan)	\$5
<i>Basil pesto, lettuce, tomato</i>	
BLT	\$6
<i>Bacon, lettuce, tomato, and Aioli*</i>	
Chicken Salad Sandwich	\$7
<i>Lettuce, tomato, and Aioli*</i>	
Grilled Cheese	\$6
<i>Cheddar and Swiss</i>	
+ Bacon	\$1.50
+ Tomato	\$0.75

BURGERS (Served with a side)

*Portobello can be subbed for Beef upon request

Backyard Burger	\$9
<i>Lettuce, red onion, cheddar, house ketchup</i>	
Southwestern Burger	\$10
<i>Pickled jalapenos, sriracha, pimiento, bacon and lettuce</i>	
Mediterranean Burger	\$10
<i>Basil pesto, Kalamata olives, feta, spinach, red onion</i>	
Mushroom & Swiss	\$9
<i>Portobello, Swiss, house BBQ, and sautéed shallots</i>	
Grilled Chicken	\$10
<i>Lettuce, tomato, Aioli and pesto</i>	



BEER

\$2	\$4
Colt 45	Bell's 2 Hearted
Miller High Life	Bell's Seasonal
PBR	Corona
	Creature Comforts Athena
\$3	Creature Comforts Tropicalia
Bud Light	Fat Tire
Budweiser	Lagunitas IPA
Miller Light	Lakefront New Grist
Session Red	
Session Black	

DRAFT

\$4	\$6
Stella Artois	Murphy's Stout
Terrapin Rye	Terrapin Hopscotcher
\$5	
Creature Comforts Bibb	
Creature Comforts Reclaimed	
Rye	



IMC: Flyer



#ShotsofInspiration

inspire us, inspire others, and get inspired yourself!

Post a snapshot on Instagram of what inspires you using the hashtag #shotsofinspiration. Don't forget to tag us, @Hendershots! We'll pick our favorites and post them to our inspiration board at www.hendershotscoffee.com/InspireUs.

As a part of the IMC initiatives, people can follow Hendershot's on Instagram, and share captured moments with that inspire them by tagging them with #shotsofinpsiration. Hendershot's can then pin their weekly favorites to their inspiration board found at www.hendershotscoffee/inspireus. A giveaway ranging from coffee, Hendershot's merchandise, or tickets to a show can be infused into this with a monthly contest for the best share. Flyers with the Hendershot's address, Instagram contest information, and upcoming events can be passed around town, campus, and parking lots to get the word out of the ongoing event.

The Athens area is crawling with creative people, and there is inspiration all around. Hendershot's is a place that brings these people together, and also inspires them with the perfect setting and atmosphere. This is precisely from what this concept was borne. It enables Hendershot's to get the word out about who they are, and let people be a part of their unique atmosphere.

Ultimately, sharing moments of inspiration on Hendershot's Instagram creates a two-way conversation that allows Hendershot's and the customer to truly understand each other which allows for a lengthy and prosperous relationship for everyone.



Guerilla

Guerilla marketing can engage consumers in a whole new way. This concept can be adapted and built upon over the course of the “An Artisanal Blend” campaign through the use of moss graffiti. Moss graffiti is a form of green advertising, which parallels with the environmentally friendly manner in which Hendershot’s carries out its business. Moss can easily be grown on porous surfaces like brick by painting on a combination of moss, buttermilk, and corn syrup.

There are several ideal locations throughout downtown Athens where Hendershot’s can implement this idea. The phrase “Our Brews. Your Muse.” could be placed on a brick wall or other surface somewhere in the local area. Using this phrase in particular would spread the brand identity of Hendershot’s as a place where people come to create and to be inspired. Inspiration can be found at Hendershots: on its walls, or in the atmosphere, and this green graffiti reminds consumers of that very special thing.





Future Recommendations

The artisanal blend campaign can be built upon and promoted further by creating hosted events that appeal to a variety of people that brings out their own individual style.

Car flyers with QR codes can be distributed by student reps to inform new students of the atmosphere and inspiration that can be found at Hendershot's.

Development of an app later on could have "Shots in the Dark" notifications of upcoming bands and feature different interactive elements that reminds users to visit Hendershot's.

THE BAACK AGENCY TEAM

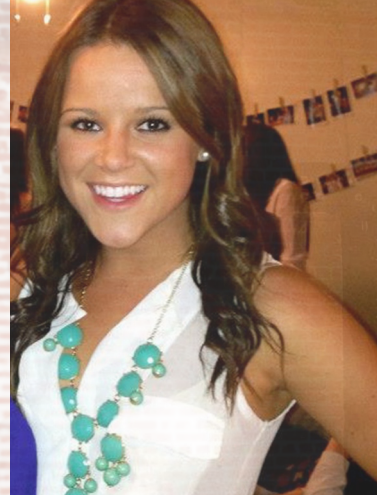
“We got your “baack””



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