Boulder Independent Business Alliance™

Supporting locally owned independent businesses.™

1202 Folsom Street
Boulder, Colorado 80302
720.565.3854 *voice*
www.boulder-iba.org *website*

Coffee Cup Fact Sheet

BIBA Coffee Cup 2002

Introduction:

The Boulder Independent Business Alliance is redesigning our popular "Thanks" coffee cups to provide additional BIBA brand recognition, a modern design and an update on the current participating Coffee Cup members. These cups will come in 12, 16 and 20 ounce sizes. By combining the purchasing power of several different businesses, BIBA can buy the coffee cups in bulk and pass on the savings to the independent coffee shops. Last year, we saved our member businesses $3,750, which means we saved $375 per participant! We hope to increase our success with our new three-color coffee cups and share the rewards with our member businesses.

BIBA Coffee Cup Benefits:

The goal for the Coffee Cup Program is to allow local independent coffee shops to band together to achieve:

- **Cooperative Marketing:** The BIBA Coffee Cup allows coffee shops to work together to market their independent businesses. Because all the cups feature the names and addresses of the participating member businesses, distribution through all the businesses allows the individual coffee shops to gain name and brand recognition throughout the Boulder County community. With a target distribution of 290,000 cups, the BIBA Coffee Cup has high exposure and frequency to coffee drinkers in and around Boulder.
- **BIBA Brand Recognition:** When customers see the BIBA Logo on the coffee cups, they realize that they are supporting locally owned independent businesses.
- **Lower Costs through Group Purchasing:** Because BIBA is buying the cups in bulk, the savings are passed on directly to the coffee shops. Here is a breakdown of how much you can save compared to purchasing generic cups:

	12 oz.	16 oz.
Generic Cups	69.90	89.90
BIBA Coffee Cups	62.58	73.29
Savings Per Case	**7.32**	**16.61**

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By initiating a group purchase, individual businesses save hundreds of dollars on their expenses. Businesses also market their shop through the BIBA coffee cup, a service not available with generic cups.

BIBA Coffee Cup Design:

BIBA is teaming up with One World Arts and Sweetheart Cup to design the new three color coffee cups. Here is the final design:





Permanent Coffee Cup Program:

BIBA is looking to create a non-disposable coffee cup that can be used at all participating coffee shops in the near future. These colorful plastic coffee cups offer an incentive to coffee drinkers to refill their cups at their favorite independent coffee shops.

Contact Us:

Please feel free to ask questions or make comments about the BIBA Coffee Cup. Please contact Eric Shuai at BIBA by telephone at 720-565-3854 or by e-mail at eric@boulder-iba.org. We look forward to talking to you.