

Coke's toasty new caffeine fix

Coca-Cola South Africa launched its latest premium bean-to-cup coffee, Chaywa, in Johannesburg on Friday, 23 May 2008. The move makes SA the third market to offer the product which has, to date, only been available in Canada and Norway.



The decision to enter the coffee space follows a strategic re-visioning by Coca-Cola to become a 'total non-alcoholic beverage company'. Market research, locally and globally, identified a gap in terms of 'on the go' coffee, where the levels of availability and quality were poor. To realise the opportunity, the soft drink giant leveraged its vast knowledge of the beverage industry and consumer needs to develop a product and brand that's aligned with modern lifestyles and satisfies the desire for high-quality coffee 'on the move'.

Chaywa is a 100% blend of mainly Arabica and some Robusta beans.

From beans to bagged

The company established a permanent presence in India, said to be the world's sixth largest coffee producer and the only country that grows all its coffee under the shade of trees. This method of cultivation is eco-friendly and apparently allows the beans to ripen more slowly to yield a superior taste. All the beans in Chaywa come from India.

The hand-picked beans are cleaned and processed using sophisticated and traditional techniques, which include washing and sun drying.

The beans are graded in a coffee mill, before being roasted in a fluid bed roaster. Once complete, they're air-cooled and packed into pouches with a one-way valve. The benefit of this packaging solution is that the CO₂ released by the beans can escape while the air and moisture kept out. As a result, Chaywa maintains 'just roasted' freshness, regardless of the distance between the roasting plant and point of sale.

Before export from India to the rest of the world, a panel of coffee tasters from The Coca-Cola Company evaluate the blend and give it their seal of approval. In this way, consumers are guaranteed a consistently superior coffee experience, wherever and whenever they order a Chaywa 'to go'.

Brewed and served

The beans are used to make five espresso-based drinks: espresso, black coffee, white coffee, cappuccino and chocochino. A hot chocolate option is also available.

Playing the role of barista, is the Chaywa machine - exclusively designed and manufactured for Coca-Cola by Brasilia in Italy. At the touch of a button, these fully automatic, high-tech coffee machines brew and pour a cup in about 26 seconds.

The Chaywa branding follows through to its cups - distinctive in a black and white palette, with a spot of red.

Coffee - a fashion statement

The Hot Beverage Business Manager at Coca-Cola South Africa, Gareth Haarhoff, says: "Just as consumers pay particular attention to what they wear, the car they drive and the cellphone they use, so their choice of coffee 'to go' reflects their status. What makes Chaywa stand out in the category is that they get the quality and service that's synonymous with Coca-Cola products, plus a brand that's contemporary, edgy and fashionable. With Chaywa, you want to be seen carrying the cup because it makes an important statement about who you are, where you're going and what you want."

A number of strategic partners are already in place. Fabiani and Gavin Rajah recently created a range of limited-edition Chaywa T-shirts. Canon, Ed Hardy, Harley Davidson, Jenna Clifford and Sun International were among the brands that came on board to support the Chaywa launch at the Taboo nightclub on Frida

Added to this impressive line-up, Sun International's PRO, Thoko Qoboza, accepted Chaywa's invitation to be its first brand ambassador.

Chaywa coffee is currently available through the Sasol forecourt network, several Nu Metro cinemas and a range of other select outlets; prices per cup start from R6.95.

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