

Fresh and romantic forever.... a lot happens over coffee

You just love that special place away from home or office where you can relax all by yourself or with others. An atmosphere where you can dialogue the best ideas and solutions in your mind, or with those around you. And of course, at the heart of it all, you must have your cup of freshly ground coffee whose taste and aroma always seems to have a magical effect on everyone.

Thirteen inspirational years of being the place where millions of people have spent some of the most special moments of their lives, Café Coffee Day, India's largest retail chain of coffee cafés, continues to become an essential part of people's lifestyle. Café Coffee Day has unveiled its strategy to strengthen its leadership position with an all new brand identity that syncs with its vision to be the friendly and stylish social hub for the free spirited to get together and dialogue over a cup of coffee.

Entirely developed from in-depth dialogue with customers, coffee lovers and stakeholders, the new change entails an all new 'smart' menu, changes in furniture design and placement, new uniforms, new cutlery and total café rebranding. These changes are designed to facilitate a more interactive in-café experience for customers and enhanced customer service.

Most visible to the world from today will be the famous Café Coffee Day squared logo in its fresh new avatar - a 'Dialogue Box' - with the words Café Coffee Day written in a distinct, specially created font. The new trendy 'dialogue' logo symbolizes the essence of what a Café Coffee Day café is all really all about - a perfect place to 'relax and dialogue.' And as we all know, a lot does happen over coffee!

Commenting on the new brand positioning, Alok Gupta, Director, Café Coffee Day, India, says, *'Café Coffee Day has played an essential role in awakening India to the coffee café culture by giving millions of people an enjoyable ambience to spend a while to think and talk about things. Today coffee has become a part of many people's lifestyle and more and more people are spending time in the cafés. People associate cafés with an ideal place to meet and dialogue with each other. We have been talking to a lot of people about what they would love to see in a café and our new Café Coffee Day look and feel will give customers an even more enjoyable experience from seating to ordering the finest selections of coffee brews, beverages and food.'*

India's loved young author and a special friend of Café Coffee Day, Chetan Bhagat, says, *'Some of my best ideas have come out of the hours I have spent in a café. A café is the place where I can be all by myself and take in the world of beautiful people around me, or can just chat with people or simply observe and gauge what they might be thinking; some look cheerful, some look busy, so many emotions one gets to see at a café!!!! Café Coffee Day's new look and feel is a good blend of a cool hangout with the class of a premium food and beverage station where people can come together to enjoy in a relaxed atmosphere. I wish Café Coffee Day all the very best.'*

Café Coffee Day will be effecting the change in phases. All new cafés will be designed with the new identity and the existing cafés across the country will have the new look by end of the year.

(© India PRwire / India eNews)