

# Be Kind Coffee



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Daley Craft, Helena Parmar, Delany Hoffman, Eldee Eyimife and Max Schmidt

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# Our Team



Daley Craft



Max Schmidt



Helena Parmar



Eldee Eyimife



Delaney Hoffman



# About Be Kind

Be Kind Coffee was founded in 2021 by Alex Sanchez and Will Suarez with the goal of promoting kindness. The company started with one location inside a meat market on April 2, 2021 in Waco Texas. Their makeshift "drive-thru" quickly gained popularity, allowing them to open a second location inside of Union Hall five months later. Be Kind has since left Union Hall and now has two stand-alone locations in Waco.

Be Kind Coffee has a vegan-friendly menu, allowing them to promote kindness to a wider range of people. Be Kind originally started only selling cookies, before becoming predominantly a coffee shop. Be Kind still sells their famous cookies, along with bagels, candles t-shirts and stickers. All of their products are locally sourced. (Be Kind, 2023)

# Mission

Be kind to yourself, be kind to others and be kind to the planet (Sanchez, 2023).

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## Vision

- Expand business outside of Waco (Sanchez 2023).
- Make the community a kinder place, one drink at a time.

## Values

- Dietary Inclusion
- Kindness
- Consistent quality
- Eco-Friendly



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# Brand Challenges

Increase social media presence by 10% by the end of 2023.

Create a brand that stands out from other coffee shops in Waco.

## Current Situation

- Just moved to a new location
- Doing better than expected



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# Communication Goals

Effectively communicate with consumers and media to promote brand awareness in Waco.

Effectively communicate company mission to Be Kind employees and customers.

Effectively communicate and partner with other local businesses in Waco to diversify clientele.





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# Communication Themes

A solid red circle.

INCLUSIVE

A solid yellow circle.

COMMUNITY

A solid light blue circle.

POSITIVE

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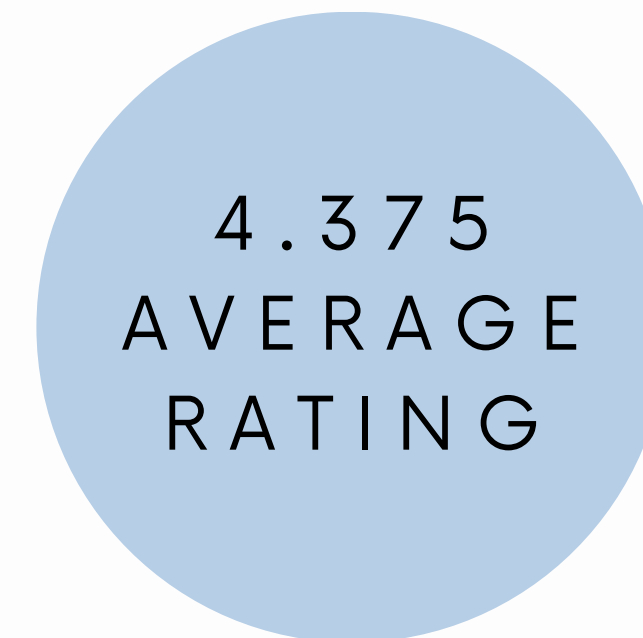
# Sentiment Analysis

## Yelp reviews

- 10 reviews and 4.5 stars
- Date Range: 5/13/2022 - 1/12/2023
- Analyzing customer sentiment on product quality and customer service
- Sentiment Key
  - 5 possible points for description of product quality
  - 5 possible points for description of customer service
  - Average all 10 reviews to get total Sentiment Analysis



*Quality*



*Service*



# P

olitical

- Tariffs and Taxes have affected price of coffee beans (Coffee People, 2022)
- Local operating hours and labor laws

# E

conomic

- Inflation rate is at 5% which spurs people to save money (Inflation, 2023)
- Ethical Coffee cost around \$15-\$20 per bag (Oden, 2022)

# S

ocial

- Dietary trends affect the way coffee shops change their menus
- Impacts of the demographics will affect on the menu items
- Coffee shops are also people's "Second Place"

# T

echnological

- Mobile ordering has changed the way coffee shops operate
- Delivery Apps such as Doordash and Uber Eats have enabled people to get their coffee delivered

# S

trength

- Unique company identity - focuses on service and spreading kindness
- Large variety of gluten-free options
- Owners have previous experience in content creation

# W

eakness

- One large demographics is college students who leave during the summer
- Noticed on social media outside of Waco but, not as much in Waco
- Not enough brand recognition
- Is not easily accessible by customers without cars

# O

pportunities

- Expand brand beyond Waco
- Work with Baylor (through revolve) or organizations to expand brand awareness

# T

hreats

- Large coffee shops (Starbucks, Dunkin etc.) have very large marketing budgets and lots of brand recognition
- Does not view other local coffee shops as a threat



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# Inclusive

| Inclusive          | Perception  | Message   | Lever of Influence          |
|--------------------|---|---|-----------------------------|
| College Students   | Be Kind only has vegan/ clean coffee, making it more expensive than other coffee shops.   | Be Kind is here for you, whatever your reason is for needing a cup of coffee. Maybe you need somewhere to study, meet up with friends, or even deal with a break-up. No matter what it is, we will have a clean-up of coffee waiting for you. | Social Proof & Liking       |
| Young Professional | BeKind doesn't have a full menu so it is not convenient to sit and chat with friends.     | Come catch up with friends while you drink a clean cup of coffee. Be Kind is ready to help you reconnect with the people you have been meaning to call for weeks.   | Liking, Unity, Social Proof |
| Young Parents      | Catering to all my kids is hard so I prefer to just make food at home rather than go out. | Kids can consume your life, changing things that you have done in your daily routine. Having a clean cup of coffee doesn't have to be one. Stop by Be Kind and grab one before the chaos of the day begins.                                   | Unity, Social Proof, Liking |

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# Community

| Community          | Perception  | Message   | Lever of Influence           |
|--------------------|---|---|------------------------------|
| College Students   | BeKind does not offer the variety that other coffee shops do. It is also out of my way and none of my friends have heard of it before. (Class Survey 2023). | Drinking Be Kind Coffee brings people together. Driving the few extra minutes will better your studies, and relationships, all while being fueled by a clean cup of coffee. | Reciprocity and Social Proof |
| Young Professional | BeKind is only for those who have work to do. I can't come in to just sit and chat with friends (Class Survey 2023)   | Be Kind Coffee is here to help you form and foster relationships over a great cup of coffee, and warm pastry, surrounded by a bright and friendly ambience                  | Liking, Scarcity, Unity      |
| Young Parents      | Coffee shops aren't exciting for children to visit.   | No matter if you have all your kids with you or not, we are always here to fuel an activity-filled day or night when you just need a little pick me up.                     | Unity, consistency, liking   |

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# Positive

| Positive           | Perception   | Message  | Lever of Influence          |
|--------------------|--|--|-----------------------------|
| College Students   | Be Kind is not near campus, so I don't really see the appeal in driving far when I can just go to the library.                     | BeKind is a positive, quiet, and brightly lit atmosphere, allowing it to be a great space to complete work.  | Social Proof and Unity      |
| Young Professional | I can get a free cup of coffee at home or at the office, so I can get right back to work.  | Be Kind is the perfect place to go for a change of scenery to destress while getting work done in office or at home.   | Social Proof, Liking, Unity |
| Young Parents      | I have been up all night and feel gross. I should just stay home all day and rest so I can be productive and feel better tomorrow. | BeKind has just the thing for a pick-me-up after being up all night with kids. Be Kind is the perfect place to reset and feel better throughout the rest of the day. | Unity, Consistency, liking  |

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# College Student

## Meet Allie

She is a Junior Business major and is involved in Greek life at Baylor University. She studies about 8 hours a week and gets easily distracted when studying at home. She is an avid coffee drinker and likes to try new flavors and combinations often.

- Age: 18-23
  - Income: Enough disposable income to buy on average 10\$ worth of coffee a week
  - Psychographics: Students who value a wide variety of coffee options in a space that is suitable for studying
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# Tactics for Allie

We want Allie to know that she is supported by Be Kind.

Being active on campus and keeping up with what is happening at Baylor shows her that Be Kind cares about her time in school and is actively helping to make her life easier and better. Additionally, Be Kind would contact professors and set up coffee bars outside of classrooms before finals. Be Kind would offer a few options so students could have a customized coffee.

- Uses Reciprocity & Social Proof
- Reciprocity in giving students a discount during the most stressful week of the semester and surprising classes with free coffee during this week. Be Kind would reach out to professors to get permission and provide a small coffee bar to their class before an exam. Students would be able to make their coffee from a few different options.
- Social Proof comes into play when college students come in for their discounted coffee and see other students drinking the coffee and studying in Be Kind





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# Tactics for Allie

We want Allie to know that Be Kind values positive relationships and impacts.

The event involves recruiting student organizations on Baylor's campus to participate in a week-long competition that raises awareness for Be Kind and positively impacts the community.

- Uses Social Proof & Unity
  - Event involves recruiting student organizations on Baylor's campus to participate in a week long competition that raises awareness for Be Kind and makes a positive impact on the community. Events would include a Cameron Park clean up day, a social media competition, a coffee buying competition and a food drive. The winning organization would receive a donation to their philanthropy.
  - Once the first and second organizations agreed to participate, other organizations would follow suit because of Social Proof. If big organizations join, then smaller ones will as well to gain exposure.
  - Unity is used as Be Kind shows that they care about giving back to Baylor organizations and share values of service.
  - This event would create a positive impact throughout the Waco community by getting organizations to serve Cameron Park and local shelters.
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Be Kind x Baylor Panhellenic  
Give Back Week  
September 5th - 8th

5th: Cameron Park Clean Up  
6th: 10% off for Competitors  
7th: Instagram Competition  
8th: Food Drive @  
Washington Ave. Location



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# Tactics for Allie

**We want Allie to know that Be Kind values positive relationships and impacts.**

Hiring Ambassadors would increase brand awareness on campus. Word of mouth is a great way to promote Be Kind to students and to make students feel a part of a community.

- Uses Social Proof and Liking
- Using students peers as ambassadors uses the Social Proof lever. Seeing their peers promote, drink and visit Be Kind would influence them to do so. Additionally, by choosing ambassadors that align with Be Kind's values and Baylor's, Be Kind would be implementing the Liking lever. Using students that other students want to be like would help make this tactic stronger.





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# Young Professional

## Meet Felix

He recently moved to Waco after getting a job at Baylor University. He isn't a big coffee drinker but enjoys hanging out with friends and working in the ambiance of a coffee shop. He also likes to grab a drink when his days get hectic.

Age: 22-35

- Income: Single income supporting one person with enough disposable income to afford coffee multiple times a week
- Psychographics: Likely uses the Lake Air location for the convenience of a drive-through, Values a wide variety of options





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# Tactics for Felix

**We want Felix to know that Be Kind is a great place to hang out with friends.**

Our bright and welcoming atmosphere coupled with our diverse menu serves as a friendly environment to catch up with friends. At Be Kind, there is something for everyone. So know that your needs will be met, no matter how small or big. Those are the values this ad aims to convey.

Levers of Influence:

**Liking:** People connect more to people who are similar to them. The image of the woman displays that Be Kind is a welcoming place that works with any needs they have.

**Social Proof:** Mentions that multiple people consider Be Kind the 'Best Coffee place' or at least their favorite coffee place. Since a bunch of people consider it so, we are more influenced to believe it is legitimate and try it out for ourselves.



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Inclusive

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# Tactics for Felix

**We want Felix to know that he is always guaranteed a taste of sunshine to brighten up his day.**

We understand that days can get crazy so we are inviting Felix to focus on the positive parts in hopes that it changes his outlook on the day.

Levers Of Influence:

**Liking & Unity:** This ad extends an invitation to the customers displaying that Be Kind is willing to cooperate with them. It communicates that we value kindness, an attribute that is appreciated by all. This shows that Be Kind shares similar values and that we can connect on that and form shared experiences through it.

**Social Proof:** The invitation in this ad also shows that other people are visiting Be Kind for their mid-day reset.



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Positive



# Tactics for Felix

**We want Felix to know that we value relationships and community.**

We understand how important community is and we hope to help facilitate long-lasting connections. We also value the professional aspect of Felix's life as well. This is why we are hosting a networking event, in collaboration with Sloane's, to connect you with other like-minded professionals in Waco.

Levers of Influence:

**Liking:** Be Kind Coffee offers young professionals a chance to connect with similar minds. It acts as a medium or common ground for interactions and fosters community building.

**Scarcity:** This event offers free desserts for the first 25 people which places a time and amount constraint on the product which incentivizes them to come to the event.

**Unity:** By collaborating with another local business for this event, Be Kind shows that they value community and forms a 'we' (local businesses in Waco)

**BE KIND & Sloane's COFFEE**  
**PRESENTS**  
**WACO NETWORKING EVENT**

**FIRST 25 GUESTS GET A FREE DESSERT WITH THEIR DRINK**

**INTERESTED IN DISCUSSING WITH LIKE-MINDED PROFESSIONALS?**  
**WE INVITE YOU TO FORM CONNECTIONS AND FRIENDSHIPS WHILE ENJOYING DRINKS AND REFRESHMENT MADE WITH RICH LOCALLY-SOURCED COFFEE AND PREMIUM ALCOHOL.**

**WHEN:**  
**JUNE 15TH @ 5:30PM**  
**WHERE:**  
**SLOANE'S WACO**  
**110 N 25TH ST,**  
**WACO, TX 76710**

**REGISTER ONLINE @ BEKIND.COM/EVENT**

**FOR MORE INFORMATION, VISIT OUR WEBSITES:**  
**BEKINDCOFFEECREW.COM**  
**DRINKATSLOANES.COM**

Community



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# Young Parents

## Meet John and Sarah Smith

The couple has two kids, Jessica and Blake. The oldest, Jessica, is eight and is allergic to a variety of foods. Blake is six and is gluten-free. The children's dietary restrictions make it difficult for the family to find spots in Waco that they can all enjoy.

- Age: 26-30
- Parents looking for a place to take their kids out to
- Parents with children who have dietary issues
- Persona: This is Daria and Malik, they have two kids, one with allergies and the other is gluten free. They find it hard eating out with their kids because they haven't been able to find a place in Waco that offers options for both her kids.
- Sentiment Analysis





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# Tactics for the Smiths

**We want the Smiths to know that at Be Kind, no matter if you are with your kids or not, we have something for people of all ages.**

**Inclusive:** Loving that it is dietary inclusive, well-lit, and family-friendly. They can stop by for a minute alone or have a fun evening with their family.

**Liking:** Making a night easy and carefree, doing something like a wristband allows for a one-time payment on the night. Giving ease to the parents, not having to pull out their wallets every five minutes, and giving the kids more freedom.

**Unity:** a night out with the whole family, not having to worry about non-dietary inclusive options. Having the option to bring other friends and family to join in on the night

**Liking:** The indoor and outdoor settings create fun for everyone. Sam's bar allows for the parents to let loose and enjoy the night. While the kids have activities of their own.



  
**DO YOU WANT A NIGHT OUT,  
BUT DON'T WANT TO LEAVE  
THE KIDS AT HOME?**

Be Kind Coffee and Sam's Bar are joining together for a night of family fun and entertainment. At Be Kind Coffee, we are here to make your life stress-free and relaxing. With a live band, as well as games and activities for all ages. Most importantly, clean and dietary-inclusive drinks that everyone is able to enjoy.

**Prepurchase today!**  
**All you can drink and play:**  
Adults: \$35  
Older adults (55 & up): \$30  
Children (13 & under) : \$25

**Family packages are available,  
starting at \$100.**

**When: July 14th, @ 6PM  
Where: Be Kind Coffee**  
1534 Washington Ave Waco,  
TX 76701

**SAM'S BAR**  
— UNION HALL —  
WACO  
TX

More information at: [bekindcoffee.com/events](https://bekindcoffee.com/events)

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## Inclusive

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# Tactics for the Smiths

**We want to show the Smiths and the Baylor community that we are not only dietary-inclusive but we for have options for all ages and backgrounds.**

**Unity:** Bringing together the Baylor community and Be Kind Coffee. Exposing the brand to new customers that might not know about us. The Cub Club has a large number of members.

**Consistency:** Doing events with Baylor more than once can bring large amounts of recognition to the brand. Exposing Be Kind to a different group of people like sports fans. Who might not know what we are all about.

**Liking:** If they like it at this event, families are more likely to become a customer and spread the word to other families, growing Be Kind's clientele and expanding their image.

**Community:** No matter if you have all your kids with you or not, we are always here to fuel an activity-filled day or night when you need a little pick me up with other young families.



**Baylor Athletics**  
Cub Club

Be Kind Coffee is joining us this week with milk, cookies, and coffee!

**BU**  
ATHLETICS

More information: [www.baylorbears.com/cubclub](http://www.baylorbears.com/cubclub)

The graphic features a bright orange background. At the top, the text 'Baylor Athletics' is in a bold, dark green font, with 'Cub Club' in a smaller, lighter green font below it. In the center, there is a white-bordered photograph of a hand in a white glove placing a chocolate chip cookie onto a tray. In the foreground of the photo is a clear plastic cup of iced coffee with a straw and a red and white 'Be Kind' sticker. To the right of the photo is a white circular callout with the text 'Be Kind Coffee is joining us this week with milk, cookies, and coffee!'. At the bottom left is the Baylor University Athletics logo (a green 'BU' with 'ATHLETICS' below it). At the bottom right is a red circular logo with a white bear head inside. Between these two logos is the text 'More information: www.baylorbears.com/cubclub'.

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# Community

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# Tactics for the Smiths

**We want to show the Smiths that we have family-inclusive events, bringing light to body and mind positivity.**

No matter your family's dietary restrictions or needs, Be Kind Coffee has something for everyone. We aren't just a coffee shop but a place where you can be kind to your body and the environment.



*Be Kind Bingo*

|   |                           |   |
|---|---------------------------|---|
| Coffee in the morning   | Have a healthy breakfast  | Given out a complement                  |
|   | First round starts at 5pm |   |
| The winner of each round will receive different Be Kind prizes. |                           | Buy any cup of coffee to join the game! |

@BEKINDCOFFEECREW

@BEKINDCOFFEECREW

Join us for bingo!

We will be waiting for you



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# Positive



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# Event Budget Breakdown

Cookies with cubs (\$1000)

Sam's bar, band, games (bingo, bags, kid games, etc.)

All you can drink and enjoy:

Adults (ages 16-55): \$35

Older adults (ages 56 & up): \$30

Children (ages 0-15): \$25

Family Package (will not be available at the door):

Starting at \$100 for two adults and two children

Adding an adult: \$30

Adding an older adult: \$25

Adding a child: \$20





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# Tactics for the Smiths

**We want to show the Smiths that we have family-inclusive events, bringing light to body and mind positivity.**

Positive: BeKind has just the thing for a pick-me-up after being up all night with kids. Be Kind is the perfect place to reset and feel better throughout the rest of the day

**Unity:** A night of family fun, bringing the Be Kind team closer to the customers. Making them part of the family with a good old fashion game night.

**Liking:** People who play games together get to learn more about each other and become closer. Bingo night would make families want to come back for more.

**Consistency:** Making it a monthly event brings people back in, and spreads the work that it happens each month. Bringing in new people and old ones.



@BEKINDCOFFEECREW

|   |                           |   |
|---|---------------------------|---|
| Coffee in the morning   | Have a healthy breakfast  | Given out a complement                  |
|   | First round starts at 5pm |   |
| The winner of each round will receive different Be Kind prizes. |                           | Buy any cup of coffee to join the game! |

@BEKINDCOFFEECREW

Join us for bingo!  
We will be waiting for you



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# Positive

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# Stakeholder Analysis (Current)

Adversaries

Impact

Advocates

● College Students

● Young Professionals

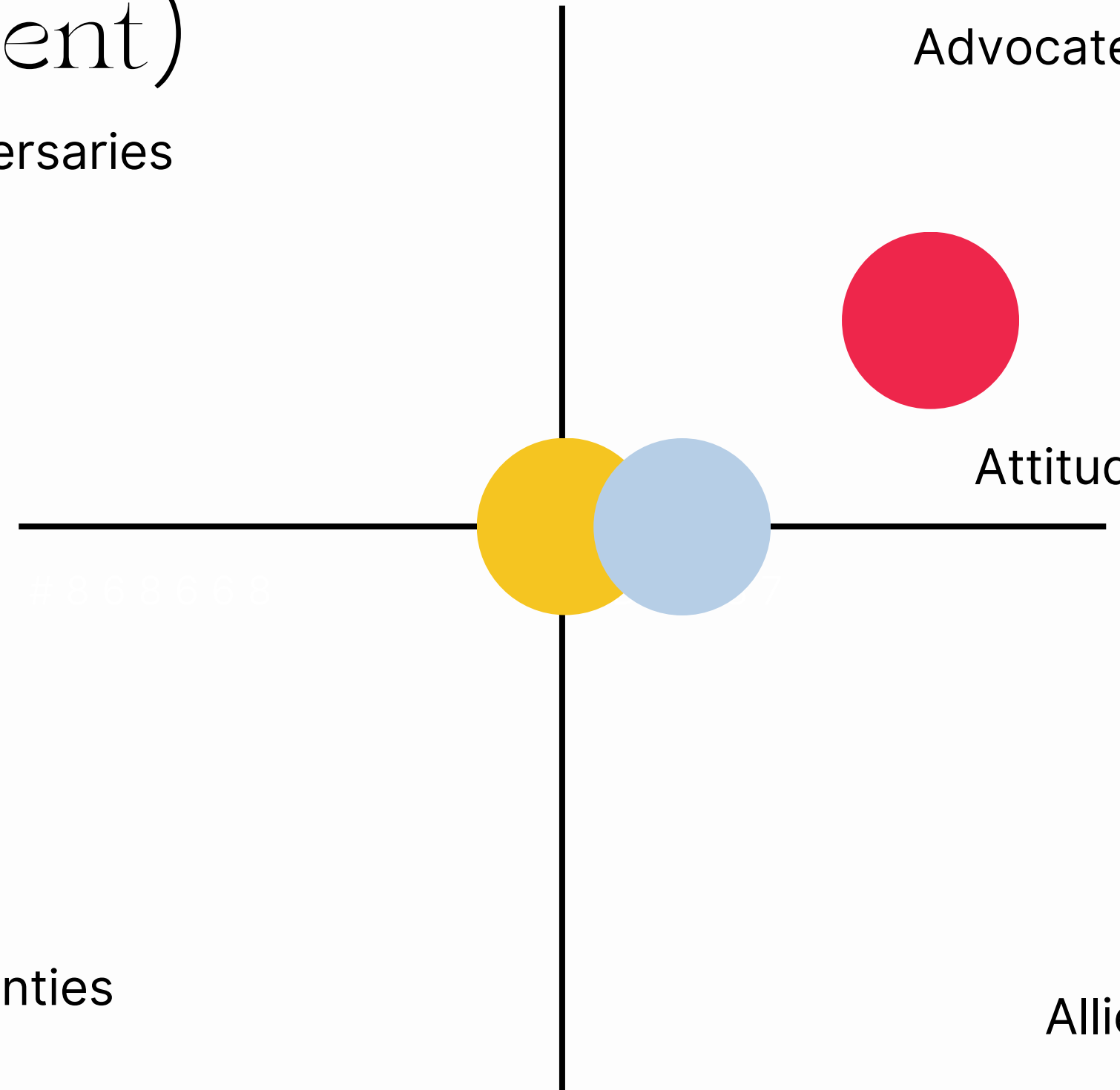
● Young Parents

Attitude

Interest

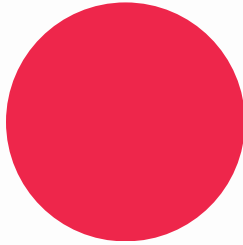
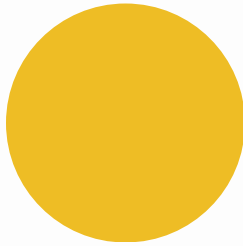
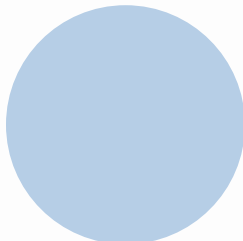
Anties

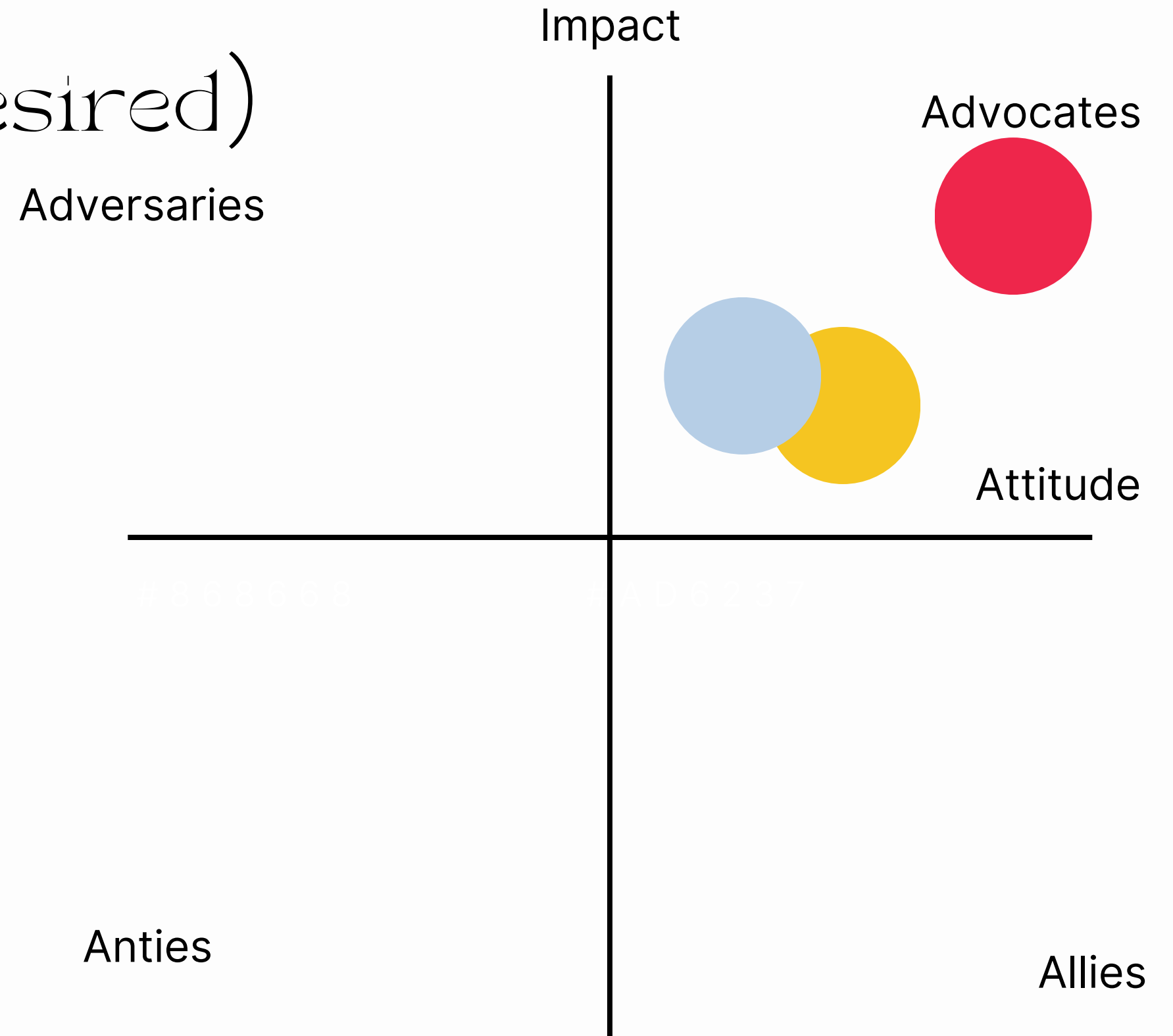
Allies



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# Stakeholder Analysis (Desired)

-  College Students
-  Young Professionals
-  Young Parents





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# Budget

Billboard Cost (per month): \$1750 (Billboard 2023)

Sloane's Collab Event Social Media Ad: \$100

Flyers: \$36

Coffee Cart: \$300

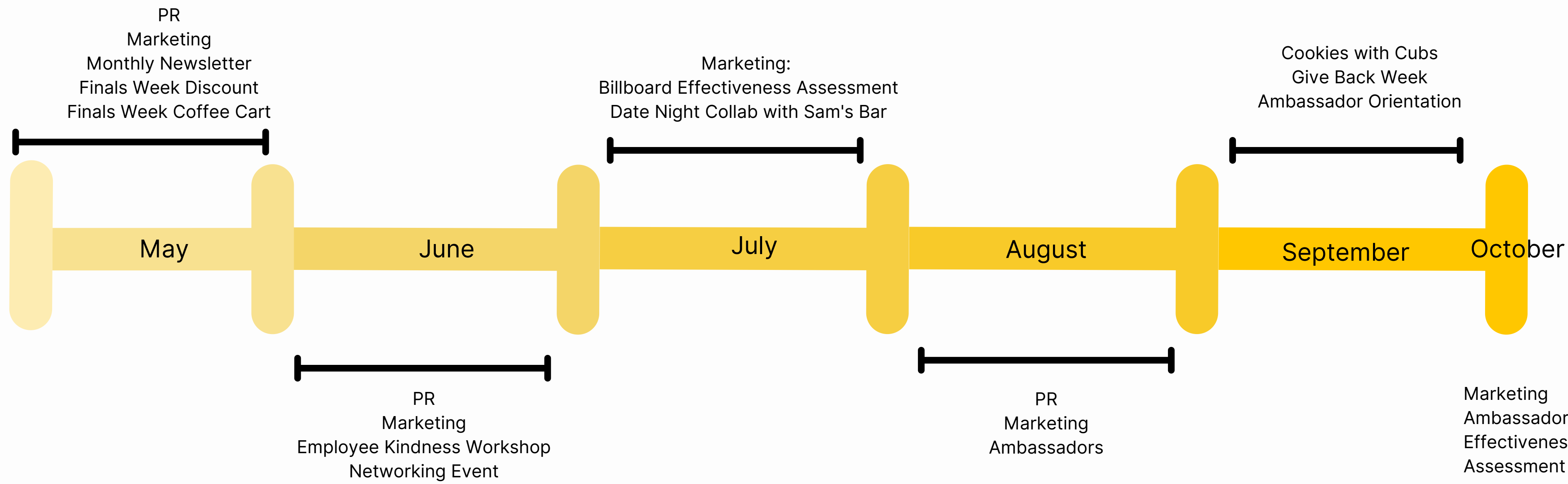
Ambassadors: \$260

Cookies with Cubs: \$1000



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# 6 Month Overview





# Implementation

| Month 1  | Month 2  | Month 3   | Month 4   | Month 5   | Month 6  |
|--|--|---|---|---|--|
| <p><b>PR:</b> Public relations campaign targeted at promoting a networking event for young professionals.</p> <p><b>Marketing:</b> Three posts per week on all social media platforms.</p> <p><b>Marketing:</b> Three-month billboard advertisement to promote both locations of Be Kind Coffee. Post about the billboard on social media, as well.</p> <p><b>Monthly Newsletter:</b> The owners will create a weekly newsletter summarizing all updates related to Be Kind Coffee. These will include seasonal menus, changes in products, fun facts about Be Kind's products and deals.</p> <p><b>Finals Week Discount:</b> Offer 10% off all coffees during finals week (May 5-11) to bring in more college students.</p> <p><b>Finals Week Coffee Cart:</b> Surprise classes with a coffee cart before their final. Have a few options so students can make a custom coffee.</p> | <p><b>PR:</b> Public relations campaign targeted at promoting a date night for young parents.</p> <p><b>Marketing:</b> Begin posting one promotional video per month on social media.</p> <p><b>Employee Kindness Workshop:</b> Yearly Employee Kindness Workshop to orient all employees to Be Kind's mission. This will allow employees to contribute how they believe Be Kind can spread kindness through their work environment.</p> <p><b>Networking Event:</b> A networking event to introduce Be Kind to young professionals in Waco.</p> | <p><b>Marketing:</b> Post about the billboard on social media. Use social media to post about the survey.</p> <p><b>Billboard Effectiveness Assessment:</b> Assess if there has been an increase in customers since the purchase of the billboard ad. Ask customers if they have seen the billboard. Create a survey asking if people have seen the billboard. Send the survey in a monthly newsletter.</p> <p><b>Date Night Collab With Sam's Bar:</b> Continue partnering with Be Kind. Host a family-friendly event with kid-friendly entertainment, giving young parents a fun night out with the kids.</p> | <p><b>PR:</b> Public relations campaign targeted at promoting Give Back Week, a partnership with Baylor Student Organizations, promoting the improvement of Waco.</p> <p><b>Marketing:</b> Start posting advertisements for Give Back Week. Flyers and social media posts. Heavily use ambassadors.</p> <p><b>Ambassadors:</b> Start reaching out to Waco residents and local college students in search of brand ambassadors for Be Kind. Ambassadors are required to post once a month with the hashtag #BeKindWaco. Ambassadors will get a 20% discount on purchases 2 shirts and 2 stickers. 5 ambassadors total.</p> | <p><b>Cookies with Cubs:</b> Families will come to the Cub Club to enjoy Be Kind coffee and cookies. This is a fun activity for the whole family to enjoy.</p> <p><b>Give Back Week:</b> A philanthropy event with Baylor Student Organizations to promote bettering our community.</p> <p><b>Ambassador Orientation and Kindness Workshop:</b> Yearly Ambassador Orientation Kindness Workshop to orient all Ambassadors to Be Kind's mission. This will allow ambassadors to contribute how they believe Be Kind can spread kindness through their posts and learn how to be an ambassador for Be Kind.</p> | <p><b>Marketing:</b> Continue posting regularly on social media. Create an updated billboard ad.</p> <p><b>Ambassador Effectiveness Assessment:</b> Assess if there has been an increase in followers since establishing brand ambassadors. Check-in with ambassadors.</p> <p><b>Monthly Bingo Night:</b> Now that Be Kind has more brand recognition in Waco, start a monthly bingo night. Do it monthly for the first three months, then reassess after and possibly change to weekly. This will attract all three personas.</p> |



# Measurements for Success

| Effectively communicate with consumers and media to promote brand awareness in Waco.            |   |  |                |   |
|---|---|--|----------------|---|
| Outcome   | Indicator   | Data Collection Method                                     | When Collected | Activity  |
| Positive News Setiment  | Track Local News for +/- Press                        | Analysis of news press                                     | Monthly        | The news stories help track the local brand awareness of the company                  |
| Reward Program  | Monitor rewards program to view mount of members      | Count the member number to our rewards program             | Monthly        | Signing up for the rewards programs helps signify brand loyalty                       |
| Effectively communicate company mission to Be Kind employees and customers.                     |   |  |                |   |
| The organization will reiterate the message and values of the company                           | Track how employees and customers are treated in shop | Surveys that provide incentives to customers and employees | Monthly        | The survey will be analyzed to make sure the Be Kind message is being implemented     |
| Effectively communicate and partner with other local businesses in Waco to diversify clientele. |   |  |                |   |
| Business partnership  | Scout and form partnerships with local businesses     | Monitor and maintain local business relations              | Monthly        | Forming partnerships with local business and checking in with them on a monthly basis |

# Press Release 1



## For Immediate Release

### Media Contact

Max Schmidt

254-123-4567

## Be Kind Coffee Hosts Networking Event with a Fellow Small Business

Be Kind Coffee partners with local bar, Sloane's to help people expand their professional network

#Networking #BeKind #Sloanes #Coffee #Professional

Waco, Texas - Apr 21, 2023- On June 15, 2023, [Be Kind Coffee](#) will host a Waco Networking Night, a joint event with Sloane's Waco. The event will take place at 5:30 p.m. at Sloane's Waco, featuring drinks made with Be Kind coffee.

"Our goal is to help professionals in Waco connect over great drinks and a fun time," said Be Kind owner Alex Sanchez.

Waco has an annual growth rate of 2.07% each year. Be Kind is aiming to help welcome the newcomers to the Waco professional community and help them form lifelong connections.

"We are thrilled to be collaborating with Be Kind and were so excited when they reached out to us," said Sloane's owner Lauren Jameson.

Make sure to get to the event early as the first 25 people through the door get a free dessert with their drinks.

Registration is free and you must be over the age of 21 to attend. To register for the event, visit [bekindcoffee.com/events](#).

## About Be Kind

Be Kind Coffee's ultimate goal is to promote kindness. We just so happen to serve craft coffee and vegan and gluten-free treats. Our goal is to make our community a kinder place than we found it, one drink at a time. If we can improve even one person's life, it's all worth it. We have two locations in Waco and have a rewards app. For more information visit [bekindcoffeecrew.com](#).

###

# Press Release 2



## For Immediate Release

### Media Contact:

Delaney Hoffman

Phone: 555-555-5555

## Be Kind Coffee Monthly Bingo Night

Night of fun for all ages

#BeKindCoffee #Bingo #BingoNight #Wacocoffee #BeKind #Positivity

**Waco, TX** - [Be Kind Coffee](#) is excited to announce its upcoming monthly bingo night event in starting in June 2023. The event promises to be an exciting night of competition, laughter, and prizes. All centered around body and mind positivity.

The bingo game is open to all ages and participants wanting to play. The buy into the game is simple; purchasing a cup of coffee from our café will get you three rounds of bingo. The first person to mark off all the affirmations creating a straight line will win various Be Kind Coffee prizes.

"The goal was to give people peace of mind when they walk in. Not having to worry about if they are able to find something on the menu," Co-Founder of Be Kind Coffee, Alex Sanchez said.

Bingo Night is scheduled to take place in June 2023 and will become a once-a-month event. The Be Kind Coffee team is currently working out the date for the event to take place each month. More information about the event will be released in the coming months. Email [hello@bekindcoffeecrew.com](mailto:hello@bekindcoffeecrew.com) with any questions.

### About Be Kind Coffee:

Be Kind Coffee's ultimate goal is to promote kindness. We just so happen to serve craft coffee and vegan and gluten-free treats. Our goal is to make our community a kinder place than we found it, one drink at a time. If we can improve even one person's life, it's all worth it. We have two locations in Waco and have a rewards app. For more information visit [bekindcoffeecrew.com](https://bekindcoffeecrew.com).

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# Press Release 3



**For Immediate Release**

**Media Contact:**  
**Daley Craft**  
**123-456-7890**

**Be Kind Coffee hosts a Baylor Student Organization competition that is focused on philanthropy**

#coffee #positivity #baylor #service #philanthropy

[Be Kind Coffee](#) is hosting a friendly competition between several student organizations across Greek life, academic organizations and many others. The competition will take place September 5-8 and will consist of a Cameron Park clean-up day, a social media competition, a coffee purchase competition and a food drive.

Each organization will be awarded points based on how many of their members participate in each event. The winning organization will receive an \$800 donation to their philanthropy or philanthropy of their choice. The goal of the competition is to get students to serve their community while drinking some great coffee that has an option for everyone regardless of their diet.

“Our goal is to promote kindness, through our products and improve people’s day anyway we can... We have three main values, being kind to yourself, being kind to others and being kind to the planet,” Alex Sanchez, a co-founder of Be Kind said.

If your organization would like to compete, they must sign up before September 1st. If interested in joining or supporting the event, reach out to Be Kind at [hello@bekindcoffeecrew.com](mailto:hello@bekindcoffeecrew.com).

**About Be Kind Coffee:**

Be Kind Coffee’s ultimate goal is to promote kindness. We just so happen to serve craft coffee and vegan and gluten-free treats. Our goal is to make our community a kinder place than we found it, one drink at a time. If we can improve even one person’s life, it’s all worth it. We have two locations in Waco and have a rewards app. For more information visit [bekindcoffeecrew.com](http://bekindcoffeecrew.com).

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