The German „Coffee Day“

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Secretary General

General Overview

• First Coffee Day: 2006

• 2006 - 2012: Last Friday in September, the Coffee Day was celebrated in Germany

• 2013: First Saturday in September (7th September)

• Different events and activities show the diversity of coffee and inform the consumers about the beverage
The “Coffee Day” in Germany aims at attracting public interest and wants to inspire coffee lovers and potential coffee drinkers (even more).

**Key message:**
Coffee is presented as a multi-faceted product which represents lifestyle and modernity as well as long-lasting tradition, enjoyment and social life.

**Target groups:**
- **Consumers** gain information about coffee and enjoy the hot drink in many different ways.
- **Media:** The German Coffee Day creates news for the press that would otherwise not write about coffee in general.
- **Coffee companies and organizations** benefit from free self-promotion.

**Part of the German Coffee Association:**
- Addressing companies/organizations
- Logo „German Coffee Day“
- Testimonial
- National PR Campaign: press releases, website, poster, newspaper (in cooperation with PR-agency)

**Part of companies/organizations:**
- Create an event that takes place on the German Coffee Day
- Register event on the website (e.g. coffee tastings, GPS-tour, special coffee menus in restaurants, lectures, show-roasting)
- Regional PR-Campaign: announce event
Previous Testimonials

Testimonials address different target groups with specific massages

**Nina Ruge**
(Boulevard talkmaster)

Message: Coffee is lifestyle!

**Yared Dibaba**
(Talkmaster, born in Ethiopia; coffee expert)

Message: Coffee is an international delight.

**Erol Sander**
(Turkish-German actor and former model)

Message: I love coffee!

**Tanja Szewczenko**
(German figure skater and actor in teenage sitcom)

Message: Coffee makes you active!

**Dr. Antje-Katrin Köhnemann**
(doctor, talkmaster)

Message: Coffee can be healthy!

**Roger Cicero**
(German jazz musician)

Message: Coffee and soul!

**Gerald Asamoah**
(Football star born in Ghana)

Message: Coffee and sport perfectly match!
Newspaper „Coffee Day“

Mission: Providing information on coffee in general.
Give-away article for customers of participating companies/organizations

Circulation: round about 400,000 items

Distribution:
1. via TUIfly: 15,000 items
2. via „Lesezirkel“ (Journals „Bunte“ and „Brigitte“): 198,000 items
3. via companies/organizations at their events

Especially created for the “Coffee Day”
- Information about the “Coffee Day”
- Announcement “Coffee Day”
- Overview of activities and events:
  Event finder
  a) ordered by post code
  b) by view on the map

Website www.tag-des-kaffees.de
Next German „Coffee Day 2013“
7. September 2013

Suggestion:

Creating and defining an international coffee day by ICO to increase awareness of all topics around coffee and to celebrate coffee worldwide every year on a particular day around the world.