



TLAN MAKAN

„High quality coffee which stands for sustainability,
clima and fair trade!“

TLAN MAKAN means „Helping hand“

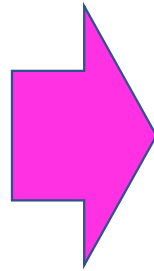
USP

- Repositioning of the coffee brand TLAN MAKAN
- It is more than coffee, there is a story worth telling behind the brand.
- Coffee has a very high quality and the coffee plantage stands for sustainability, climate protection and fair trade.
- We want to create a lifestyle coffee brand

Objectives, targets

- Starting in Germany and Austria as a new style-coffee brand with sustainability fundamentals.
- We do not put another coffee brand into the market, we want to create a new product world.
- Tlan Makan wants to create an exceptional attitude. Drinking coffee with a high level of style and supporting sustainable productions
- Tlan Makan is a Lifestyle Product. We do not want to be put into the ecological background.
- Starbucks is more than coffee to go, Nespresso is more than a fresh direct consumed capsule, they are a life attitude.....
- **Tlan Makan is more than coffee, it is an attitude, to support our environment, be Fairtrade, act Fairtrade and therefore be a role model**

Positioning/Tonality/Image



High class
noble
Glamour

style
Prestige
serios

elegant
exceptional

fancy

stylish

hip

sexy

IN

joyful

sustainable





Target group

- We address all coffee consumers, especially a younger client group, which is sensible for a topics about our future
- We adress men and women both, with a sense of style, as well as high quality and a sense for sustainability
- We put sustainability into the spot light.

The Story

- The translation from the language of the indigenous people expresses the soul of our coffee. It is a coffee that reaches out to you and takes everyone with you to discover its world – the tranquility and expanse of the Mexican rainforest.
- Jungle Grown Coffee is protected, cared for and harvested by the sensitive handcraft of the indigenous population. In its refinement through a unique roasting process, it becomes a sensitive taste experience that requires neither milk nor sugar for its full development. On the contrary – only through pure enjoyment does it reveal its full spectrum to us.
- Our actions on the Finca are shaped by the [sustainability goals of the UN](#)
- We started early on to make our contribution to the agenda of the future and would like to expand it further. Nowhere is the guiding principle of the “helping hand” better brought to life than in the active implementation of sustainability goals.

Inspirations

MAST

MAST

[SHOP](#)
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FREE U.S. SHIPPING FOR ORDERS OVER \$75

CURRENCY USD

MAST COLLECTION
12 BARS

[ADD](#)

LOVE NOTES COLLECTION
12 BARS

[ADD](#)

DARK CHOCOLATE COLLECTION
6 BARS

[ADD](#)

MILK CHOCOLATE COLLECTION
6 BARS

[ADD](#)

BROOKLYN COLLECTION

[ADD](#)

LONDON COLLECTION

[ADD](#)

LOS ANGELES COLLECTION

[ADD](#)



We are a New York chocolate maker with a flagship location in Williamsburg, Brooklyn. Founded by pioneering brothers Rick and Michael Mast in 2007, we are introducing chocolate to the world with an obsessive attention to detail, meticulous craftsmanship, groundbreaking innovation, and inspirational simplicity. We make our signature chocolate bars, beverages, and confections with an emphasis on clarity of flavor.

You can find our products in specialty shops across the globe. Our head office and chocolate factory is located in Building 28 of the historic Brooklyn Navy Yard.



Verpackung Inspiration



Symbole für die einzelnen Sorten auf der Verpackung





