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**AVIVA CAMPBELL**

Copywriting, Digital Marketing  
& Brand Management

## **PennyCup Coffee Co.**

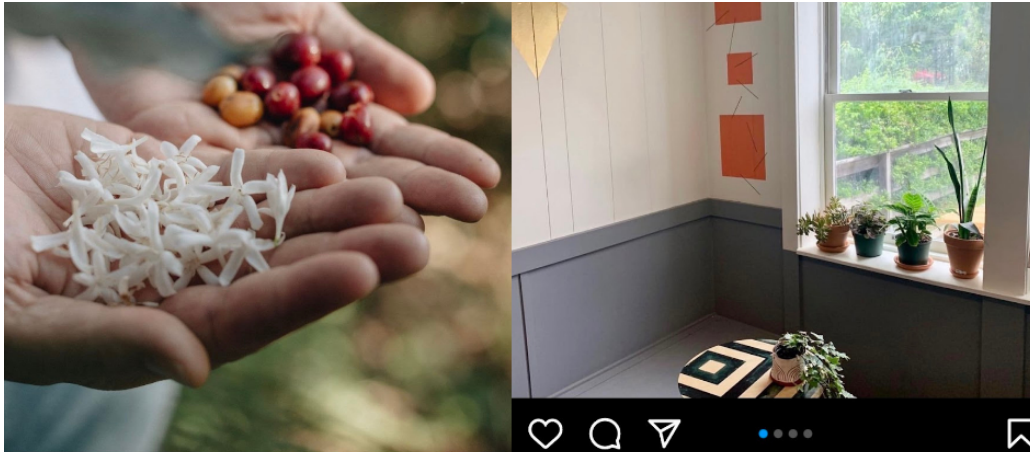
**Paid Social Media Advertising, Organic Social Media Strategy, Email Marketing, Brand Development & Creative Direction**

PennyCup is a local coffee roaster with four cafes in Asheville, NC. Since 2018, I've contracted with this brand to direct and manage its social media and online presence, growing followership and collaborating with the company owners to carve an authentic voice and unique aesthetic. Ongoing services range from website and SEO updates to social media posting, ad campaign execution, video directing, monthly newsletter writing, etc. The open rate for monthly newsletters is 40% (well above average compared to the industry standard of 23.3%), and Instagram followership has increased by 2,500+ since 2018.

### **A. Instagram Grid View: @pennycupco**



## B. Instagram Posts: @pennycupco



441 likes

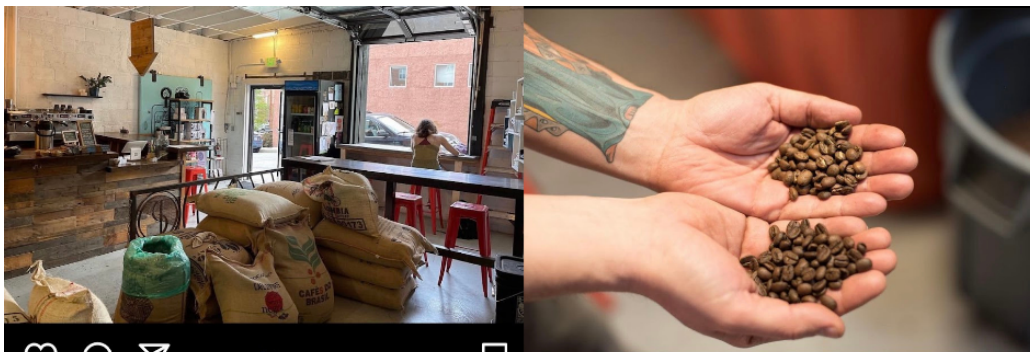
**pennycupco** Wake up to ethically sourced coffee that's bright, balanced, & buzzy. Introducing Colombia Felipe Trujillo Estate, PennyCup's latest micro-lot offering through our friends at Unblended Coffee (@unblendedcoffee). Single-origin & purchased directly from La Ventolera, a small, family farm & regional institution for artisan coffee. Easily home-brewed to perfection with notes of chocolate, caramel, grapefruit, and lime zest. For a limited time, use coupon code INSTA to receive free shipping (normally a \$5 flat-rate) on orders of 2 lb of beans or more.

183 likes

**pennycupco** Summertime magic ✨ Catch some rays at our newly-expanded North Asheville coffee house. We've totally transformed the space into a COVID-safe haven with a breezy back patio and lots of spacious indoor seating.

Bring a book, a laptop, or a friend. We've got you covered with an abundance of natural light, well-spaced seating, delicious coffee, and a full menu of snacks in our newly-expanded cafe.

#farmtocup #sustainablecoffee #coffee roasters #avlcffee



268 likes

**pennycupco** Have you seen the new & improved PennyCup HQ? 🚪 The roaster underwent an exciting upgrade with the installation of a garage door that improves airflow and allows for breezy bar seating. The dreamy River Arts District spot was the very first PennyCup cafe in town and as we've expanded to new locations in Asheville over the years, it's become the least-spoiled of our 4 coffee shops. Not anymore.

Stop by to check out the roaster renovations and while you're here, taste our latest coffee of the month: a honey process micro-lot from Finca El Venado in Costa Rica.

It's an honor to share such amazing coffee with you. 🍵 #ashevillecoffee #microroaster

72 likes


**pennycupco** Ever think about the journey from #farmtocup? We think about it all the time. These beans have traveled the world and passed through many hands before landing in yours. 🙌

It's a complicated journey that often results in poor compensation for coffee growers, harvesters, and sorters around the globe. 🌍

That's why PennyCup Coffee Co. is committed to ensuring that each mug we slide across the counter has added value to everyone who plays a part in getting it to you. Sourcing is everything. Choose your cup wisely. ☕


## C. PennyCup Coffee Co. January 2022 Newsletter

View this email in your browser.




### New Year, Fresh Start! Introducing Coffee Curioso

**SEASONS GREETINGS**



And just like that, it's 2022. This new year coincides with the official rebirth of Coffee Curioso. PennyCup's coffee program dedicated to offering hand-roasted, carefully selected, seasonal coffees wrapped in bags that feature commemorative artwork from **Source Mill** artists. We hope you love the artisan micro-lots we'll share with you throughout the year.

Waiting you good vibes and a very happy New Year!



### PLACE YOUR ORDER

LIMITED EDITION COFFEE MICROLOT  
AND ARTWORK BY JENNY FARES

Costa Rica Finca San José is the first offering in PennyCup's revamped Coffee Curioso program that features hand-roasted, carefully selected, seasonal coffees!

This honey-process micro-lot comes from a producer named Jhonathan Camacho, a Costa Rican doctor and coffee farmer descended from some of the country's first coffee growers. This lot was processed and dried at nearby Genesis Mill after it was harvested.


Coffee has a rich history in Costa Rica, with the first beans grown in the late 1700s. It was the first Central American country to have a fully established coffee industry. It's some of the best in the world and an incredible offering to debut Coffee Curioso!

The cup is sweet and savory with citric acidity, toffee, cocoa, and grapefruit flavors.

**Limited run (no print available online (\$18) with coffee purchase.**

**Order Costa Rica – Finca San José Coffee Beans**

Origin: Costa Rica  
Region: San José, Tarrazú, West Valley  
Process: Honey



**PennyCup Coffee Shop Hours by Location**

**The Roaster (River Arts District):** M-F 7 am-6 pm & weekends 9 am-3 pm  
**PennyCup North Asheville:** Monday - Sunday 7 am-3 pm  
**PennyCup West Asheville:** M-F 7 am-6 pm & weekends 9 am-3 pm  
**PennyCup YM (Downtown):** Monday - Sunday 7 am-6 pm


[Visit our online shop for fresh beans and coffee merch.](#)

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Our mailing address is:  
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D. [PennyCup Promotional Video](#)

*Directed in collaboration with videographer and editor, A.D. Weighs*

