Hojicha Oat Latte: A $40K Fall Launch

Worth approving — 6-week campaign targeting office workers aged 25–35

Tsukiao Coffee · Management Review

Agenda

Deck Route: From Trend to Approval

Five sections over 12 slides, ending in the $40K decision

Section	Focus	Slides
Why now	Oat milk and hojicha category trends	3–5
Product and audience fit	Hojicha oat latte for office workers 25–35	6
6-week launch plan	Three phases with milestones	7–8
Budget and channels	$40K across social, events, delivery apps	9–10
Targets and next steps	20,000 cups, 5,000 members, weekly tracking	11–12

Decision ask comes on slide 12: approve $40K

Market Evidence

Oat milk is the default alt-milk in coffee

Category-level data shows oat is the plant milk to build on

33%

of coffee orders

Oat leads alt-milk picks vs almond at 10%

$598M

refrigerated oat milk

Grew 10.5% over 52 weeks to Oct 2023

+0.9%

oat growth

Only major plant milk growing; others fell 7.2%

Sources: SPINS 2023, Square 2024, Circana 2024

Growth Bet

Hojicha Rises While Matcha Matures

Category data points to hojicha as the next wave

Hojicha momentum

Social mentions up 76.4% YoY; still in 'trending' lifecycle phase

Flavor cues align

Roasted flavor cues +25.9%, cozy cues +32.5% — a natural fall fit

Matcha under strain

Matcha is mature volume (+61% share) but demand has strained Japanese tea supply

Mellow energy

Consumers seek low-caffeine mellow energy; hojicha is the next Japanese tea to watch

Who we target

25–35 office workers sit at the crossroads of oat milk and hojicha trends

Square, Tastewise 2024–25

Product fit

“

Low caffeine for afternoons, mellow roast meets oat creaminess — the hojicha oat latte fills the gap between matcha and coffee

— Tastewise 2025

6-Week Plan

Launch Runs 6 Weeks in Three Phases

Three phases, each with a milestone gate to review spend

1

Tease & Awaken

Weeks 1–2: social teasers build cozy fall awareness

2

Launch Push

Weeks 3–4: full push plus in-store sampling events

3

Sustain & Convert

Weeks 5–6: sustain buzz, convert buyers to members

✓

Milestone Gates

Each phase ends with a checkpoint to adjust spend

Phase Milestones: Three Checkpoints

Adjust the plan at each gate — reallocating underperforming channels keeps the $40K on target

Week 2

Awareness Gate

Check reach and teaser engagement baseline; shift social spend if early signals lag

Week 4

Mid-Point Gate

Cumulative 10,000 cups — half the first-month target reached; rebalance channels

Week 6

Final Gate

Track 20,000 cups and 5,000 new members; confirm conversion and retention follow-up

Each gate

Rebalance Rule

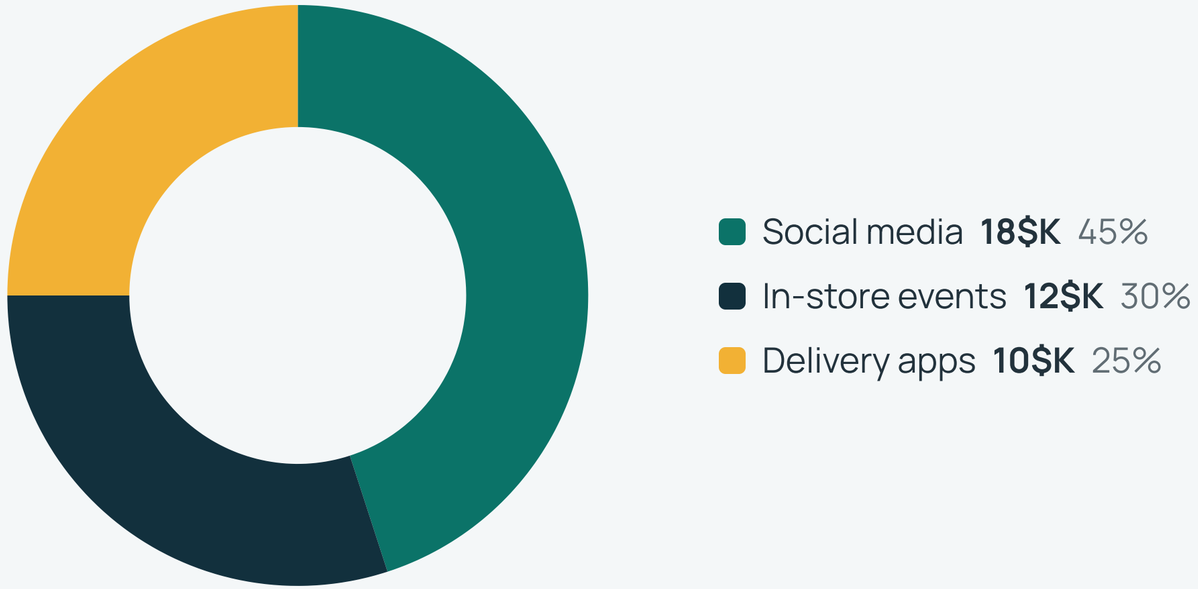
Underperforming channels rebalanced at every checkpoint to protect the budget

Where the $40K goes

Social media is the largest budget item

Budget skews to social media; events and delivery apps support sampling

Budget allocation by channel



$18K of $40K goes to social media: teaser, launch, retargeting

Reallocation checkpoints at week 2 and week 4 gates

Channel roles

Each Channel Carries a Distinct Funnel Job

Social builds awareness, events create trial, delivery apps drive repeat

Social: Awareness

Cozy fall storytelling; seasonal campaigns have driven 850M+ paid impressions

Events: Trial

In-store sampling and ritual moments; a 5-day free-upgrade LTO lifted add-on units 60%

Delivery Apps: Repeat

Repeat orders plus office-bulk bundles for 25–35 workers ordering 3–4x per week

Member Signup

Offered at every trial touchpoint to convert first cups into 5,000 members

Both Targets Tracked Weekly Against Spend

One dashboard, two KPIs, weekly read on cost efficiency

Metric	Target	Weekly pace	Tracking method
Cups sold	20,000 in month one	~3,300 per week	POS volume by channel
New members	5,000 signups	25% of cups converting	Signup rate at register and in-app
Cost per cup	Within $2.00 budget share	Blended across channels	Spend logged weekly per channel
Cost per member	Within $8.00 budget share	By acquisition channel	Attribution codes in dashboard

Weekly dashboard shared with management team; checkpoints allow mid-flight budget shifts

Decision

Approve $40K to Hit 20,000 Cups and 5,000 Members

The trends, the plan and the targets all point to a go this week

Trend tailwind	Oat milk leads coffee orders at 33%; hojicha mentions up 76.4% YoY
Phased plan	6 weeks in 3 phases with three spending checkpoints to adjust
Budget split	$18K social media, $12K in-store events, $10K delivery apps
First-month KPIs	20,000 cups sold and 5,000 new members, tracked weekly vs spend

Approve the budget this week to start teasers