

HOW MIGHT WE CREATE A PLAYFUL COFFEE EXPERIENCE RELEVANT FOR TEENAGERS IN THE 21ST CENTURY?

Peter Larsen Kaffe is the first coffee company in Denmark. Since 1902, the company is striving sustainable and environmental-friendly solutions, developing and promoting Organic and Fairtrade certified coffee products in Denmark. Present in the main supermarkets and stores, as well as coffee stations (like 7-Eleven), their products are known and consumed mainly by adults.

However, during the last few years, there has been a recess in traditional coffee consumption. The booming sales of capsule machines for household use are pushing new products into the market. Also, other kind of beverages and sodas are becoming more popular, specially among teenagers and young consumers.

Mainly consume sugar iced coffee. Usually not attracted to strong coffee taste.

Cafés are their social meeting point; where they spend their free time.



TEENAGERS

It is the time for exploring and constructing their identity, belief and value system.

Parents and society are concerned about coffee consumption among teenagers (caffeine, addictive).



COFFEE

- 86% of people associate warm drinks to hygge.
- Knowing about products and their precedence is an actual trend.
- Nordic coffee culture is actively spreading around the world. Cafés are the place for social meeting in a cozy and warm environment.

Danish reference for Organic and Fairtrade certified coffee products.



Peter Larsen Kaffe®

Familiar company running for more than 100 years with a close and direct relationship to their customers.

Trying to reach and connect with teenagers; they will be their future customers.



TAK FOR KAFFE

Tak for Kaffe is a strategic card game that puts players in the shoes of a coffee entrepreneur. The players experience the process and the results of the decisions that drive the coffee industry. Every step of coffee production, from farming to distribution, is part of the game. Thus, the players are made familiar with the inner workings of an industry they only knew as a consumer.

The game combines educational value with the fun experience of playing the idealistic coffee enthusiast against the merciless businessmen. Just as in real life, all actions have consequences, and they affect your farmers, your profit, your social reputation as well as having effects on the environment.

The game allows the players to see things from the perspective of a modern entrepreneur, with all the decisions and problems that that brings with it. It raises awareness of our place in the world, and shows us that everyone, at any time, can make a decision that will change the world for the better.

TAK FOR KAFFE GAME JAR & THE CONTENT

50 Decision Cards
20 Action Cards
30 Tasting Cards
1 Tasting Menu
3 Tokens Bags
3 Totems
5 Company Goods Bags



Tak for Kaffe is about running your own coffee company the best way possible to dominate the coffee market. Each player will be the owner of a company and will have to make decisions about their own coffee chain to get the totems and the most points at the end of the game.



PLAYERS

From 2 to 5 players (+10 years old)
It is the perfect game for having fun during hygge family time or cozy meetings with friends



Tokens Bags



Totem



Decision card



Action card



Tasting card