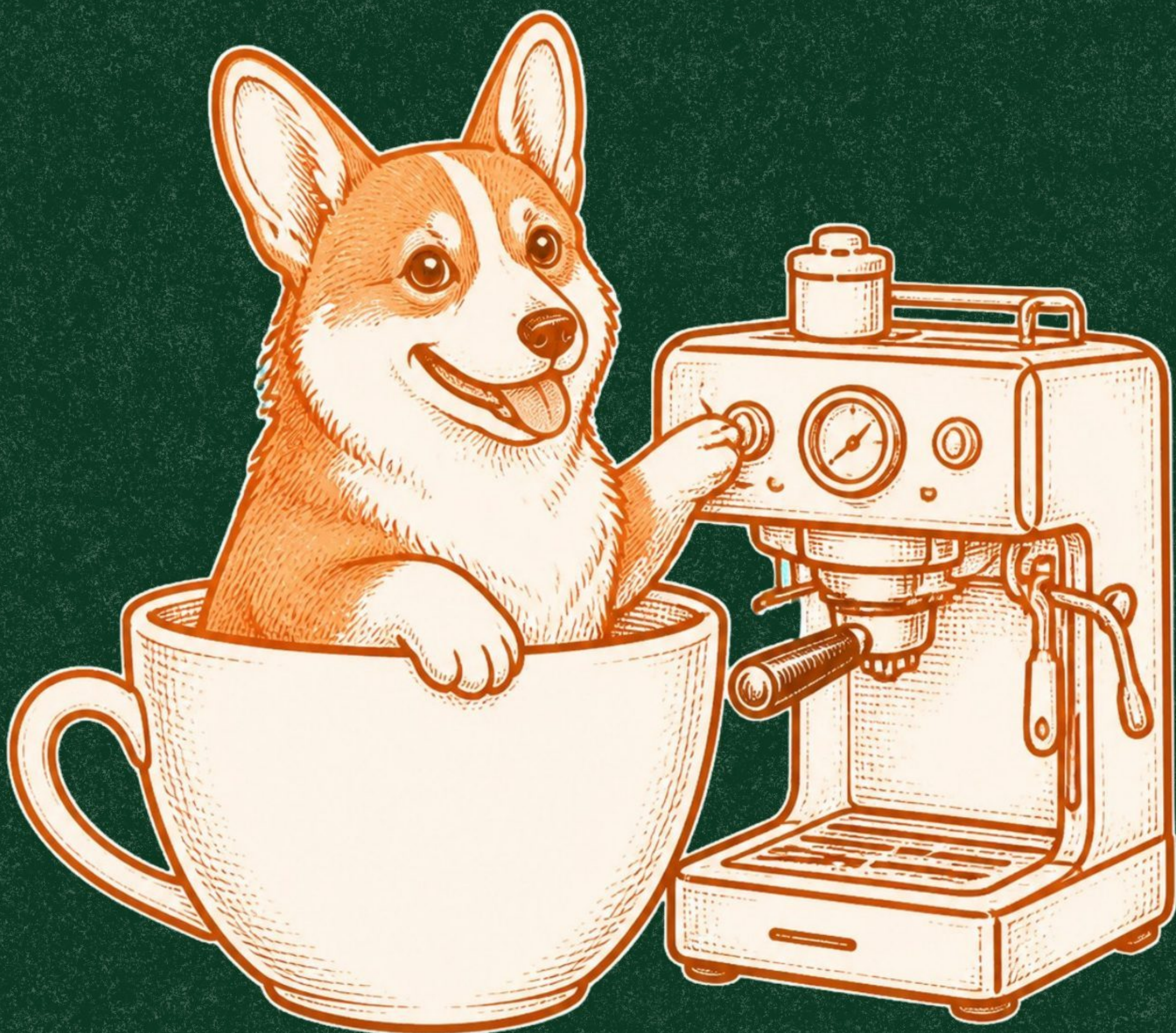


**YOUR BRAND SHOULDN'T JUST BE SEEN.
IT SHOULD BE**

CHOSEN

At Corgi, a partner drink isn't a passive advertisement. Customers see it, choose it, order it, pay for it, experience it, and carry the brand into the rest of their day.

THE AD IS THE PRODUCT.



CORGI BY THE NUMBERS

8,800+

CAFÉ ORDERS
IN AN AVERAGE
MONTH

12,000+

ITEMS SERVED
IN AN AVERAGE
MONTH

25+

ACTIVE +
UPCOMING
SIGNED
PARTNERSHIPS

1,300+

PARTNER DRINKS
SELECTED
DURING THE
MEASURED
PERIOD

WHAT BEING ON THE MENU ACTUALLY MEANS

THE DRINK

A branded product customers purchase.

THE MENU

Placement at the moment of choice.

THE SLEEVE

Takeaway visibility with an optional QR or CTA.

THE CAFÉ

A physical presence inside a real community space.

THE ACTIVATION

An opportunity for an in-person moment.

THE CONTENT

A naturally photographable, shareable product.

THE DATA

Actual unit selections instead of vague impressions.

ONE PARTNERSHIP. MULTIPLE CHANNELS

ONE EXPERIENCE PEOPLE CAN ACTUALLY ORDER.



WHAT DOES \$10K IN MARKETING ACTUALLY BUY?

We've done the research for you...

BILLBOARD

- ~\$11.8K average for 4 weeks in San Francisco
- People *may* see your message.
- No purchase interaction, sampling or product experience.

META ADS

- *Potentially* hundreds of thousands of impressions
- Excellent for targeted reach BUT the interaction is often SEE → SCROLL.

CORGI

- THE AD IS THE PRODUCT
- SEE → CHOOSE → ORDER → DRINK → CARRY → PHOTOGRAPH → REMEMBER

Corgi doesn't replace paid media. It gives brands a kind of interaction paid media can't replicate.

NOT ALL IMPRESSIONS ARE CREATED EQUAL.

BILLBOARD

"I saw it."

SOCIAL AD

"It appeared in my feed."

CORGI

"I chose it."

Only at CORGI we offer:

BRAND EXPOSURE



BRAND INTERACTION



PRODUCT EXPERIENCE

Ordering something associated with a company
is an unusually active form of brand engagement.

A drink can *continue*
creating attention
long after it leaves
our counter.



WHO'S ACTUALLY AT CORGI?

- *Founders* building between meetings.
- *Engineers* escaping the office.
- *Investors* meeting companies.
- *Friends* catching up.
- *Teams* grabbing coffee.
- The technology community actually living its life.
- People working way too late.



CURIOSITY HAS SOMEWHERE TO GO.

Customers are already sitting with laptops *open* and phones nearby, *ready* to search, scan, share or start a conversation.



PEOPLE DIDN'T JUST SEE THESE DRINKS. THEY ORDERED THEM

PARTNER A — 400+ SELECTIONS

PARTNER B — 250+ SELECTIONS

PARTNER C — 200+ SELECTIONS

1300+ TOTAL PARTNER DRINKS
SELECTED IN **ONE** MONTH



*Partner identities are anonymized. Campaign duration, availability and launch timing varied, so individual results should not be interpreted as direct comparisons.

WHEN YOUR DRINK GOES LIVE, WE DON'T JUST ADD IT TO THE MENU

Our team brings together the café, the product and the community to help make the launch feel like a *real* connecting moment.

- A thoughtfully introduced partner drink.
- In-café brand touchpoints.
- Opportunities for content and community engagement.
- Support from *THE* Corgi team.

And a few additional possibilities we'll save for our conversation 🐶🐶



LET'S PUT YOUR DRINK ON THE MENU

**BRING US YOUR BRAND.
WE'LL HELP TURN IT INTO SOMETHING
PEOPLE CAN ORDER.**

We'd be genuinely excited to learn about your brand, share our resources and explore what we could create together.

WE ALREADY HAVE SOME IDEAS 🧐

