

THE
atelier
blend

CRAFT YOUR DRINK
AWAKEN YOUR SENSES

Who are we?

The Atelier Blend is a space that redefines how people experience drinks.

- We are a creative café-studio where **customers become makers.**

More than a drinks bar...

- The Atelier Blend is an invitation to **connect with your essence, awaken your senses, and explore creativity** through shared **experimentation.**



Our purpose

Awaken your senses. Blend with intuition.

We were born as a space to **help us reconnect with our creative spirit and our sense of taste.**

We believe that **taste** has been reduced to a simple question of whether something is “good” or “bad,” and we see this space as an opportunity to **rediscover it through the craft of creating your own beverages.**

This beverage bar invites you to learn how to craft your own drinks, from a coffee with your preferred milk and proportions to a smoothie tailored to your exact needs, or a cocktail crafted for a special occasion.

Move from being a passive consumer to an active creator.

We’re the first café-studio hybrid where drinks are not only served, but created, **blending** the **comfort** of a café **with** the **creativity of an atelier.**



Market



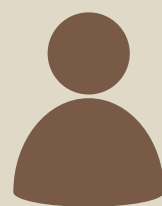
Lucía Romero

(She/Her) Age: 28

Location: Salamanca, Madrid

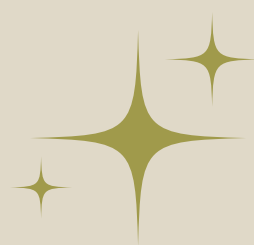
Occupation: Sales Executive at P&G

20–35 year old Madrid student or young professional, middle to upper income, living in urban centers, seeking interactive social learning activities



Profile:

Lucía works in a global sales role, balancing long work hours with her passion for creative, social experiences. Living in Salamanca, she enjoys Madrid's cultural scene and often seeks activities that let her connect and unwind.



Motivations & Values:

- Seeks balance between work and creative freedom
- Values authentic, inclusive, and aesthetic experiences
- Loves learning by doing and meeting new people



Lifestyle & Interests:

- Art & Design Exhibitions
- Social Creative Events (mixology, ceramics, pop-ups)
- Active on Instagram for inspiration

“Work keeps me busy, but I need spaces where I can create, connect, and just be myself.”

Branding Logo



Logo:

creativity, craftsmanship, experimentation

Hand-drawn pitcher and flowing line:

pouring and blending just like how we mix flavours and ideas with artistry

Lettering:

playful but elegant, showing the value of craft and exploration

“matcha”

Golden Fennel

#AFA857

“nature”

Mosswood

#4B4B30

“warmth”

Almond Cream

#F0EAD8

“modernity”

Glacier Mist

#AEC7E0

“coffee”

Cedar Bark

#6F4128

Moodboard



Marketing

Blending creativity, connection and craft

Advertising and Promotion

- Print posters near the store and social incentives like offering 10% off when customers post about us. Through our “Blend Member” program, visitors can collect rewards and get 15% off on their fifth visit, helping us build loyalty.

Interactive Marketing

- Short “learn-with-us” videos on Instagram and TikTok, from latte art challenges to cocktail recipes
- Launch a “Design Your Signature Drink” contest where winners appear on our seasonal menu.
- We’ll also use geo-targeted ads around universities and coworking spaces, and partner with campus apps to stay connected with young creatives.



Marketing

Blending creativity, connection and craft

Events & Experiences

- Events and experiences across Madrid, including:
 - Pop-ups in areas like Nuevos Ministerios and Salamanca,
 - Free workshops where people can create their own Atelier drink.
- Partnerships with IE University and El Corte Inglés will help us expand our reach.

Brand Amplifiers

- Strengthen visibility through metro ads near our pop-ups, inspired by the “Gyoza” campaign in Goya station, as well as social media engagement and word of mouth.

Success Metrics

- 40% unaided recall and 70% aided recognition in the first quarter, and we’ll assess how people associate The Atelier Blend with creativity, craftsmanship, and community.



CLASSICS

Espresso — €2.50
Macchiato — €2.80
Americano — €3.00
Cappuccino — €3.20
Flat White — €3.80
Latte — €4.00
Mocha — €4.20

SPECIALS

Iced Vanilla Latte — €4.50
Caramel Cream Cold Brew — €4.80
Cinnamon Oat Latte — €4.70
Matcha Latte — €4.60
Spanish Latte — €4.80
Rose Pistachio Latte — €5.00

NON-COFFEE

Chai Latte — €4.20
Hot Chocolate — €3.80
Iced Matcha — €4.50
Juice — €3.50

W
W
S
COFFEE
COCKTAILS

5 Senses Experience

Sight:

- Minimalist, cozy interior
- Natural earthy tones, plants, and bamboo
- Ingredients displayed to spark inspiration

Taste:

- “The right taste is the one that’s yours”
- Every beverage becomes a personal journey
- Customizable yet balanced flavors

Touch:

- Customers work with ingredients and tools at DIY bar stations
- Bamboo and wood bring a grounded, sensory-rich atmosphere

Auditory:

- Relaxing yet lively soundscapes: milk steaming, ice shaking, pouring of drinks, friendly chatter
- Curated multilingual vinyls and chill music; lofi, blues, house, jazz

Smell:

- Aromas of freshly brewed coffee, steeped teas, herbs, fruits, and spices
- Subtle wood-scented diffusers and fresh notes



THE atelier blend

The Atelier Blend isn't just a café, it's a movement to **transform how people experience drinks.**

We invite you to **slow** down, **engage your senses**, and rediscover the **joy of crafting.**

Because here, **creativity** isn't something we sell it's **something we blend together.**

