A BTS innovation story...

Client need

To plan for the future and leapfrog ahead of fierce competition, a **Fortune 100 roaster**, marketer, and retailer of specialty coffee partnered with BTS to accelerate innovation.

The solution...

- **Immersed participants** in the market to learn about opportunities and the voice of the customer.
- **Created a preliminary multi-year pantry roadmap**, a description of potential product concepts that can be tested over time.
- **Generated breakthrough innovative ideas** for beverages and packaging that are scalable and sustainable over time – specifically for Asia Pacific markets.
- **Invited mixologists and baristas to make 'on the spot' beverages from the ideation sessions**, as well as sketchers to bring to life the ideas.

bts
Strategy made personal

Results

120+
unique tea ideas

100%
of program participants agreed that the experience...

> **Was 'very meaningful to their jobs'**

> **'Relevant and helpful'**

> **'Accelerated innovation'**

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