

VELCRÉME

BY :
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MARKET
LAUNCH

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THE CREATOR BEHIND VELCRÈME

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Passionate about cooking, baking, recipe development, and brand storytelling, with a strong interest in the intersection of wellness, elevated food experiences, and modern lifestyle culture.

I am deeply intentional about health and wellness and care about the ingredients I put into my body. I am drawn to brands that balance indulgence with thoughtful, clean formulation.

Making my morning coffee is one of my most important daily rituals. I often find myself going to sleep already thinking about and looking forward to my morning coffee experience. This daily ritual became the inspiration behind Velcrème and its focus on intentional, indulgent coffee pairings.



WHY VELCRÈME EXISTS

The Ritual

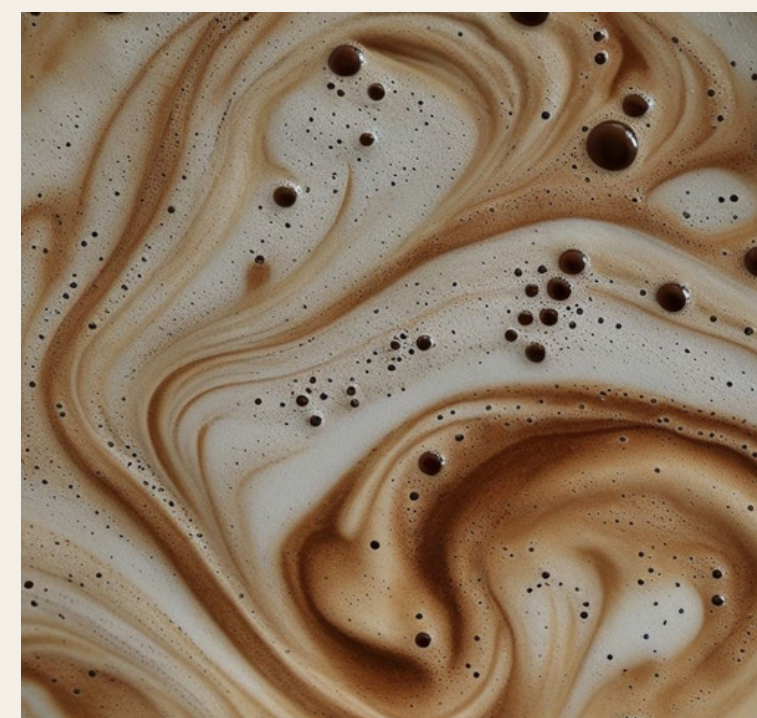
My love for cooking, baking, and experimenting with recipes has shaped how I view food and beverages. Coffee is a huge part of my daily routine, and I have always cared about making that experience feel intentional and enjoyable.

The Market Gap

While flavored milk alternatives dominate the market, there are surprisingly few flavored options for traditional dairy milk made with clean, recognizable ingredients. Many dairy-free alternatives also struggle to match the natural protein, calcium, and nutritional value that real dairy provides.

The Solution

Velcrème was created to combine the comfort and benefits of real dairy with indulgent, bakery-inspired flavors designed specifically to elevate the coffee experience without relying on syrups or heavily processed creamers.



MARKET OPPORTUNITY

Premium Coffee Culture Is Expanding

Coffee culture is becoming more premium and ritual-driven

At-Home Brewing Is Accelerating

Investment in specialty equipment and café-style beverages continues to rise

Flavored Dairy Innovation Is Limited

Product innovation is heavily focused on dairy-free alternatives, leaving traditional dairy underserved

Consumers Want Indulgence Without Compromise

Demand is growing for products that combine indulgent flavor with clean, high-quality ingredients



THE \$26B BARISTA ECONOMY



\$26B+ Combined Opportunity

Non-dairy milk and creamer categories exceed \$26B globally in 2024¹

Non-dairy options now command 56.7% of total U.S. creamer revenue²



The At-Home Barista Movement

\$22B U.S. specialty coffee market; 49% of share (~\$10.8B) is now at-home

Segment is growing at a 12% CAGR, driven by investment in home espresso setups³

High Price Resilience

Premium consumers pay 80%–120% premiums for organic/grass-fed over conventional dairy⁴



¹<https://www.polarismarketresearch.com/industry-analysis/coffee-creamer-market>
²<https://www.gminsights.com/industry-analysis/plant-milk-market>
³<https://www.thebraininsights.com/report/us-specialty-coffee-market-14752>
⁴<https://www.intelmarketresearch.com/united-states-organic-grass-fed-milk-market-10610>

THE PREMIUM DAIRY COMEBACK

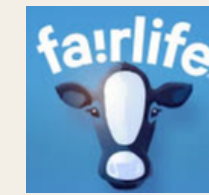
In 2024, U.S. fluid milk sales saw their first growth in 15 years (+0.8%)¹

Driven by a shift toward functional, high-protein, clean-label products

Plant-Based Milk Market
\$21B in 2024 → \$44B by 2034²

7.6% CAGR

SUCCESS BENCHMARKS



fa!rlife

\$7.4B Valuation³

Solved nutritional gaps in traditional dairy

MALK Organics

MALK \$24.1 m funding⁴

Ultra clean formulations (3-5 ingredients)

¹ <https://www.intelmarketresearch.com/united-states-organic-grass-fed-milk-market-10610>

² <https://www.gminsights.com/industry-analysis/plant-milk-market>

³ <https://investors.coca-colacompany.com/news-events/press-releases/detail/1131/coca-cola-reports-first-quarter-2025-results>

⁴ <https://pitchbook.com/profiles/company/168095-98#timeline>

INTRODUCING VELCRÈME

Milk, reimagined for coffee culture

A premium line of pastry-inspired flavored whole milks designed to elevate the coffee experience.

Velcrème is crafted to deliver:

- Rich, velvety texture ideal for hot and iced coffee
- Familiar, comforting pastry-inspired flavor profiles
- Nutritional benefits naturally found in real dairy
- A clean ingredient alternative to flavored syrups and processed creamers

Premium Dairy

Clean Ingredients

Indulgent Flavor



MEET THE LINEUP



BANANA BREAD

WARM & COMFORTING



BLUEBERRY MUFFIN

BRIGHT & INDULGENT



CINNAMON COFFEE CAKE

SPICED & NOSTALGIC



MAPLE VANILLA BRIOCHE

BUTTERY & ELEVATED

VELCRÈME BRAND PROPOSITION

Velcrème redefines whole dairy milk for modern coffee culture by combining premium dairy quality, clean ingredients, and pastry-inspired flavor.

*INDULGENCE,
ELEVATED.*

THE VELCRÈME ARCHETYPE

THE CREATOR

Rooted in craftsmanship and thoughtful formulation, Velcrème reimagines dairy through innovation and artistry, transforming milk into a curated coffee ingredient.

THE LOVER

Velcrème celebrates indulgence, sensory pleasure, and emotional connection. It elevates everyday rituals and turns coffee into a comforting, beautiful experience.

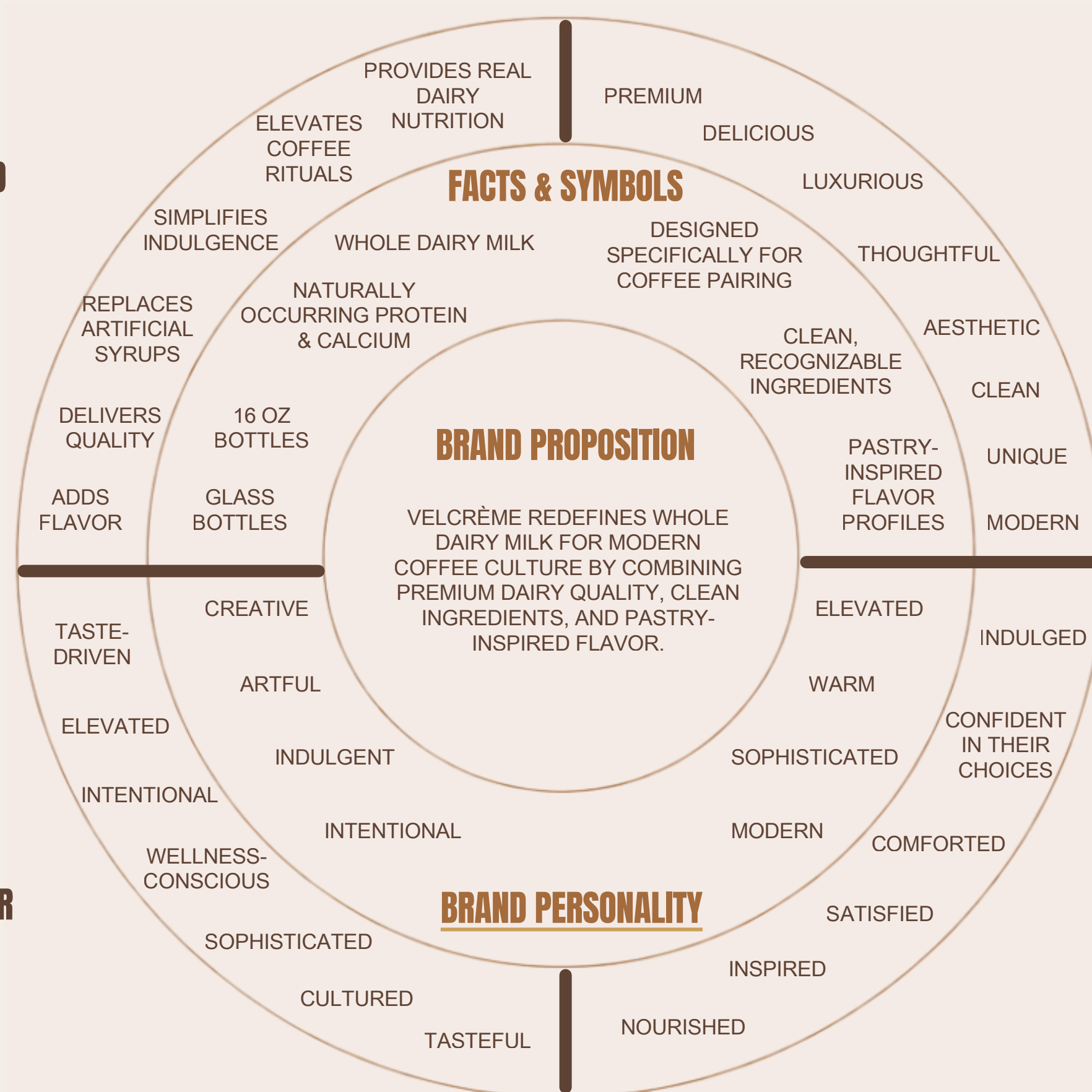
THE VELCRÈME BRAND WHEEL

WHAT THE BRAND DOES FOR THE CONSUMER

HOW THE BUYER WOULD DESCRIBE THE BRAND

HOW THE BRAND MAKES THE BUYER LOOK

HOW THE BRAND MAKES THE BUYER FEEL



MEET OLIVIA

28 years old | Marketing urban professional | \$85K Income

HER MINDSET

- Coffee is a ritual, not a rush
- Invests in quality over quantity
- Reads ingredient labels
- Values aesthetics and experiences
- Seeks little luxuries daily

HER PAIN POINTS

- Flavored creamers feel artificial
- “Healthy” options lack indulgence
- Plant-based flavored milk options are over-processed
- Coffee at home never feels café-level
- Dairy milk options feel basic

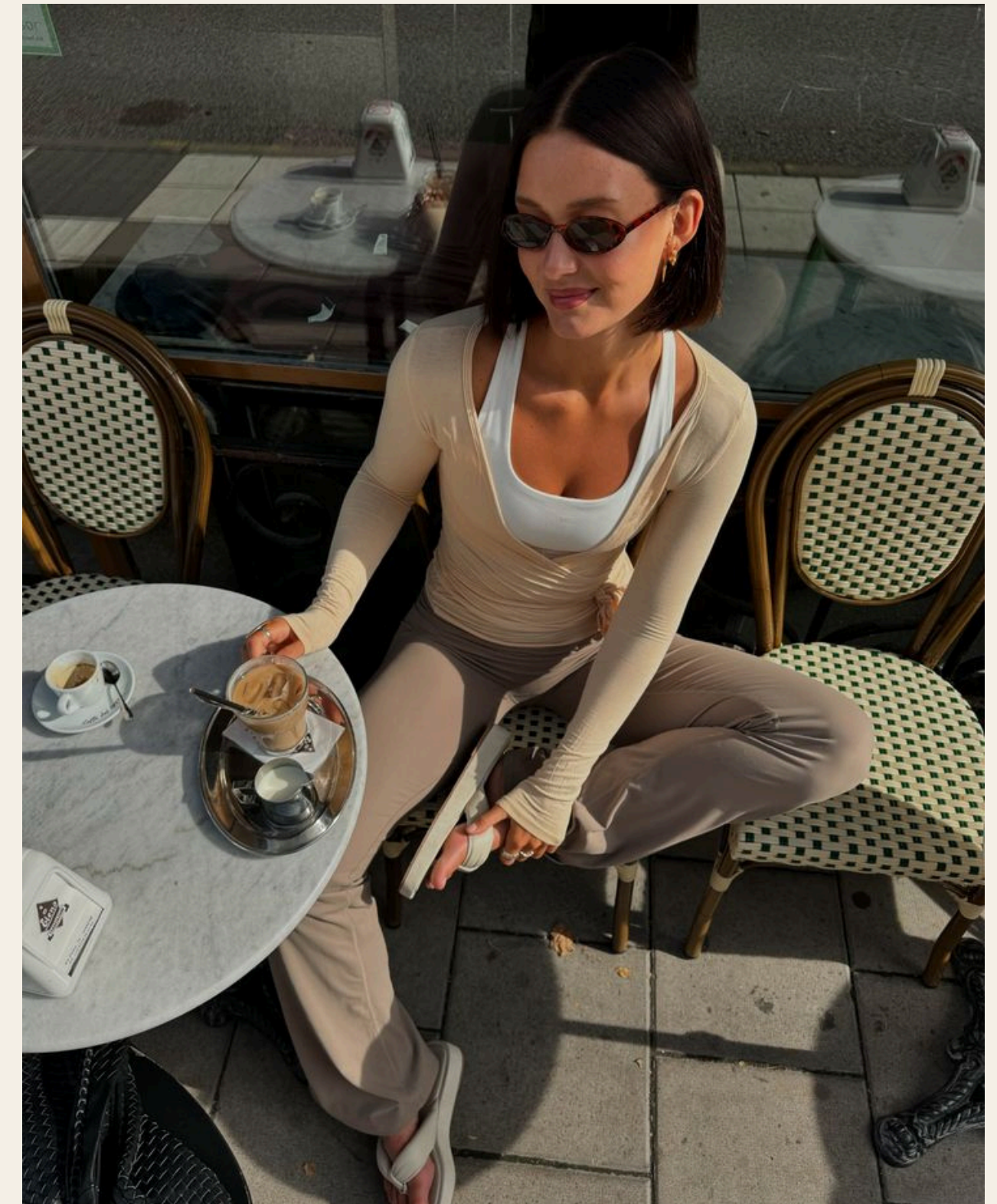
“If i am going to indulge, it needs to feel intentional”

WHAT SHE WANTS

- Premium dairy quality
- Clean ingredients
- Indulgent flavor

WHY SHE CHOOSE VELCRÈME

Velcrème gives her café indulgence without artificial compromise, elevating her daily coffee ritual



THE MARKET OPPORTUNITY

THE CONSUMER SHIFT



- Coffee is now a ritual, not just caffeine
- Consumers read labels
- Demand for “clean indulgence”
- Willing to pay for premium everyday upgrades

THE CATEGORY GAP



- Creamers = artificial + overly sweet
- Whole milk = basic, no differentiation
- Plant-based milk = unhealthy additives + over-processed
- No variety in flavored dairy options

THE OPPORTUNITY



Velcrème owns the space between:

Artisanal café quality

x

Clean-label dairy

x

Flavor indulgence

A premium dairy brand designed for the modern coffee ritual

PRICING & MARKET POSITIONING

PILLARS OF POSITIONING

- **Coffee** is now a **ritual**, not just caffeine
- Consumers **read labels**
- Demand for “**clean indulgence**”
- Willing to pay for **premium everyday upgrades**

PRICING

Retail Price: \$5.99 / 16 oz

Why \$6.99 Works

- Signals **elevated** quality
- Competitive within **premium** set
- Justified by **clean ingredients** + whole dairy **nutrition**

STRATEGY

Above everyday milk

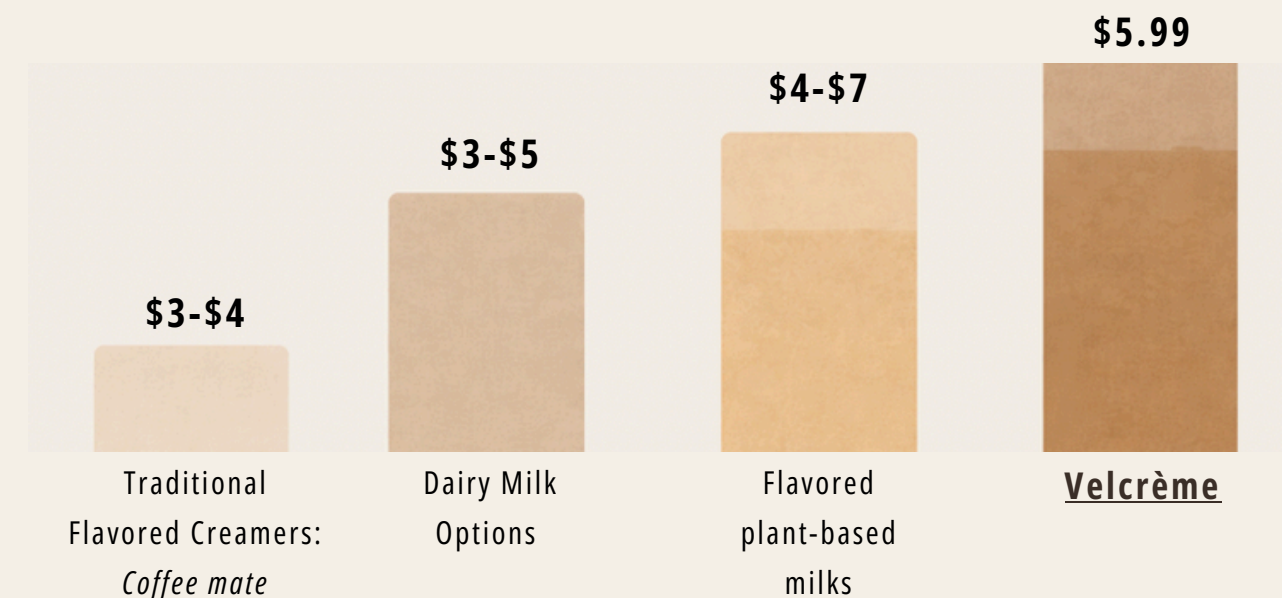
Standard whole milk: \$3.99–\$4.99

Aligned with premium alternatives

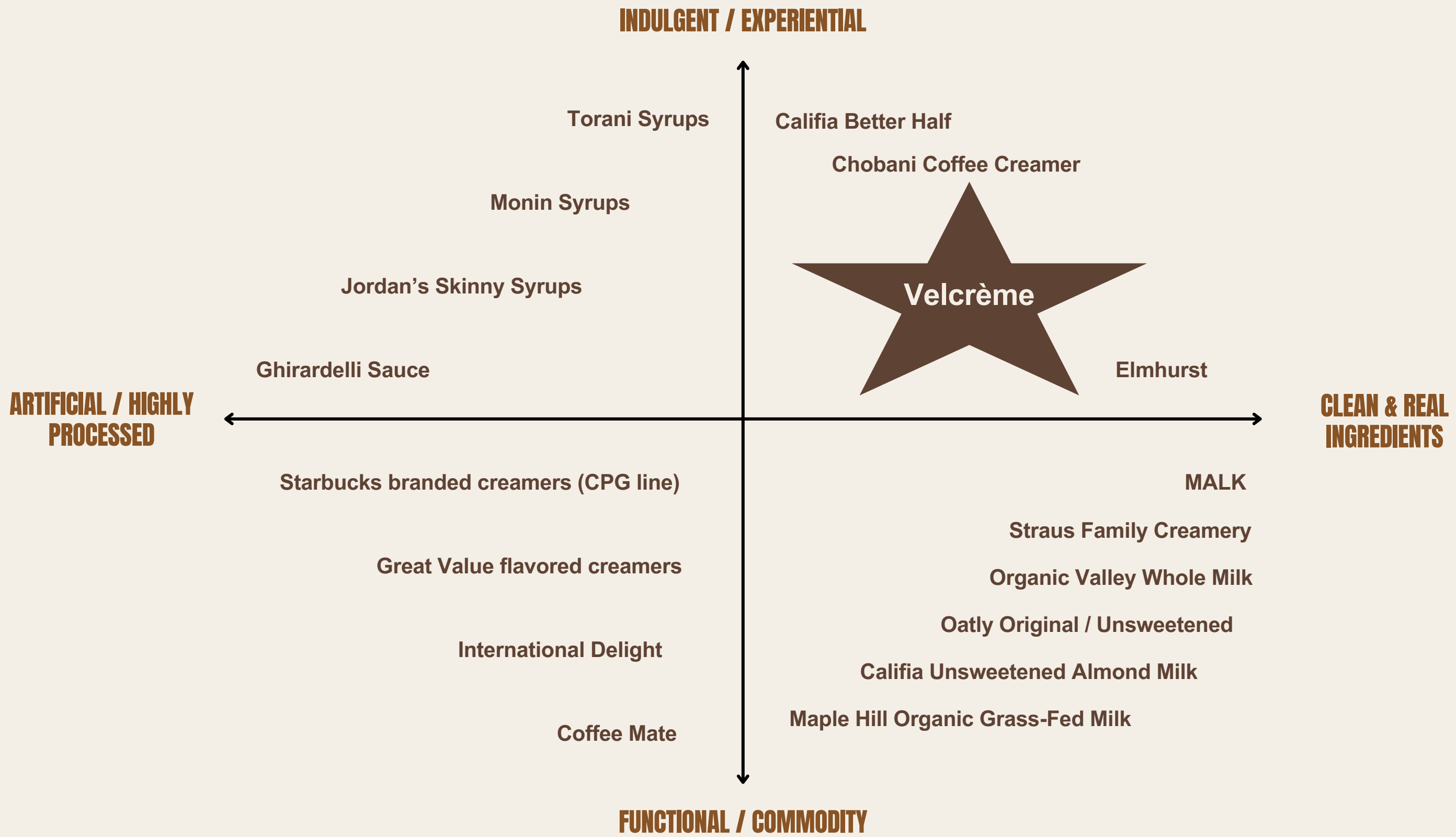
Specialty creamers & flavored dairy-free milks: \$4.99–\$7.99

Accessible premium

Café-quality experience without boutique pricing



COMPETITIVE LANDSCAPE



GO-TO-MARKET STRATEGY

TARGET CONSUMER

- Urban Millennial & Gen Z coffee enthusiasts
- Invest in at-home espresso setups
- Value clean ingredient + elevated rituals

PRIMARY CHANNEL

- Speciality grocery (Whole foods, Sprouts, Erewhon, Fresh Market)
- Premium cafés and boutique coffee shops

POSITIONING

- A real-dairy alternative to artificial syrups and additive-filled creamers/plant-based milks
- Crafted for consumers who refuse to choose between indulgence and ingredient integrity



GO-TO-MARKET TIMELINE

Q1

Q2

Q3

Q4

Build

- Finalize manufacturing logistics + packaging
- Partner with 50 priority creators
- Lock in deals with retailers

Trial

- Erewhon launch
- Whole Foods launch
- Sampling program
- Experiential activations

Scale

- Expand into more Whole Foods locations
- Partner with boutique cafés
- Online ordering via Instacart/delivery apps

Lead

- Limited-edition holiday flavors
- Major press and influencer campaign
- Introduce a new flavor line

THE VELCRÈME BRAND WORLD

VISUAL CODES

- Warm neutrals (cream, caramel, espresso brown)
- Soft natural lighting
- Rustic pastry textures + marble surfaces
- Gold accents (premium cue)

PRIMARY CHANNEL

- Elegant serif for headlines
- Modern sans-serif for body
- Script logo for warmth and craftsmanship

TONE OF VOICE

- Sensory
- Elevated
- Intentional
- Refined, never loud

PHOTOGRAPHY DIRECTION

- Close-up pours into coffee
- Morning ritual moments
- Cafe table settings
- Ingredient-forward imagery



MEDIA STRATEGY

ORGANIC SOCIAL

The "Vibe" Hub



TikTok & Instagram Reels

High-production **ASMR** coffee pours focusing on the **texture** of the whole milk and the pastry-inspired flavor



Educational "De-influencing"

Content **comparing** the **ingredient list** of Velcrème vs. leading artificial creamers and milk alternatives

Establish Velcrème as the elevated, clean alternative to artificial coffee syrups, overly processed creamers, and additive-filled non-dairy milks



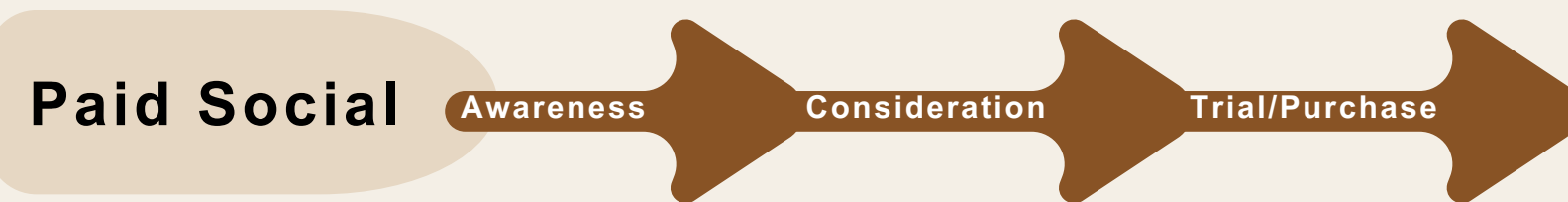
Partner with UGC Creators

- Morning **ritual** / "clean girl" creators
- At-home **barista** & coffee bar creators
- **Wellness**-conscious creators
- Aesthetic home/fridge **restock** creators



MEDIA STRATEGY

DIRECT-TO-FRIDGE ACQUISITION



Meta Ads

- Target specialty-coffee consumers and premium grocer shoppers with short ritual-focused video ads driving immediate grocery app/retail partner purchases



Shoppable Media

- Instacart / Uber Eats retail media ads lets premium grocery shoppers discover and one-click Velcrème into their cart from sponsored ads



STRATEGIC PARTNERSHIPS & GROWTH

Build credibility through creators and premium cafe experiences



Barista Kits



Send "The Velcrème Morning Kit" (Custom glass, frother, beans, and a bottle of Maple Vanilla Brioche) to 50 creators in the health/wellness niche.



Specialty Cafe Collabs:



Limited-edition "Velcrème Signature Lattes" at independent cafes in Miami and LA to build high-end credibility.



EREWHON × *Velcrème*

— Indulgent Latte Series —



EREWHON

Banana Bread
Latte

EREWHON

Banana Bread
Latte

EREWHON × *Velcrème*

Banana Bread Latte

- 1 cup Erewhon Cold Brew Coffee
- 1/2 cup Velcrème Banana Bread Cream
- 1 tsp maple syrup
- Pinch of cinnamon + nutmeg



Scan the QR code
for full recipe!



EREWHON × VELCRÈME

Concept

Velcrème partners with Erewhon's Tonic Bar to launch a **limited-time** signature **latte** series that celebrates “indulgence, elevated” through clean, bakery-inspired flavors

In-Store Experience & UGC Moment

- **Co-branded** menu placement: Velcrème x Erewhon Signature Latte
- QR codes on menus linking to “**Make it at Home**” recipes using retail Velcrème
- Encourage “**order with me**” and “**recreate** the Erewhon latte at **home**” content

Business Impact

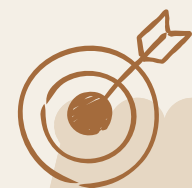
- Positions Velcrème alongside the most **premium wellness** grocery destinations
- Drives trial in a **high-spend**, trend-leading **audience**, then pushes them to **buy** bottles in the refrigerated aisle



THE VELCRÈME EXPERIENCE

Experiential Activation: The "Velcrème Morning Lounge"

- **The Concept:** Minimalist mobile coffee cart at premium sites (e.g., Miami Design District)
- **The Activity:** Complimentary pastry-pairings featuring mini-brioches and Velcrème lattes
- **The Brand Act:** "Velcrème Masterclasses" where baristas hold live latte art demos using Velcrème milks



The Goal: Educating the consumer on how to recreate a premium cafe experience at home using our clean-label dairy

PHYSICAL RETAIL STRATEGY

In store presence



Premium Placement

End-cap displays in specialty grocers such as Whole Foods and Erewhon



Luxury Visual Merchandising

Wood and marble materials that signal craftsmanship and quality



Digital Engagement

Recipe cards with QR codes for latte tutorials and pastry pairings



Trial Conversion

Strategic in-store sampling to demonstrate immediate taste superiority



Why this works

Premium merchandising paired with sampling accelerates trial and reinforces a high-quality brand perception at shelf

THE VELCRÈME PRODUCT & PACKAGING

PREMIUM GLASS BOTTLE

- Reusable, weighty packaging signals quality and authenticity

PASTRY-INSPIRED FLAVOR DESIGN

- Photorealistic bakery illustrations evoke indulgence without artificial cues

MINIMALISTIC LABELING

- Clean typography and restrained colors communicate ingredient integrity

GOLD CAP ACCENT

- A subtle luxury detail that stand out in refrigerated sections



- ✓ *Differentiates from plastic creamers*
- ✓ *Signals real dairy and craftsmanship*
- ✓ *Highly photogenic for social media*
- ✓ *Feels premium, giftable, collectible*

WHY VELCRÈME WILL WIN

CONVENTIONAL CREAMERS & ALTERNATIVES

- Artificial flavors and syrups
- Stabilizers, gums, and oils
- Ultra-processed formulations
- Designed for shelf-life, not experience



Velcrème

- 100% real dairy
- Simple, recognizable ingredients
- Natural sweeteners
- High-aesthetic visibility
- Aligns with modern demand for clean ingredients + elevated rituals

Fills the gap between over-processed plant milks and plain dairy

INDULGENCE, ELEVATED

