



## *About us*

### OUR MISSION

To bring our customers a coffee with true culture that energizes, improves, and revitalizes everyday life. All built into a simple and convenient subscription box.

### TRADE SHOW EVENTS

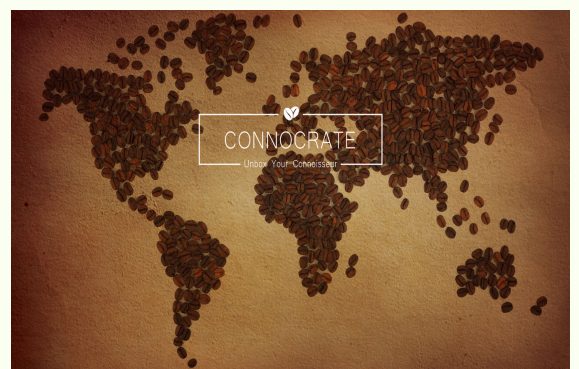
The trade show occurred on January 25, 2018. This was a huge milestone for Connocrate in that we made over \$400,000 in sales. Connocrate would like to thank everyone who helped make our first trade show a huge success.

### CONNOCRATE GIFTS

Connocrate gifts are given with the Connoisseur subscription box. Gifts such as mugs, spoons with chocolate, etc. are specific to the designated country for that month.

### ACCOMPLISHMENTS

In the recent regional VE trade show competition on January 25, 2018, we competed in all events; even bringing home the win for several of them. Our wins included Sales Products/merchandising, Salesmanship, and the Business Plan competition. With this, we earned a spot in the International Trade Show in NYC on April 15-19, 2018.







## INDUSTRY TRENDS

According to the National Coffee Association, 54% of all coffee drinkers prefer to drink their coffee at home. This is a huge advantage for us in that we deliver subscriptions boxes right to the customer's doorstep. 59% prefer gourmet coffee giving Connocrate another advantage. Read more about these trends at <http://www.ncausa.org/Industry-Resources/Market-Research>

## HR DEPARTMENT

With every accomplishment, we have a team bonding event to celebrate our hard work and dedication. To celebrate our trade show's success, we are planning a trip to Main Event for fun and dinner. Look for upcoming pictures in the March newsletter.

Upcoming professional development for March will be on Social Media Marketing.

## CONTACT INFORMATION

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## EMPLOYEE OF THE MONTH

Vy' Shonne  
Anderson

What makes Vy'Shonne special?

- Salesmanship winner
- Captain of the Step team
- Fashionista of the firm
- Works at Cheddar's
- Loved by everyone

