

Brewed By Cafe Partner One Pager

A simple, cafe-first partnership. No cost. No extra work. Melbourne pilot now onboarding.

What is Brewed By?

Brewed By is a Melbourne-based marketing business that helps brands advertise through takeaway coffee cups. We supply cafes with custom-designed cups used as normal, while brands fund the campaign.

Why cafes like it

- No cost to the cafe (cups are supplied).
- No disruption. Staff do not need to explain or sell anything.
- No training required.
- Cafe keeps operating exactly as normal.
- Premium-looking cups that can elevate presentation.

How it works (simple)

1) We supply the cups	You receive takeaway cups delivered to your cafe (no upfront cost).
2) You use them normally	Staff use the cups as part of standard service. Nothing changes.
3) Customers engage (optional)	Customers may scan the QR code if they want to (no obligation).
4) Brands fund it	Brands cover the cost of printing and campaign execution.

What we need from you

- Approximate weekly takeaway cup volume (so we supply the right quantity).
- Preferred cup sizes (e.g. 8oz / 12oz / 16oz).
- Delivery address and contact name.

Next step

If you are open to being part of our Melbourne pilot cafe network, we will confirm cup volumes, deliver stock, and keep the process simple and cafe-first.

Contact

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Note: Brewed By campaigns are designed to be low-effort for cafes. Customer QR scanning is optional and staff are not required to promote the campaign.