



# BLACK OPS COFFEE

## **Black Ops Coffee, Lubbock, Texas**

### **What We Serve:**

- A variety of light, medium, and dark roasts. Each of our flavors has a unique name that reflects our brand
- A selection of hearty foods. Ex: steel-cut oats, fried egg breakfast sandwich, dark chocolate protein balls
- Merchandise items including bags of ground coffee, mugs, t-shirts, hats, and stickers that reinforce our brand

### **Other Offerings:**

military-style efficient drive-through  
our nation is free, so is our wi-fi

**Our Audience:** 18 – 45 yr olds/ conservatives/ veterans/police force/ firearm enthusiasts

### **What Makes Us Different:**

We're veteran owned and operated, 10% of profits go towards helping veterans  
We contribute to a conservative culture, opposed to another "hipster" coffee shop  
We proudly permit concealed and open carry in the shop

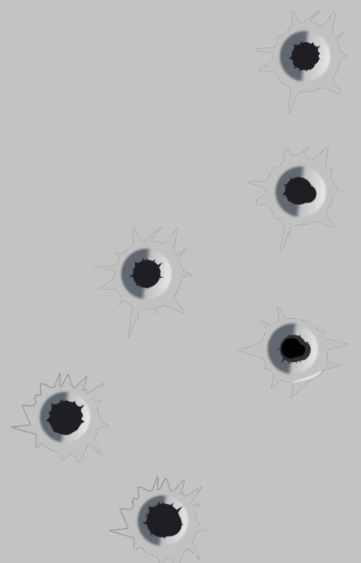
### **Brand Position:**

We believe in two things: the principles this country was founded on, and damn good coffee. Being veteran owned and operated, we know how to roll up our sleeves and go to work. Our mission is to serve premium coffee to consumers, while honoring the men and women who serve and protect our communities and our nation. We provide the conservative consumer an alternative to corporate coffee.



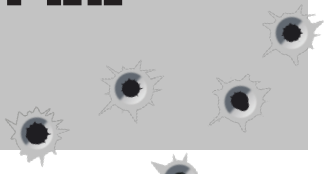
# BLACK OPS COFFEE

972.834.9612  
1212 Gunsman Ave Lubbock, TX  
[www.blackopscoffee.com](http://www.blackopscoffee.com)





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# COME AND TAKE IT.

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