

Have you ever
wanted to
practice **English**...
but didn't know where?



Imagine a place where
every cup starts a **conversation**.





The Problem

- ✗ **Formal Learning**
Expensive • Structured
- ✗ **No Speaking Practice**
Limited Opportunities
- ✗ **Limited Real Conversations**
Low Confidence

Learning should feel natural, social, and enjoyable.

Our Solution



A new way to practice languages naturally.



Coffee + Conversation



Real Practice



Language Tables



English • French •
Spanish • German



Friendly Community



Relaxed & Supportive



Talk & Taste

Sip. Speak. Smile.

Meet Talk & Taste

Where Language Meets Coffee

More than a café. A place to learn, connect, and belong.



**Premium
Coffee**

Freshly brewed
every day



**Real
Conversations**

Practice with
confidence



**Cultural
Exchange**

Connect with people
worldwide



Brand Goals



Make Learning
Enjoyable

Enjoy the process.



Build an
International
Community

Connect globally.



Encourage
Cultural
Exchange

Share cultures.



Increase
Speaking
Confidence

Speak with confidence.



Our mission: Make language learning part of everyday life.



Target Audience



University Students

Practice in a relaxed environment.



Young Professionals

Improve **communication** and expand networks.



Travelers & Language Enthusiasts

Connect and experience different cultures.



Open to anyone who loves learning through conversation.





Visual Identity



Talk & Taste
Sip. Speak. Smile.



Logo Concept

- ✓ Coffee Cup
- ✓ Speech Bubble
- ✓ Friendly Design

Color Palette



Coffee
Brown



Sage
Green



Cream
& Beige

Typography

Aa

- ✓ Poppins
- ✓ Modern
- ✓ Readable

Brand Applications



Cups



Menus



Loyalty Cards



Social Media



Brand Voice



Personality



Friendly



Welcoming



Encouraging



Tone



Simple



Supportive



Conversational



Three Words



Friendly



Natural



Inclusive



Brand Promise



Quality
Coffee



Real
Conversations



Comfortable
Atmosphere

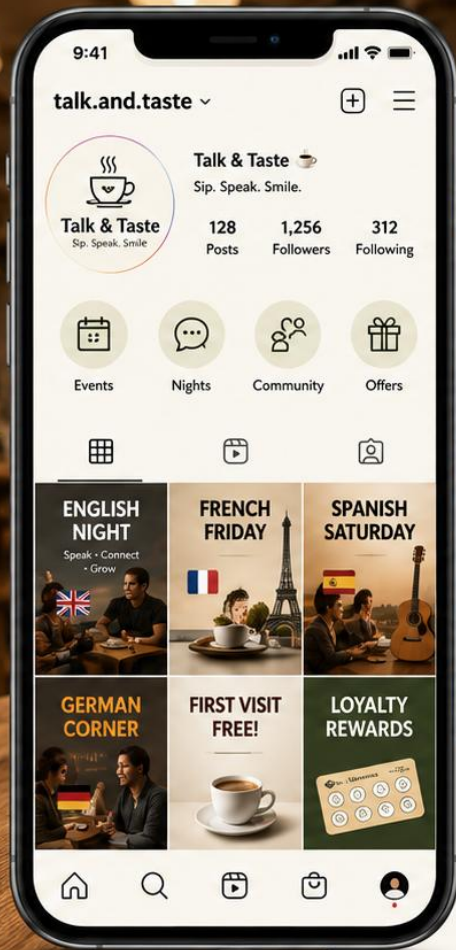


Real Language
Practice



Every visit helps you
speak with confidence.





Marketing Strategy



1. Channels



Instagram



TikTok



Facebook



2. Campaigns



English Night



French Friday



Spanish Saturday



German Corner



3. Offers



First Visit Free



Student Discount



Loyalty Rewards



More than a café,
we build a community.



What Makes Us Different?

 Traditional Café	 Language School	 Talk & Taste 
 Good Coffee	 Structured Learning	 Quality Coffee
 No Speaking Practice	 Formal Environment	 Conversation Tables
		 Community
		 Relaxed Learning



Every table is a **new language experience.**





Talk & Taste

Sip. Speak. Smile.

Where every conversation
becomes a **learning experience.**



Let's Start the Conversation.

≡ **Thank You!** ≡

Any Questions?