**Západočeská univerzita v Plzni**

**Fakulta filozofická**

**Bakalářská práce**

# Advertising a coffee company: A case study of a coffee company highlighting the language elements of English language usage and interpretation.

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**Plzeň**

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## DECLARATION

Hereby I declare that I worked on this thesis on my own, using only the sources listed in the bibliography.

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Plzeň, _____ 2019

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Anna Kučerová, v. r.

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# 1  Introduction

The goal of this thesis is to provide the reader with information about advertising language, applied within the selected coffee companies. The analysis is done on model sentences that are extracted from the companies' websites and social networks, which they have chosen for promoting and advertising their products and services. The collected data is divided in the concrete chapters and then employed in the practical part of this thesis, suggesting answers to the questions posed in the theoretical part.

The theoretical part of this thesis introduces the approaches to advertising and the language of advertisement by several authors. The most significant among them is Geoffrey Neil Leech, an expert in English language and linguistics, and his book *English in Advertising: A linguistic Study of Advertising in Great Britain*. The book was originally written in 1966 and since then many following authors have been using it as a source of information, for instance Keiko Tanaka in *Advertising Language: A Pragmatic Approach to Advertisements in Britain and Japan*, Guy Cook in *The Discourse of Advertising* or Anja Janoschka in *Web advertising*.

In the following chapters are presented the major features of the language of advertising. The focus is on linguistics, such as the words or types of sentences used in advertising. The analysed language is distinguished by imperative, interrogative and dependent clauses, or by the use of pronouns and particular adjectives. All of the linguistic means employed make an appeal to the customer.

In the practical part of this thesis, two companies are chosen whose advertising language is analysed. The ways of the companies' advertising are described and the example sentences and texts are withdrawn from the platforms they use to appeal to their customers, namely the respective companies' websites and Instagram pages.

The reader of this thesis should be familiarized both with some linguistic aspects of the language and on the other hand, the companies and their methods of advertising.

## 1.1 Keywords

Advertising, advertising language, online advertising, advertising a coffee company

# 2 Theoretical part

This part aims to generally introduce advertisement and to give an idea of what advertising a certain company may look like. Several definitions of advertising are presented from different significant authors, namely Angela Goddard or Guy Cook. A brief glimpse at the history of advertising helps the reader become aware of the fact that it is an industry which keeps changing, responding to the development of society and people's needs.

The language of advertising is specific and combines many features. Diverse linguistic elements are assembled and categorized into several following chapters. The practical part of this thesis should answer the question whether the language tools which are described in the literature on the subject of advertising are in fact applied in the selected business area, and whether this particular type of advertisement has the impact on the customer as other, more traditional types (e.g. TV commercials).

## 2.1 Advertising

The following chapter will discuss some theories of advertising and possible approaches to it.

Thanks to increasing globalization, the questions concerning advertising are more and more in place. When companies wish to be successful and they want to approach more potential customers, they need to expand to other countries and use strategies suitable for the given market. [1]

The degree to which advertisement is efficient leads to spreading the advertising all over the world. And an extensive amount of this advertising uses English in many various forms. Spoken/written language is used to catch

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[1] Kirkpatrick, 2012: 520

listeners'/readers' attention and entice them to buy a product. What words, phrases or sentences we use is a key process. Phonology, lexis and grammar play a crucial part.

### 2.1.1 Defining the concept of advertising

According to the beginning of Angela Goddard's book, since advertising is so familiar to readers these days, it may seem strange to ask what it really is. Advertising surrounds us – often we do not even pause to think about its nature as a form of discourse, as a system of language used on a daily basis. [2]

"At the root of the word 'advertisement' is the Latin verb 'advertere', meaning 'to turn towards'. While it is undoubtedly true that adverts are texts that do their best to get our attention, to make us turn towards them, […]" Goddard claims in her book and explains the origins of the word itself. [3]

This is a common fact, advertisement as such is commonplace. It appears everywhere daily. "Advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us […]" [4] The average consumer considers advertisement almost as a part of their everyday life, but trying to summarize it and accurately explain its purpose and aims has been challenging, and there have been many attempts to do so.

According to dictionary.com [5], the noun advertising has 3 definitions, namely: "the act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.", "paid announcements", and finally "the profession of planning, designing, and writing advertisements."

Another significant but simple description is given by Ogilvy in his book *Ogilvy on Advertising*: "I do not regard advertising as entertainment or an art of form, but as a medium of information. When I write an advertisement, I don't want

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[2] Goddard, 2002: 5
[3] Ibid.
[4] Cook, 1996: 182
[5] Dictionary.com: „advertising" [https://www.dictionary.com/browse/advertising]

you to tell me that you find it 'creative'. I want you to find it so interesting that you buy the product." [6]

As Cook adds, "in a world beset by social and environmental problems, advertising can be seen as urging people to consume more by making them feel dissatisfied or inadequate, by appealing to greed, worry and ambition. On the other hand, it may be argued that many ads are skillful, clever and amusing, and that it is unjust to make them a scapegoat for all the sorrows of the modern world." [7]

### 2.1.2   History of advertising

It would be almost impossible to determine the exact period of time when or where the very first kind of advertisement appeared, but it had to be, according to the statement of Sampson, "the earliest times when competition, caused by an increasing population, led each man to make efforts in that race for prominence which has in one way or other gone on ever since." However, it could even be tracked down to the ancient times: [8] "Others claim that prehistoric cave paintings were a form of advertising, which seems altogether more fanciful. But it's safe to say that advertising has been around for as long as there have been goods to sell and a medium to talk them up – from the crier in the street to the handbill tacked to a tree." [9]

Sampson declares in his book that thanks to the evolution of civilisation, each person trying to do the best they could for themself had to somehow meet and overcome their rivals, they had to present themself. [10]

The development of advertising through history is connected with names like Johannes Gutenberg, or doctor and journalist Théophraste Renaudot, the founder of the first French newspaper, which was called *La Gazette*.[11] The mid-19th century saw the publication of books with ground-breaking information, like *Born in 1842* published by the advertising group Publicis, *the Creative Director's Source book*

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[6] Ogilvy, 1985: 7
[7] Cook, 2001: 2
[8] Sampson, 1874: 33
[9] Tungate, 2007: 10
[10] Sampson, 1874: 33
[11] Encyclopedia Britannica: „Théophraste Renaudot"
   [https://www.britannica.com/biography/Theophraste-Renaudot]

compiled by Nick Souter and Stuart Newman, or for example Torin Douglas's book *A Complete Guide to Advertising*. [12]

Nevertheless, the relevant period of advertising begins later with The Industrial Revolution, the technological development and the help of the newspaper, which arose as a mass medium. The first ever newspaper advertisement dates back to 1631. People were buying and selling goods, offering jobs or publishing all sorts of public announcements. Advancement in technology was on the increase and the production of consumer goods likewise rose, which made manufacturers search for new markets. For the purpose of helping the consumer remember their goods, they began to brand them and then advertise them. [13]

In 1842, in Philadelphia, the first advertising agency was opened by Volney B. Palmer. [14] Through 20th century advertising became a fully fledged industry and agencies could develop. To prevent fraud in advertising and to shield one business owner from the unprincipled behaviour of another, the Federal Trade Commission was enacted by 1914. Advertisers themselves formed and established several organizations such as the Better Business Bureau in 1916, and later in year 1917, the American Association of Advertising Agencies, which was to promote, advance and defend the interests of their member agencies, employees and the whole industry. [15] The appearance of the telegraph, telephone, radio in the 1920's, later television in the 1950's and the Internet were some of the biggest changes influencing advertisement as we know it today. [16]

### 2.1.3  Online advertising

In this chapter the phenomenon of online advertising will be briefly described, as the research in the practical part of this bachelor thesis will be conducted on advertising texts published on the companies' social platform Instagram and the websites. The chosen companies whose language is analysed are Bonanza and Five Elephant. In the following chapters the comparison is drawn between the language of online advertising and the language of newspaper, TV commercials and others, as

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[12] Tungate, 2007: 11 ff
[13] Ibid.: 11
[14] Ibid.: 13
[15] AAAA: About the 4 A's [https://www.aaaa.org/home-page/about-the-4as/]
[16] Janoschka, 2004: 11

stated in Leech's book *English in Advertising: A linguistic Study of Advertising in Great Britain*, published in 1966.

Businessdictionary.com defines "online advertising" as "use of internet as an advertising medium where promotional messages appear on a computer screen. Since the communication software (browser) reveals sufficient information about the site's visitors, online advertising can be custom-tailored to match user preferences." [17]

In the 20th century, the Internet was the latest developed electronic medium. According to Janoschka, web sites are "informative in various ways, working as communication and entertaining devices or operating for commercial purposes […] in addition, web sites are used as advertising instruments." [18] Janoschka adds that different types of advertisement can be placed on the website, such as web ads or pop-up windows placed in all sections of the web pages, apart from the fact that the web sites are the advertisement instrument themselves. Janoschka deals with the question whether the website is an advertisement by itself, and states that "[w]eb sites are clearly means of advertising. For instance, as corporate sites, they promote companies, and as online shops, they advertise products and try to sell them. Therefore, it is the complete web site that functions as an advertising instrument. Besides, web sites or pages are the linked source of web ads, i.e. they are part of a web ad's advertising message […]." [19]

In general, web advertising is rooted in the same rules as traditional advertising. When accomplishing its goal, online advertising tries to positively convince its recipients by using mainly written language and for example graphics. [20] Yet there are specific language devices more common in online advertising, which is a recent form of communication. There is an author/sender who creates the advertisement and on the other hand a user/recipient. Janoschka then explains, "[o]nline advertising is interaction-orientated. Digital ads are meant to be directly activated. This activation of advertising is a form of interaction, a kind of user response which provides evidence

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[17] Businessdictionary.com: „online advertising" [http://www.businessdictionary.com/definition/online-advertising.html]
[18] Janoschka, 2004: 44
[19] Ibid.
[20] Ibid.: 47

for the novel role of addressees." Besides the communication being interaction-orientated, there are several categories of web ads, in which the interactivity varies.

Janoschka states that the web ads are mainly text and pictures. The web advertisements, instruments of online advertising, are divided into the following groups [21]:

1. Static web ads: the first banner types on the Web are called static, because they consist of fixed images. They seek to attract the users' attention with only the essential text information and their graphic design.

2. Animated web ads: "online images that use the graphic format GIF." [22] This type of advertisement can give the customer more information owing to additional space they provide while the images move.

3. Interactive web ads: they aim to interact with the user. "[They] employ another communication strategy. They persuade users to click by offering an individual information search based on the users' decision. [They] implement elements which enable users, for instance, to type in data or to select predetermined issues."

4. Special types of online advertising: pop-up ads and web ad traps.

## 2.1.4 The language of advertising

This chapter aims to show how the language of advertising can be persuasive by using different syntactic, lexical and pragmatic tools, as well as emotion-inducing strategies to do so.

Language in advertising is constantly adapting, reacting to the progress of society, cultures, product innovations, or appearance of new media etc. Therefore, the characteristics of language can be described, but not divided into neat categories. Still, there are some universal features which make the language of advertising distinctive. [23]

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[21] Ibid.: 48 ff
[22] Ibid.: 56
[23] Ibid.: 124

According to Leech, "English language [is] specialised to the role of advertising." [24] This role specialisation has its positive and negative sides. One of the negative sides is the relatively small number of some choices; for example, words that express doubt, like *perhaps* and *probably*, seldom occur in advertising, since they "tinge the sales message with inconclusiveness and equivocation, offending against the principle of 'positive' copy." [25] But there are many words or types of sentences that are common in the language of advertising, which will be presented later.

As Janoschka states, "although online advertising messages are written-language based, speech acts make use of elements that are typically found in spoken language. These employ, for instance, simplified, abbreviated language, forms of personal user addressing such as questions, imperatives, personal pronouns and deictic terms to carry out their function." [26]

### 2.1.4.1 Imperative clauses

"The language of advertising is commonly a language of appeal. […] According to Brinker (1997: 110-111), in advertising texts, instructions to act are seldom accomplished by explicit performatives. Instead, language of appeal is often realized by imperatives which also instruct addressees to do something." [27] Which is a fact, **imperative clauses** are very highly frequent in advertising also according to Leech. [28] Specific groups of verbal items are commonly used in imperative clauses:

1. Items which have to do with the obtaining of the product. The most frequent of these words, and as a matter of fact of all imperative verbs, is *get*. The verbs *buy*, *ask for*, *choose* have a similar function. These are, as a general rule, addressed to the consumer.

2. Items which have to do with the consumption of the product, like *have*, *try*, *use*, and *enjoy*.

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[24] Leech, 1966: 105
[25] Leech, 1966: 105
[26] Janoschka: 2004: 121
[27] Brinker, 1997: 110-111 (Quoted from Janoschka, 2004: 124)
[28] Leech, 1966: 110

3. Items which act as appeals for notice: *look*, *see*, *watch*. Their function is demonstrative. If the advertiser intends to attract the customer's attention, they also tend to use *remember*, *make sure*, and *see*. [29]

Janoschka agrees, "Often, the linguistic strategy of persuasion follows the principle of simplicity and uses imperative instructions to initiate action […]." [30] Imperatives in online advertising can be linguistically classified into the following groups:

1. "'direct, explicit activation instructions' such as *click here*
2. 'indirect, implicit activation instructions' such as *apply now*
3. 'optional activation instructions'" [31]

The directive *click here* has a function of a literal instructor for giving the online user instruction for the purpose of getting more information, or in other words to make a purchase. [32]

### 2.1.4.2 Interrogative clauses

"Other grammatical forms with appealing functions are, for example, interrogative sentences and infinitive constructions." [33] According to Leech "the distribution of **interrogative clauses** is the reverse of that imperative clauses, in that they are more frequent in indirect than in direct address advertising." [34] When we have a question, we also expect an answer. However, in this case it is one-way communication, not allowing the recipient to reply. This can lead to another question, namely why the interrogatives are used at all, when there is no way for the author to receive an answer, or the author is forced to answer the question themself. [35]

"Questions like commands are frequent as headlines, and as the opening sentence of television commercials. To this kind of challenge consumers may be expected to return the mental answer 'Yes' or 'No', and those who answer 'Yes' are

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[29] Ibid.: 110 ff
[30] Janoschka, 2004: 48
[31] Ibid.: 136
[32] Ibid.: 54
[33] Ibid.: 125
[34] Leech, 1966: 111
[35] Ibid.

the people the advertiser wants to interest in his product." [36] Questions that need a more particular answer are wh-questions. When this kind of a question is asked, the subsequent content usually provides the answer. Leech claims that the question-answer method is frequent in several kinds of discourse, especially when someone intends to explain a topic to his audience so that it is easier to understand. From the linguistic point of view, "it may be a means of reducing grammatical complexity, by expressing in two sentences what would otherwise have been most naturally expressed in one more complex sentence." [37]

### 2.1.4.3 Dependent clauses

**Dependent clauses** which are frequently used in advertising include those beginning with the conjunctions *if*, *because*, or with the most frequently used *when.* As Leech points out, in advertising language "[*when*] is not a temporal so much as a conditional conjunction, equivalent to *whenever*. […] The tendency for the dependent clause to precede the independent one is strong in the case of *when* clauses, and even stronger for *if* clauses, which are regressive almost without exception, even when complex. […] The main advertising function of *if* clauses is to single out the right category of consumer." [38]

### 2.1.4.4 Tenses

Simple present forms are significant in advertising, they appear very frequently. Their being labelled 'present' may be semantically misleading in that it suggests the exclusion of the past and future tenses. Leech declares that the simple present has two very unlike senses, which we can distinguish as "**the instantaneous present** and **the unrestrictive present**." [39] The instantaneous present does really have the meaning of 'exclusion of past and future time' and is used for "the description of an event begun and completed at the very moment of speech. But besides being limited to verbs which can refer to momentary events (*pit, hit, fall,* etc., but not *live, stay, run,* etc.), it is rarely used outside expressions describing the perceptual or mental reactions of speaker and audience. […] The unrestrictive present, the most important use of this

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[36] Ibid.: 112
[37] Ibid.: 112 - 113
[38] Leech, 1966: 116 ff
[39] Ibid.: 123

verb form, refers to a time period which includes the present moment, and also stretches indefinitely into the past and future, unless limitation is implied by other forms (for example, by the time adverb *nowadays*)." [40]

When a difference between the 'now' and 'then' needs to be made, the past tense is used. It usually signals mentioning the moment before and after using the product by its consumer. "The role of past reference is habitually subordinate to that of present reference: it provides a foil against which a message of present relevance can be proclaimed." [41] When an advertisement introduces a new incentive for buying the product, a difference between past and present time is expressed as well. "The key to the infrequency of the past tense is its exclusion of reference to the present moment, which is the central point of orientation for any advertising message." [42]

Auxiliary verbs occur very seldom in advertising language, however the future auxiliary verb *will* (*'ll*) is an exception, as well as the modal auxiliary verb *can*. Both these verbs are relevant to advertising, and can be summarized in the words 'promise' and 'opportunity'. 'Promise' is expressed in the form of future tense, in sentences where something is promised to the customer. *Can* is often used with the animate subject *you* (the consumer). In the sentences where *can* is used, "the consumer is told that the product gives her the *power* or *ability* to do this or that." [43] The inanimate subject may then be expressed in the form of the product name or the brand name.

### 2.1.4.5 Personal and possessive pronouns

Another common form of appealing to a customer online is by using **personal and possessive pronouns**. "Used in conversation between the sender and addressee, the first and second person pronouns *I, you*, and *we*, refer either to the speaker him-/herself and/or directly to the communication partner(s). The same applies to the possessive pronouns *my, ours, your*, and *yours*. The comprehension of these referring expressions depends on the common ground knowledge and their reference to other linguistic elements in the same or in a previous sentence." [44] According to Janoschka, "referring expressions that point to third parties such as *she, he, they, her, him*, are

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[40] Ibid.
[41] Ibid.: 124
[42] Leech, 1966: 124
[43] Ibid.: 125
[44] Janoschka, 2004: 139

hardly found. This stresses the aspect of interactional conversation language used in web ads." [45] Adding the possessive pronoun *you* makes the appeal more personal. *Your* itself can linguistically concern either one person or a group of people, but every single one of them feels approached. [46]

### 2.1.4.6   Attributes, attributive pre-modifiers and adjectives

The quality of **attributes and attributive pre-modifiers** is very useful when describing the product. According to Leech, "[i]f one reason for complexity of pre-modification is to give information about the product, another equally important one is that of giving glowingly attractive descriptions of it. […] Some **attributive adjectives**, such as *good, lovely*, and *excellent* are purely evaluative in meaning; others have strong overtones of value-judgement, which in the context of advertising naturally means approbation rather than disapprobation." [47] He goes on to note that "[c]lusters of two adjectives are common in all advertising, and clusters of three adjectives are not usual." There are two types of these adjective clusters: one where the same adjective is repeated twice in a row, e.g. 'a big big bottle' [48] and simply adding emphasis, and the second, particularly frequent in advertising, which "consists of an approbatory adjective followed by one or more concrete meaning: 'this wonderful new toothbrush; 'lovely rich fruit cakes'. Both these types belong to colloquial English, and are perhaps associated more than anything with the language used by grown-ups in addressing children. They are basically means of emotive intensification." [49] The most obvious feature of advertising language is the copious usage of comparative and superlative adjectives, mainly *better* and *best* being common. Or words such as *finest, greater, softer,* which express some desired quality of the product. [50]

Leech claims that the twenty most frequent adjectives in direct address advertising were e.g.: "*new, good/better/best, free, fresh, delicious, full (sure), clean (wonderful), special, crisp, fine, big, great, real, easy (bright), extra (safe), rich*." [51]

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[45] Ibid.
[46] Ibid.
[47] Leech:1966: 129
[48] Ibid.
[49] Ibid.
[50] Ibid.: 133
[51] Ibid.: 152

Despite *new* being omnipresent, its use cannot be excessive. *Good/better/best* is another versatile and characteristic adjective, especially when its comparative and superlative forms are used. "*Good* and *new* are over twice as popular as any other adjective." [52]

Goddard agrees that the occurrence of adjectives is frequent in advertisement. "The difference is often where they occur: comparatives are more likely to feature in the advert slogan, while the adjectives in their base form often occur in the body of the text (called the 'copy'). […] While adjectives such as 'new', 'economical' and 'universal' may well be used, you would be unlikely to see the equivalents 'untried', 'cheap' and 'common'. Vocabulary is carefully chosen to promote positive associations in the minds of the target audience. […] The words chosen to describe the supposedly desired object or service will also vary. For example, the term 'expensive' is not one that you would think to see in an advertisement." [53]

### 2.1.4.7 Morphology

Leech declares that Romance prefixes and suffixes occur rarely, and that the copywriter tends to use simpler words at the expense of complex words. There are two affixes worth mentioning. Use of the prefix *super-* is specific for advertising with the meaning of intensifying the stem of an adjective or a verb: *superfine, superlight*. "The suffix *-y*, which is highly productive in colloquial English, is by far the most frequent adjective suffix in advertising copy. It is used liberally not only in commonplace items like *funny, greedy,* and *happy*, but also in less conventional formations like *bubbly, minty, poppy*, and *oveny*. […] The suffix has an unusually wide application, being added to noun, adjective, or verb stems (*meaty, crispy, chewy*). It also has denotative ambiguity." [54] This means that the word can have diverse senses for the recipient, but "these adjectives […] communicate on an evocative, rather than on a cognitive plane."

### 2.1.5 Principles of advertising

Advertising, directed towards a mass audience, uses loaded language, which is emotive. This kind of language influences most of its audience by a plea to their

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[52] Ibid.
[53] Goddard, 2002: 105
[54] Leech, 1966: 141

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emotion. The language strives to change the will, opinions, or approach of the audience by using persuasive language techniques. [55]

According to Leech, a characteristic advertisement must adhere to the four following principles:

1. **Attention value**

   Ads have to draw attention to themselves and provoke curiosity. The advertisement should present the reader or listener with something surprising and unexpected. The usual rules of the language are being broken. The play with words may occur on various levels, e.g. graphological, syntactic, lexical/semantic - we can use catch-phrases and metaphors.

2. **Readability (possibly listenability)**

   It must keep the attention it has already attracted. The advertisement should maintain suspense and keep entertaining its recipient. The requirements are basic: a simple, personal, and colloquial style, and a familiar vocabulary.

3. **Memorability**

   It must be remembered, or in each case identified as familiar. The advertisement should make an impression that lasts, as it is intended to influence the potential customer. What works is repetition, metrical rhythm, rhyme, parallelism. Especially repetition plays an indispensable role. Owing to repetition in the single slogan or a whole campaign, the customer becomes familiar with the product and he will associate it with the brand-name.

4. **Selling power**

   It must encourage the potential costumer to do the right kind of action. Fundamental part of the advertising process. The goal of every ad is to sell. [56]

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[55] Ibid.: 25
[56] Leech, 1966: 27 ff

### 2.1.6 Slogan as a form of advertising

Slogans are a well-known part of advertising, Dictionary.cambridge.org defines a slogan as a "short easily remembered phrase, especially one used to advertise an idea or a product: an advertising slogan, a campaign slogan" or slogan in business English as "a short, easily remembered phrase used by an organization so that people will recognize it or its products: advertising/marketing/branding slogan". [57]

Millward Brown, a leading global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research, states that a slogan can be part of the brand's structure. [58] The questions Millward Brown set themselves is how to establish a powerful relationship between slogan and brand. However, an advertisement with a slogan does not have to be as efficient as an advertisement without one. "The creative must integrate the brand and slogan in such a way that the slogan can strengthen branding, or have some other effect." [59] Millward Brown notices a large degree of diversity in using slogans: the brand name can or does not have to be stated in the slogan, it can be new idiom or an already used phrase, or it can even be set to music. According to their research, a slogan can be effective if it is relevant and meaningful (e.g. a slogan that communicates in a certain region). Catchy slogans employ rhymes or alliteration when they want to associate the phrase with the brand. Distinctiveness and creativity can also make a slogan memorable, cf. "slogans that evoke some memorable image or stimulate a new way of thinking about a brand also have a staying power with viewers." [60]

## 3   Practical part

The practical part aims to confirm or disprove the collected data through an analysis of the company's website and the promotional materials. This should bring

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[57] Dictionary.cambridge.com: „slogan"[https://dictionary.cambridge.org/dictionary/english/slogan]

[58]   Millward   Brown:   „Slogans   in   Advertising",   p.   1   [http://www.armi-marketing.com/library/SlogansInAdvertising.pdf]
[59] Ibid.
[60] Millward Brown: „Slogans in Advertising" p. 2 [http://www.armi-marketing.com/library/SlogansInAdvertising.pdf]

results about the used language, the most commonly used words or phrases in the companies' advertisement. Two companies were selected: Bonanza Coffee and Five Elephant. Both companies are located in Berlin, Germany and what they have in common is that both are ranked on several websites as Top 10 coffee roasteries in Berlin [61] and they are well-known in the world of coffee. The companies share the same philosophy, to attract the customer who is interested in the best quality coffee. The selected companies' advertising is not done by any commercials, flyers or leaflets. The language that is used is mainly written.

## 3.1 Bonanza Coffee

This chapter aims to familiarise the reader with the company *Bonanza*, whose *advertising* language is analysed in the following practical part. The company uses for its advertising the website bonanzacoffee.de, where they sell coffee packages and coffee accessories. Another significant source to use for advertising are social networks, such as Instagram and Facebook. The company's Instagram account, with nearly 53 thousand followers, serves for sharing their stories, e.g. about directly visiting farms that are the suppliers of the coffee beans.

The founders Yumi Choi and Kiduk Reus first opened a café on Oderberger Straße in the Prenzlauer Berg neighbourhood in 2006. Later in 2016 Bonanza Coffee Roasters expanded and opened a new café at Adalbertstraße in the Kreuzberg neighbourhood, which is divided into two areas. The first and front part is the café, the second area hidden behind a wall is where the production and roasting facilities are. The founders were the first to bring the Third Wave coffee [62] movement to Berlin and to Germany overall, which helped them build a network of customers. Nowadays many coffee shops support this local coffee roastery by purchasing their supplies from *Bonanza*.

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[61] Top10berlin.de: Bonanza Coffee [https://www.top10berlin.de/en/cat/eating-257/coffee-roasters-3054/bonanza-coffee-heroes-3872#1]

[62] Wikipedia.org: „Third Wave of Coffee" [https://en.wikipedia.org/wiki/Third_wave_of_coffee]: „The third wave of coffee is a movement to produce high-quality coffee. It considers coffee an artisanal food, like wine, rather than a commodity. This involves improvements at all stages of production, from improving coffee plant growing, harvesting, and processing, to stronger relationships between coffee growers, traders, and roasters, to higher quality and fresh roasting, at times called „microroasting", to skilled brewing."

The company uses mainly online platforms for advertising their products and services, no TV commercials, leaflets, or newspaper advertisement occur as the form of advertising.

From the first example sentences the recipient is already able to sense the company's philosophy, which focuses primarily on the quality of the products and services.

### 3.1.1   Analysis of the language used on the website

The following sentences written in italics are stated on the company's website and Instagram account, and can be analysed from several aspects.

Example 1: "*Working together with **you** to make **your** coffee better.*" [63]

The sentence shows that the emphasis is placed primarily on the customer by using personal and possessive pronouns. As declared Janoschka in the chapter "Personal and possessive pronouns ", employing the first or second person pronouns *we* and *you* and the possessive *your* and *our* makes the appeal more personal and the seller is directly addressing the customer. [64] From the linguistic point of view, *you* regards either one person or more. This form of appealing to the customer is used on *Bonanza's* website very frequently as the next examples indicate:

Example 2: *But what is more important to **you** is that **you** can taste the difference, the resulting cup is truly surprising, **we** can imagine that this is a better reason to pay for what **you** are drinking.* [65]

Example 3: *When **we** opened **our** shop in 2006 **we** were often asked by **our** customers if **our** coffee carries the fair trade label.* [66]

Example 4: *From the moment coffee is planted, till it's served, **our** coffee has gone through the hands of countless individuals that are all **remarkable** within their field.* [67]

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[63] URL: https://bonanzacoffee.de/wholesale-opportunities/ [Accessed: 2. 1. 2019].
[64] Janoschka, 2004: 139
[65] URL: https://bonanzacoffee.de/wordpress/about/ [Accessed: 2. 1. 2019].
[66] Ibid.
[67] Ibid.

Example 5: *"**Our** idea of roasting is the opposite of what is commonly regarded as the way to roast coffee."* [68]

The third person pronouns are very seldom in online advertising, as declared by Janoschka. [69] This statement is proved by the above example sentences.

In the chapter "Imperative clauses" (as mentioned above), Leech and Janoschka agree that the language of advertising is language of appeal. The function of imperative clauses is to instruct the customer to act or to do something. The instructions are given by using words like *click here, apply* or in the Example 6 bellow *contact us*. [70]

Example 6: "*To become a wholesale client, for questions and coffee orders, **contact us directly** at: bestellung@bonanzacoffee.de* [71]

Janoschka determines 3 linguistically classified groups of words used in online advertisement. The first one is "direct, explicit activation instructions', where the given example is *click here*. [72] On Bonanza's website we can find several similar phrases that can be classified in the same group, namely:

Example 7: "Read our story" [73]

Example 8: "Read more" [74]

Example 9: "Find on the map" [75]

Example 10: "Try our coffee" [76]

Example 11: "Get yours here" [77]

All of the examples above are giving direct instructions for the customer to follow the hint, and to *click* on the link. The examples are located on the same site, the main site of Bonanza's website, there is a reason for that as well - according to Leech,

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[68] Ibid.
[69] Janoschka, 2004: 139
[70] Janoschka, 2004: 48; Leech, 1966: 110
[71] URL: https://bonanzacoffee.de/wholesale-opportunities/ [Accessed: 2. 1. 2019].
[72] Janoschka, 2004: 136
[73] URL: https://bonanzacoffee.de/wordpress/ [Accessed: 2. 1. 2019].
[74] Ibid.
[75] Ibid.
[76] Ibid.
[77] Ibid.

it is the attention value. [78] The advertising has to draw attention to itself; the reader should become curious what is hidden behind the few words, consequently, they follow the instruction and click the button.

The most extensive group of words used in advertising have to be attributes, since, according to Leech, providing the product with appealing description is very important. [79] According to Goddard, it is the key process to create positive associations in the mind of the recipient. [80] Adjectives that are used when describing the product or service have evaluative meaning. In the Bonanza slogans and descriptions, the excessive use of adjectives like *remarkable* (See Example 4.)*, incredible* (See Example 12.)*, perfect, impressive, exceptional* etc. is noticeable. As Leech points out, the advertising language has one evident feature; in fact to compare and use superlative adjectives. [81] As illustrated by the Example 1 and Example 2, the word *better*. (See also Example 13.)

Example 12: "The Bluetooth coffee scale with **incredible** sensitivity and perfect accuracy." [82]

Example 13: *"We run our café and roastery as an exploration ground where we try out ideas, accumulate knowledge and sharpen our skills, with the aim to make us **better** at helping you."* [83]

The following Example 14 and Example 15 display two of the advertising language's features. According to Leech, g*ood/better/best* is another characteristic adjective, and the use of *good* is over twice as popular than using other adjectives. [84] Simultaneously, as Leech adds, the clusters of two or more adjectives occur in advertising texts. The clusters are divided into two groups, one of them consisting of clusters where the same adjective is repeated twice. The function of this reduplication is simple, namely to add emphasis.

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[78] Leech, 1966: 27 ff
[79] Leech:1966: 129
[80] Goddard, 2002: 105
[81] Leech: 1966: 133
[82] Ibid.
[83] URL: https://bonanzacoffee.de/wholesale-opportunities/ [Accessed: 2. 1. 2019].
[84] Leech, 1966: 129 ff

Example 14: *"We are excited to announce our latest collaboration with @schmutzberlin. The city's tastemakers have been working closely with our staff to create customized playlists to be played in both our cafes. **Good** coffee deserves a **good** soundtrack."* [85]

Example 15: *"We are at the end of this cycle, our job is to roast the coffee, we do this with the **best** of old techniques combined with the **best** of new techniques, continually looking for the **best** production methods, this search and combination is also referred to as "Retro Innovation"."* [86]

The use of the omnipresent and, according to Leech, one of the most frequent adjectives *new* is very frequent in Bonanza's texts. [87] However, its highest frequency of occurrence is not on the website, but in the Instagram posts, e.g. when introducing a new product to the customer. The updated news brought by Bonanza on Instagram are current, sharing topical issues, which explains the reason for the use of the word *new*.

Example 16: *"**NEW COFFEE RELEASE!** Our first **new** coffee of 2019 is this juicy banger from Burundi!"* [88]

Example 17: *"Introducing two **new** coffees! Our second Washed Ethiopian lot from the incredible work of Israel Degfa, this time from the Adola washing station."* [89]

The future auxiliary verb *will* is an exception in using auxiliary verbs. (See Example 18 and Example 19.) Generally, auxiliaries occur very seldom in advertising. Leech states that the meaning of the verb *will* can be summarized in the words 'promise' and 'opportunity'. [90] The future tense expresses the promise when promising something certain to the customer, as proved in the examples below. The use of this verb can be detected primarily on Bonanza's Instagram account.

[85] URL: https://www.instagram.com/p/BrSgZ2XD6pS/ [Accessed: 12. 12. 2018].
[86] URL: https://bonanzacoffee.de/wordpress/about/ [Accessed: 2. 1. 2019].
[87] Leech, 1966: 152
[88] URL: https://www.instagram.com/p/BsdWKiwDs3V/ [Accessed: 10. 1. 2019].
[89] URL: https://www.instagram.com/p/Bq7jRo9AQoR/ [Accessed: 10. 1. 2019].
[90] Leech, 1966: 125

Example 18: *"Our latest Kenyan selection box unfortunately sold out in the blink of an eye! But we **will** be releasing some special coffees in the coming weeks!"* [91]

Example 19: *"Tomorrow we **will** be announcing a little treat for anyone in Berlin this Sunday' Stay tuned."* [92]

According to Leech, an advertisement should observe the four following principles: attention value, readability, memorability and selling power. [93] The analysed company reaches all of the stated principles by using all of the language tools listed in the chapter "Principles of advertising", yet it depends on the customer visiting the website and Bonanza's social networks.

All of the examples collected above prove that the language of advertising is in other words invariable. The rules stated by Leech, Janoschka and other authors can be applied in most of the cases on different types of advertisements. Remarkably, although Leech's book was published in the year 1966, the same language tools are used nowadays in the age of Internet.

### 3.1.2 Description of the company's products

Bonanza's website offers a wide selection of coffees and coffee accessories for the customer to purchase. The language they use is always customer oriented and positive. The customer's attention is drawn for example by the use of the verb *improve*, which indicates something new and positive. The excessive employment of adjectives and personal and possessive pronouns is also visible in this short paragraph. The language establishes the customer's interest in buying the product which is being advertised. The words in bold demonstrate the characteristics of the employed advertising language. (See Example 20 and Example 21.)

Example 20:

*"Bonanza Blend*
*Colombia & Brazil*

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[91] URL: https://www.instagram.com/p/BpE_bn2jkp7/ [Accessed: 10. 1. 2019].
[92] URL: https://www.instagram.com/p/Bla2NirBTzY/ [Accessed: 10. 1. 2019].
[93] Leech, 1966: 27 ff

*Chocolate truffle & dark cherry*

*We are **always** looking to **improve** our Blend with each **new** season, using **more sustainable and traceable** components. The latest version of our blend is our **proudest** one yet. Our **new relationship** with Sitio Santa Clara in Brazil gives us a coffee with **high quality** sweetness and a **rich**, creamy body. This is **balanced out** with our favourite Colombian Coffee, El Carmen. The result is a **well rounded** cup, with Dark Chocolate, Shortbread and Berry Jam notes."* [94]

Example 21:

*"Decaf Pitalito Sugarcane*
*Colombia*
*Honey, raisin & juicy*

*We have been searching for a tasty decaf coffee for a long time, and be **believe** that we have **finally** found one, and we **hope** that you are **excited** as we were when you tasted it. This particular coffee comes from Pitalito, Huila in Colombia, and is decaffeinated using a method that soaks steamed green beans in a solvents produced by fermented sugarcane. We are **amazed** by how **sweet**, **clean** and **complex** this Decaf coffee is."*

As Leech devotes a significant part of his book to interrogative clauses [95], same as dependent clauses [96], they occur very seldom in this kind of advertising.

Simple present forms appear in advertising very frequently and according to the examples above, they are the most frequent in Bonanza's advertisement. Past tenses are used only when the difference between the 'before' and 'now' needs to be pointed out, e.g. when introducing a new enhanced product or service.

The company focuses mainly on addressing the customer by using words and phrases in the sentences which come across as if the company were talking with the one particular customer who is currently reading their website. The words mentioned

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[94] URL: https://bonanzacoffee.de/wordpress/shop/coffee/bonanza-blend/# [Accessed: 2. 3. 2019].
[95] Leech, 1966: 111 ff
[96] Leech, 1966: 116 ff

above put emphasis on building a positive relationship between the supplier and the buyer.

## 3.2 Five Elephant

Five Elephant is a specialty coffee roastery, bakery and café based in Reichenberger Straße in the Kreuzberg neighbourhood of Berlin. Same as Bonanza, the company is passionate about the quality of coffee and service they offer. The roastery promotes itself through the website fiveelephant.com, and also uses online platforms for advertising. On the website they offer coffee packages and coffee accessories for sale. Another significant source the company uses for advertising are social networks, such as Instagram with nearly 50 thousand followers and Facebook.

### 3.2.1 Analysis of the language used on the website

The following examples show that the advertising language of both companies is very much alike. The companies use similar language tools primarily to establish contact with the potential customer.

Example 1: *"Set **yourself** apart with the finest coffee program."* [97]

Example 2: *"**We** strive to involve **our** customer in a conversation about coffee and are committed to sourcing the green beans that **we** roast in the most direct way possible."* [98]

Example 3: *"**We** don't just visit **our** partners at origin but work to understand **their** processes, from cultivation to preparation."* [99]

Example 4: *"**Our** belief is that by opening up this coffee conversation, **we can** share some great coffee in a way **we can** be proud of."* [100]

The examples given above confirm the frequent use of personal and possessive pronouns, which is one of the forms of addressing the customer. The personal pronoun

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[97] Ibid.
[98] URL: https://www.fiveelephant.com/pages/information [Accessed: 2. 3. 2019].
[99] Ibid.
[100] Ibid.

*we* is used to refer to the company themselves, and *yourself* to refer to the partner/recipient they are communicating with. [101]

The modal auxiliary verb *can* is used twice in Example 4. In the words of Leech, *can* is delivering the message of opportunity and promise. According to Leech, *can* is often used with the subject *you*; however, in this example it is combined with the first person plural *we*. [102] Although auxiliary verbs are not common in advertising language, they seem to be quite frequent in online advertising, as the given examples indicate.

Example 5: *"Contact us"* [103]

The language of appeal is frequent in advertising, as well as imperative clauses, as can be seen in Example 5. (See also Example 6 of Bonanza's advertisement on page 17.)

Example 6: *"(Interested in Wholesale?* **Please click here***: Wholesale – Five Elephant) For all other General Inquiries,* **please use** *this form: […]"* [104]

The repetition, as a rhetorical figure, is used as a form of emphasis and adds more importance to the sentence. In connection with the verbal items, such as *click here* and *use*, which occur in the form of imperative clauses, the impact on the customer is made ever larger. [105]

Example 7: *"Our partners represent* **the best** *in cafes, restaurants, hotels and companies who wish to offer their guests and colleagues* **superb** *coffee that fulfills a deeper mission."* [106]

Example 8: *"***Let's** *chat about how our direct-from-farm sourcing,* **fair** *pricing and* **exceptional** *quality standards can enhance your coffee service."* [107]

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[101] Janoschka, 2004: 140
[102] Leech, 1966: 124
[103] Ibid.
[104] URL: https://www.fiveelephant.com/pages/contact [Accessed: 3. 3. 2019].
[105] Janoschka, 2004: 141
[106] URL: https://www.fiveelephant.com/pages/wholesale [Accessed: 3. 3. 2019].
[107] Ibid.

Example 9: *"It's **sweet** and **fruit driven** with tasting notes of papaya, passion fruit, strawberries, lime florals and a tea-like character."* [108]

The plentiful usage of comparative and superlative adjectives like *the best* is distinctive of advertising language. This was also confirmed by the examples from Bonanza's advertisement. They are used mainly to intensify the described qualities of the product or service, and they also add emphasis. The adjectives used here mostly indicate more than the qualities of the product, namely the speaker's/producer's attitude [109], although in Example 9 the properties of the coffee are described with precise words, so that the consumer can form an exact image about the offered product. These words are usually used on Five Elephant's website in the coffee bag descriptions as well as on their Instagram page.

In Example 8 the item *Let's* is used. *Let us* is the first person plural imperative (*Let's* is the abbreviated form) and it is used to make a suggestion or offer. It is another example of the use of imperatives confirming that the language of advertising is loaded with appeal. This particular form includes the author of the sentence and the customer at the same time, further contributing to the establishing and maintaining of contact. [110]

Example 10: *"Next week we **will** bring you our second coffee release from Colombia, the Santa Fe espresso!"* [111]

The auxiliary verb *will* transfers the message of the sentence into a future action and acts as a prediction. *Will* in this particular sentence works as a form of an obligating promise and it is used on the company's Instagram for example when delivering new releases of coffee. In such announcements, the company includes several details, which arouses the curiosity of the customer.

The examples given above prove that the coffee advertising of the second chosen company closely resembles that of the first one and it uses the same language tools. In general, the coffee advertising has similar characteristics and it is seldom changed,

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[108] URL: https://www.instagram.com/p/BvL1KT-lrCl [Accessed: 19. 3. 2019].
[109] Leech, 1966: 129
[110] Dictionary.cambridge.com: „Let, let's " [ https://dictionary.cambridge.org/grammar/british-grammar/let-let-s]
[111] URL: https://www.instagram.com/p/BuWb4pRlExc/ [Accessed: 19. 3. 2019].

mostly only in case the companies aim to enhance the descriptions of their goods and to arouse the interest of the reader.

## 3.3  Words analyses

The above sentences and texts were collected together with the rest of the advertising texts on the companies' websites and their personal online accounts. Subsequently, these texts were analysed for key words, using the freely accessible web tool Kwords, operated by the Czech National Corpus on the website kwords.korpus.cz. This tool extracts words which are significantly more frequent in our sample text in comparison with a selected reference corpus. The reference corpus employed here was the British National Corpus, which is a large collection (containing roughly 100 million words)[112] representative of general English, not being limited to any particular genre or text type. Thus, we may find out which words are characteristic of the language of our coffee advertising texts.

The following list of words presents the 25 most frequent ones:

*coffee, we, our, for, with, from, coffees, quality, us, family, el, cup, farm, working, wholesale, unique, notes, lot, roast, filter, best, espresso, Colombia, Brazil, production* [113] (See Appendix 1.)

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[112] URL: http://www.natcorp.ox.ac.uk/corpus/index.xml?ID=numbers [Accessed: 1. 4. 2019].
[113] Appendix 1

Picture 1: Wordcloud illustrating the examined texts, generated by
kwords.korpus.cz

Furthermore, after a close reading of the texts, it is noticeable that the words (not mentioned above) like *new, you,* or *your* occur very frequently throughout all the samples. This fact signifies that the Kwords tool may not be able to identify some words which are also very frequent in our texts; however, they are likewise very common in other text types, i.e. not distinctive or typical of coffee advertising only.

Two specific categories of words can be detected from the sample: the words concerning the topic of coffee, and evaluating words. In the sample there occur various word classes, namely nouns, adjectives, pronouns or verbs. Within the 25 most frequent words there can also be found several prepositions. In the advertising texts, many items are accompanied or modified by evaluating words, whose function is to provide the best description of the product possible and to persuade the potential customer to purchase it. Vocabulary is chosen very carefully when it comes to defining the product for sale.

Nouns such as *coffee, coffees, quality, espresso* or for example (not mentioned above) *customers, roasting, roastery, beans* are related to the topic of the texts. The companies are above all quality- and customer oriented, and they offer stories to accompany the products and the coffees, where they mention information about the coffee's background and origin.

Adjectives such as the most frequent one *unique* and (not mentioned above) *best, balanced, clean, fair* suggest the frequent use of evaluating and positive attributes when describing the product or service. The adjectives aim to point out positive characteristics of the product and to provoke the customer's interest in buying.
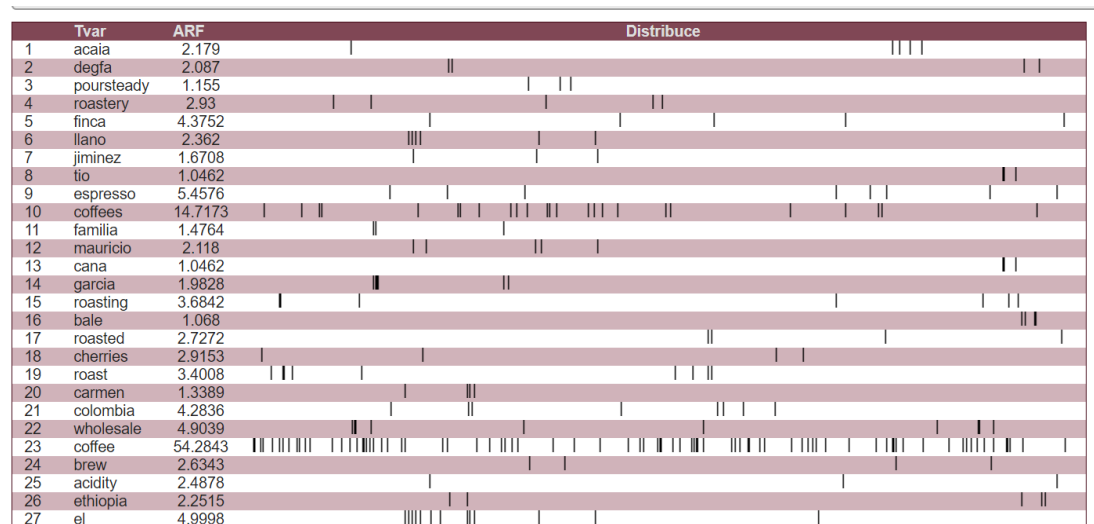
The personal pronoun *we* as well as its subject form *us* and the corresponding possessive *our* indicate the close relationship the company strives to build with the customer. The same phenomenon is mentioned on page 24 in Example 8 when *Let's* is used. Using such forms the author of the sentence includes in the conversation himself/herself and the reader as well. The personal pronoun *you* that the close reading of the sample texts revealed, and its possessive form *your*, does not occur in the above sample of words. The close reading has revealed that *you* is also present and is very frequent in the coffee advertising texts, as can also be seen in the analysed example sentences in the chapters of the practical part of this thesis. This fact suggests that it is not only right to use automatic processing of texts, but alongside it is necessary to perform a qualitative evaluation through close reading. The two mentioned perspectives complement each other efficiently, resulting in a fuller description of the characteristic features of the texts under examination.

The verbs *working* and *roast*, which also occur in the sample, are used mostly in the texts that are descriptions of coffee products. *Roast* and *roasting* come under the category of the words concerning the topic of these advertisements. The companies are concentrated on providing the customer with the story of every product, and making it more personal by describing their relationship with the farmers from whom they purchase the coffee. *Improve* and *offer* (not mentioned above) also carry a positive meaning in the sample sentences.

The prepositions *for, with* and *from* occur in the sample. Such prepositions, as can also be noticeable in the example sentences, are used in direct advertising. The

prepositions are mentioned in connection with words like "*for* our wholesale clients", "*for* your business", "our love *for* the work", "*with* unique recipes", "*with* our wonderful retail bags", "*with* their customer", "*with* the farmers", "*from* your own experience". The prepositions occur mostly in affirmative phrases that indicate the positive relationship that the company wants to gain. The three parties that are mentioned are: the company, the farms and farmers, and the customer.

The distribution of particular words in the used sample of texts can vary. The most frequent word *coffee* (and its plural form *coffees*), as can be visible in the Picture 2, is equally and heavily distributed through all sample texts. The sample consists of several different coffee advertising slogans, headlines, product descriptions or descriptions of Instagram photos. The word *coffee* is a general term and it is omnipresent in coffee advertisement, as could be expected. By contrast, the word *acidity* is used relatively scarcely, namely in the phrases "complex and balanced acidity", "a fine intense acidity" and "citrus acidity". The word imparts a character to the described product, in this case the particular type of coffee and its taste can have the qualities of being acid. As the example texts suggest, the words used for describing taste and aftertaste of coffee can be similar to the description of different wine sorts.

| | Tvar | ARF | Distribuce |
|---|---|---|---|
| 1 | acaia | 2.179 | |
| 2 | degfa | 2.087 | |
| 3 | poursteady | 1.155 | |
| 4 | roastery | 2.93 | |
| 5 | finca | 4.3752 | |
| 6 | llano | 2.362 | |
| 7 | jiminez | 1.6708 | |
| 8 | tio | 1.0462 | |
| 9 | espresso | 5.4576 | |
| 10 | coffees | 14.7173 | |
| 11 | familia | 1.4764 | |
| 12 | mauricio | 2.118 | |
| 13 | cana | 1.0462 | |
| 14 | garcia | 1.9828 | |
| 15 | roasting | 3.6842 | |
| 16 | bale | 1.068 | |
| 17 | roasted | 2.7272 | |
| 18 | cherries | 2.9153 | |
| 19 | roast | 3.4008 | |
| 20 | carmen | 1.3389 | |
| 21 | colombia | 4.2836 | |
| 22 | wholesale | 4.9039 | |
| 23 | coffee | 54.2843 | |
| 24 | brew | 2.6343 | |
| 25 | acidity | 2.4878 | |
| 26 | ethiopia | 2.2515 | |
| 27 | el | 4.9998 | |

Picture 2: Distribution of words in the sample texts

## 3.4 Conclusion

The given analysis of advertising texts in the practical part confirms most of the statements made in the theoretical part. The definitions made by authors like Leech, Goddard or Janoschka are supported with several example sentences by the both

chosen companies. The advertising in general and its methods of reaching to the customer are changing and evolving through the years; however, the language of advertising remains practically the same. The aim remains the same, i.e. to engage the interest of the potential buyer and making them purchase the product. As can be noticeable in the methods and language of advertising as presented in the practical part of this thesis, e.g. advertising a product on TV differs from the advertising of coffee. The companies use online platforms for promoting themselves, namely their websites and Instagram/Facebook. This fact may also suggest that they are trying to reach a particular group of audience only, e.g. limited to a certain age, social status etc.

The language tools, such as noun modifiers, personal pronouns and other specific words typical of the advertising language are mostly used together in one sentence. They are not used frugally; instead, they are diversely combined throughout all sentences and advertising texts, creating a diverse and rich writing style.

The advertising language used online, namely on Instagram as the example sentences demonstrate, is more personal, addressing the one particular customer and persuading them to act and buy the product, or to visit the café. In the advertising language of the chosen companies, it is visible that the relationship between the company and the customer is important; the language is rich but also does not put pressure on the reader. Instead of using the exclamation mark, although the imperative clauses are used frequently, the politeness marker *please* is placed in the sentence. The vocabulary used in our advertising language sample is very carefully chosen.

# 4 Résumé

IN ENGLISH

The aim of this thesis, entitled *Advertising a coffee company: A case study of a coffee company highlighting the language elements of English language usage and interpretation*, was to explain to the familiar same as the not familiar reader the way advertising is used within a specific field.

The nature of advertising in general is presented at the beginning of the theoretical part of this thesis with several definitions from significant authors, together with a brief look at the history of advertising. The following chapter offers a glimpse at online advertising and characterizes the field, as the origin of the sample sentences in the practical part is the Internet. The chapter "*The language of advertising*" and focuses on the language of advertising presented mainly by two authors: Leech and Janoschka. Leech covers advertising in general with several examples of his own; on the other hand, Janoschka deals with the specific area of online advertising. These two approaches complement each other and together they serve as the main source of theoretical information. The selected language elements are defined and described in the several following chapters.

The practical part consists of the analyses of the advertising language and the approaches of two companies from the chosen field. The sample of analysed texts highlights the most frequently used words and provides general characteristics of each group.

The collected data alongside the analyses brings the result that the language of advertising in this particular area bears a significant resemblance to the advertisement described by Leech. Although the book *English in Advertising: A linguistic Study of Advertising in Great Britain* was originally written in 1966, it is still topical and applicable to the different types of advertisement of the 21th century in the Internet age.

IN CZECH

Cílem této práce s názvem *Propagace společnosti zabývající se kávou: Případová studie vyzdvihující jazykové prvky používání a interpretace anglického jazyka* bylo vysvětlit způsob, jakým je reklama použita v rámci konkrétního odvětví obchodu, a to jak obeznámenému, tak i neobeznámenému čtenáři.

Podstata reklamy a její základní vlastnosti jsou obecně prezentovány na začátku teoretické části této práce, a to s několika definicemi od významných autorů, doplněnými o stručný přehled historie reklamy. Následující kapitoly a podkapitoly nabízejí zběžný pohled na reklamu online a charakterizují ji, jelikož zdrojem vzorových vět v praktické části této práce je právě internet. Kapitola „*Jazyk reklamy*" a její podkapitoly se soustředí na jazyk reklamy prezentovaný především dvěma autory, kterými jsou Leech a Janoschka. Leech pokrývá reklamu obecně, a ke každému jevu uvádí několik svých vlastních příkladů; naproti tomu Janoschka se zabývá konkrétní oblastí reklamy, a to reklamou online. Tyto dva přístupy se doplňují a společně slouží jako hlavní zdroj teoretických informací. V několika dalších kapitolách jsou definovány a popsány vybrané jazykové prvky.

Praktická část této práce sestává z analýzy jazyka reklamy a přístupu dvou společností z vybraného odvětví. Vzorové analyzované texty poukazují na nejčastěji používaná slova a také nabízejí obecné vysvětlení ke každé skupině těchto slov.

Shromážděné údaje společně s analýzou přinášejí výsledek, že jazyk reklamy v této konkrétní oblasti se podobá reklamě popsané Leechem. Ačkoli byla jeho kniha *English in Advertising: A linguistic Study of Advertising in Great Britain* publikována v roce 1966, je stále aktuální a aplikovatelná na různé druhy reklamy 21. století, v době internetu.

# 5 List of references

## 5.1 Printed literature

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# 6 Appendix

## 6.1 Appendix 1: Keywords

The keywords withdrawn from kwords.korpus.cz

Fq (text) = frequency of the word in our text sample
Fq (ref) – frequency of the word in the reference corpus BNC

| Tvar | Fq(text) | Fq(ref) |
|------|----------|---------|
| coffee | 83 | 6275 |
| we | 73 | 350721 |
| our | 67 | 93271 |
| for | 63 | 878982 |
| with | 50 | 658965 |
| from | 41 | 425192 |
| coffees | 25 | 86 |
| quality | 16 | 16192 |
| us | 16 | 76337 |
| family | 14 | 33699 |
| el | 13 | 1361 |
| cup | 12 | 11939 |
| farm | 11 | 6772 |
| working | 11 | 28643 |
| wholesale | 10 | 711 |
| unique | 10 | 4301 |
| notes | 10 | 6427 |
| lot | 10 | 27994 |
| roast | 9 | 514 |
| filter | 9 | 1637 |
| best | 9 | 34925 |
| espresso | 8 | 27 |
| colombia | 8 | 544 |
| brazil | 8 | 1679 |
| production | 8 | 15457 |
| roasting | 7 | 181 |
| washing | 7 | 2549 |
| available | 7 | 26999 |
| llano | 6 | 6 |
| garcia | 6 | 153 |
| processed | 6 | 885 |
| farms | 6 | 1811 |
| israel | 6 | 3212 |
| stations | 6 | 3689 |
| acaia | 5 | 0 |

| | | |
|---|---|---|
| roastery | 5 | 0 |
| finca | 5 | 5 |
| mauricio | 5 | 26 |
| ethiopia | 5 | 471 |
| brewing | 5 | 586 |
| santa | 5 | 1224 |
| beans | 5 | 1289 |
| producers | 5 | 1839 |
| balanced | 5 | 1964 |
| resulting | 5 | 3169 |
| lots | 5 | 4409 |
| farmers | 5 | 4975 |
| orders | 5 | 5271 |
| improve | 5 | 6162 |
| clean | 5 | 6266 |
| fair | 5 | 8966 |
| complex | 5 | 9381 |
| please | 5 | 13777 |
| offer | 5 | 15641 |
| degfa | 4 | 0 |
| bale | 4 | 144 |
| roasted | 4 | 148 |
| cherries | 4 | 225 |
| carmen | 4 | 244 |
| brew | 4 | 353 |
| online | 4 | 580 |
| cafe | 4 | 690 |
| blend | 4 | 878 |
| elephant | 4 | 901 |
| don | 4 | 1791 |
| chocolate | 4 | 1995 |
| bags | 4 | 2131 |
| distinct | 4 | 3156 |
| drinking | 4 | 3346 |
| mountain | 4 | 3820 |
| partners | 4 | 3873 |
| fruit | 4 | 4015 |
| dry | 4 | 6420 |
| customers | 4 | 6683 |
| region | 4 | 9842 |
| designed | 4 | 9986 |
| contact | 4 | 10654 |

## 6.2   Appendix 2: The sample of the analysed texts

From the moment coffee is planted, till it's served, our coffee has gone through the hands of countless individuals that are all remarkable within their field. Farmers, planting varietals sacrificing yield over cup quality, coffee pickers only picking red ripe cherries during harvest, importers storing coffee in climate controlled warehouses. These critical efforts result in coffees that are a sum of choices made with a single goal in mind, what does the final product taste like in your cup.

We are at the end of this cycle, our job is to roast the coffee, we do this with the best of old techniques combined with the best of new techniques, continually looking for the best production methods, this search and combination is also referred to as "Retro Innovation".

Roasting coffee

Our idea of roasting is the opposite of what is commonly regarded as the way to roast coffee, which is, we roast it as little as possible, enough to fully develop all flavours, with the aim to highlight what makes a coffee distinct. The resulting cup should be clean, clear and pure, free from tastes that are produced by the roast itself.

Trading practices

When we opened our shop in 2006 we were often asked by our customers if our coffee carries the fair trade label.

We looked into the topic 'Fair Trade Coffee', what we found was, Fair Trade labeled coffees are not traded in a way that inspired us. Between the way we like to work and improve with coffee and the way the Fair Trade Organisation works, lies a discrepancy in ideas for us.

That naturally lead us to join the movement within coffee that focusses on quality. Paying for quality, in examples of other companies that have gone before us, results in an authentic affiliation to farmers, an impressive product and a challenging way of working that keeps us going.

We deal with coffees where the prices range from morally correct to where the kilo price fetched on rare coffees of exceptionally high quality is news on itself.

But what is more important to you is that you can taste the difference, the resulting cup is truly surprising, we can imagine that this is a better reason to pay for what you are drinking.

Working together with you to make
your coffee better.

We run our cafe and roastery as an exploration ground where we try out ideas, accumulate knowledge and sharpen our skills, with the aim to make us better at helping you.

We create solutions for gastronomy, catering and offices, providing you with coffee, creating personal blends, tailored machine supply and staff training; doing so we consult you with fresh information and strategies that are drawn from sources beyond the established borders and from our own experience.

What we can do for your business:

Our coffee and hardware, including Acaia scales and accessories, are available for wholesale.

We also offer basic trainings and customized trainings for our wholesale clients.

To become a wholesale client, for questions and coffee orders, contact us directly at: bestellung@bonanzacoffee.de

Our idea of roasting is the opposite of what is commonly regarded as the way to roast coffee.

Try our coffee

About Bonanza

From the moment coffee is planted, till it's served, our coffee has gone through the hands of countless individuals that are all remarkable within their field.s

Read our story

Enjoy our coffee here

Roastery Café

Wholesale Opportunities

Working together with you to make your coffee better.

Familia Garcia

Brazil

Chocolate mousse, tangerine & rum

Familia Garcia is a joint effort from the Garcia family, owned by Antonio Wander Garcia. Antonio and his son Andre are both research agronomists and have dedicated their lives to the production of coffee. The farm is surrounded by mountains that offer uniquely high altitudes for Brazil and the trees on the farm are benefiting from this greatly. We found this coffee to be incredibly clean, with pronounced and complex fruit character, perfect for both espresso and filter.

Bonanza Blend

Colombia & Brazil

Chocolate truffel & dark cherry

We are always looking to improve our Blend with each new season, using more sustainable and traceable components. The latest version of our blend is our proudest one yet. Our new relationship with Sitio Santa Clara in Brazil gives us a coffee with high quality sweetness and a rich, creamy body. This is balanced out with our favourite Colombian Coffee, El Carmen. The result is a well rounded cup, with Dark Chocolate, Shortbread and Berry Jam notes.

El Llano by M. Jimenez

Costa Rica

Candied almonds, apricot & banana bread

El Llano is one of two lots we have bought from Mauricio Jiminez this year. This is only the second harvest of El Llano, and we are confident that his coffees will continue to improve and impress. Located at 1900masl, El Llano is a micro lot on untouched soil with great potential. The cherries are processed at his neighbour Carlos Montero's micro mill, before being returned to the raised beds next to Mauricio's house. This lot is full of ripe tropical notes with complex and balanced acidity.

Finca Machuca by Efrain Diaz

El Salvador

Prune juice, toffee apple & raisin loaf

This is our first time working with Efrain Diaz, but we were amazed by the unique cup profile from this Honey processed Pacas varietal. Pacas was first discovered in 1949 in the Santa Ana region of El Salvador, being a dwarf mutation of locally grown Bourbon. This coffee has unique tropical notes, as well as a creamy mouthfeel and lingering wine like finish that makes it a unique but easy drinking coffee for both espresso and filter.

Boji Magarissa by Israel Degfa

Ethiopia

Nectarine, blackcurrant & vanilla

Continuing our love for the work by Israel Degfa, we are now offering this lot from the privately owned community wet mill Boji. This is one of the main stations that Israel has focused on increasing the quality and consistency of his coffees, recently investing in a solid drying tent to dry their coffees more gently and away from direct sunlight. We have been amazed by the increase in intensity and unique qualities of these lots, re-imagining the flavour profiles we have come to expect from Ethiopia.

El Carmen

Colombia

Red apple, almond & molasses

El Carmen is one of the most established associations that Raw Material are working together with in Colombia. As part of the Red Associations, the producers of El Carmen are given better opportunity to enter the specialty coffee market, with better infrastructure and a stable income to reinvest in production of better-quality coffees. The association members are paid a minimum of two times the price they would receive usually, so we are very honored to be supporting their project.

Nimu Silas PB

Burundi

Blackcurrant, orange marmalade & oolong

We have always been fans of the unique flavour profiles from Burundi. This particular coffee comes from a mixed lot of peaberries from the four washing stations owned by Salum Ramadhan, two of which we have had the pleasure of purchasing before. The Nimu Silas PB means that the usually under-graded peaberries from these washing stations are now selected as premium lots, so that the producers are making more return on these beans. This coffee is vibrant, fruity, and distinctly floral.

NEW RELEASE Familia Garcia js a Naturally processed coffee from the Minas Gerais region of Brazil. This lot is a joint project from the Garcia family, many of whom are research agronomists, and dedicate themselves to producing high quality coffees. This coffee is a wonderful example of a clean and fruit forward cup from Brazil, and further increases our fondness for these balanced yet unique profile coffees. We will feature this coffee for the next couple of months, so if you would like to work consistently with it, or even just want a sample, get in touch! Available now for wholesale and webshop and works perfect as both espresso and filter!

We are all installed and dialling in our coffees on this @poursteady brewer. Tonight we will see who can brew the best on it for some great prizes! It all starts at 18.30 tonight, with team sign-up the same time! See you all there!

Today we visited Mauricio Jiminez and his farms San Martin that we featured earlier this year and El Llano that we have recently released. We will be buying an exclusive lot from Mauricio that will be arriving later this year. We can't wait for you to try it!

Calm mornings in our roastery. New coffees will be hitting our bars this week!

We are back here for the second year buying coffees from Carlos, his family and surrounding producers. @don_eli_coffee are helping to push the Terrazu coffee community forward in quality, sustainability and education. We have already selected some incredible coffees and will be cupping and visiting more producers in the coming days.

We have teamed up with @stevenmoloney and @poursteady to launch there brewing device at a fun brewing event on the 28th March! 5 teams of 2 will battle against us to brew the best cup for our judges. Registration is from 18.30 on the day, so just turn up and have fun! We will also be using the Poursteady for a week after the event if any one wants to come and see it action!

Offering filter coffee options in our stores, we focused on quality, consistency and efficiency. We have been working with the 'Hipster' brewer from @3temp to make just this. We offer up to 3 different filter options at any point in the day, brewed with unique recipes. Being able to change the flow rate and temperature throughout our brewing allows us to get the most out of each of our coffees on offer. We look forward to continuing our relationship with @3temp and working on new projects together into the future.

To continue our love of Costa Rican coffees, we are releasing El Llano, a Yellow Honey Catuai Lot produced by Mauricio Jiminez. He was also the producer of San Martin, and this coffee was also processed at the Don Eli micromill much like all our Costa Rican coffees this season. We will be visiting Don Eli and these farms later this week too to secure lots for later in the year. This particular lot is a lot more elegant and complex with delicate tropical notes balanced out by rich and sweet notes of almonds and banana bread. Available now!

Huge thank you as always to @dutchcoffeepack for providing us with our wonderful retail bags!

SPECIAL RELEASE One of the most unique coffees we have ever released.
Green Natural Wush Wush produced by Gildardo Gutierrez at Finca Monte Verde in Tolima, Colombia. An 80hr Anaerobic fermentation, followed by a 48hr Aerobic fermentation, dried on raised beds in a temperature and airflow controlled solar dryer for up to 30 days.
The resulting coffee is an exceptionally flavourful, complex and juicy experience. Limited quantities of this special lot both online now and in our stores in the coming days.

Happy to see this project coming to life! Our friends @twogingerscoffee in Hull, Uk cupped through numerous samples that we sent to them blind with their customers to find their next guest coffee from us. They all chose this super complex Natural Ethiopian from Beriti Tore in Yirgacheffe. This coffee will be on their bars soon and we look forward to working together with them more in the future.

Excited to receive first delivery through our new relationship with Sitio Santa Clara in Brazil.

The new natural processed Catuai will be a staple for us at the roastery, both in our blend and as a single. Furthermore we will be offering some special microlots from some of the producers of this coffee soon.

Read our story

Read more

Find on the map

Try our coffee

Get yours here

Five Elephant is a specialty coffee roastery, bakery and cafe in Berlin, Germany. Passionate about quality, our goal is to source the best coffees in the world in a way that is mindful of our environmental impact and thoughtful of the social impact of the communities who produce our coffees.

We strive to involve our customers in a conversation about coffee and are committed to sourcing the green beans that we roast in the most direct way possible.

Transparency is at the core of our values and we think there should be a clear understanding of the journey that coffee takes from the farm to your cup. Through this openness, we hope to create sustainable partnerships with farms from year to year.

We don't just visit our partners at origin but work to understand their processes, from cultivation to preparation. We are committed to innovation and will never stop working to improve the coffee that we source and roast, including our relationship with the farmers who grow the coffee.

Our belief is that by opening up this coffee conversation, we can share some great coffee in a way we can be proud of.

Contact us

For all Kreuzberg Cafe related questions or for cake questions, feel free to call

For general questions or coffee wholesale inquiries, feel free to call

Please note that all orders placed before 6am CET on Mondays will be roasted and shipped on our Monday roast day. All orders placed before 6am CET on Thursdays will be roasted and shipped on our Thursdays roast day.

Magdalena Lopéz's finca Santa Fe is located in the department of Nariño, on the southern western most corner of Colombia, in the municipality of Consacá, one of

the six municipalities that surround the semi-active Galeras Volcano. Doña Magdalena's farm is planted with close to 100% Colombia variety (with a small, young plot of Tabi), and she is committed to always continue improving her collection, beneficio (or post-collection processing), and drying systems in order to achieve the highest quality coffee possible.

Thanks to the nutritious, volcanic soils of Consacá, its inhabitants cultivate coffee, sugar cane, and a variety of vegetables such as tomatoes, beans and bell peppers for the production of paprika, and of course, coffee. The farms of this region are on the smaller side of agricultural production in Colombia; most do not exceed 2 hectares in extension. These are family farms on which one will find a family home, infrastructure for processing coffee, a main crop (coffee), typically several secondary crops; fruits and vegetables used for additional income and to for the family's everyday consumption, and oftentimes, farm animals such as guinea pig (a local delicacy) and pork also for the family's and their workers consumption.

This polyculture structure provides many benefits for the maturing coffee trees. The symbiotic cultivation of a varied array of crops can reduce the presence of pests that would otherwise target the coffee, as well as reducing the use of pesticides, which in turn helps keep the groundwater clean, which can lead to the increase of local wildlife. Furthermore, the use of land is much more efficient, which is important on such tiny
farms.

This current microlot includes the Colombia and Tabi varieties. After the cherries were carefully, hand-selected for peak ripeness, they were de-pulped and fermented in tanks for a period of 24 hours. The beans were then washed, and put out to dry on raised beds for 10 days, and were finally finished drying in a mechanical dryer. The resulting cup is mild, with notes of chocolate, aloe vera, peach and lychee.

Since 2012 we have been purchasing coffees from Salum Ramadhan's project. This coffee is a collection from smallhold farmers in a distinct micro-region of hills surrounding the Buziraguhindwa washing station. The differences in soil, altitude, sun exposure, climate and limiting day lots to specific micro-regions that are in common, we feel is the reason behind this coffee's distinct character. Cherries are hand sorted by the farmers before they go into production. A 3 disc Mckinnon pulper removes the skin and pulp. The coffee is then dry fermented for 16 hours, graded in washing channels and soaked in clean water for 18 hours. The coffee is then pre-dried in shade.

Since 1936 the Murray Meza family has been growing coffee on this land, in the Los Naranjos Valley in Sonsonate, El Salvador. Recently the great grandchildren of Don Rafael Meza-Ayau have taken back management of the farm. Five Elephant has begun a long term collaboration with Christina and Patrick Murray to identify and

promote not only the quality of the coffee on the farm, but also the environmental and social health of the Los Naranjos Valley. The family has maintained a strong commitment to improve the workers' quality of life by providing medical assistance, education, and leisure spaces for the farm workers and neighboring community members.

Currently roasting for espresso.

Thanks to dry hot winds that blow from Mexico's Tehuantepec plain, the Highland Huehuetenango region is protected from frost. This allows for cultivation at extreme altitudes, promoting beans with a fine intense acidity, full body and delightful wine notes present in the coffees grown at Finca Buena Vista.

20 years ago Ranferi Morales started working in his family's coffee lands here and saw the need to modernize processes both in the fields as well as in milling. He was the first of his family to open a bank account and receive micro loans. This is how he grew from having a small plot of land to one that now economically sustains his family. This was a great achievement for the Morales family's humble beginnings.

Custom designed, wooded box in a limited quantity of 125 by our pals at Sunst. Studio, filled with the roasters choice[1] of three 100 gram bags of either filter, espresso or a mix of them both.

[1]but do feel free to request a certain combo of our offerings!

SUBSCRIPTION SERVICE

Sign up here for our monthly or bi-weekly coffee, delivered straight to your doorstep worldwide. Our coffees are carefully prepared for you at every stage of production. Selected from a wide range of high-quality coffees from around the world. Grown, processed, and exported to us by our partners. Freshly roasted, in-season coffee to enjoy as espresso or filter at your home or office.

ALWAYS A CUP HALF FULL. SIGNED, SEALED, AND DELIVERED.

Master the art of coffee brewing with Acaia ─ the only scale designed for coffee enthusiasts that monitors the weight, time and flow-rates as you brew coffee.

This simple, modern and minimalistic scale is designed with brilliant functionality in mind, compatible with the acaia iPhone & Android app, offers you the endless possibility to explore the exquisite world of coffee.

- Fast ─ 20ms response time provides Ultra-fast response time and instant readings.
- Accuracy ─ Highest internal resolution up to one million counts allows for readability up to 10th of a gram. The acaia pearl is sensitive to even weight changes resulting from evaporation.
- Stability ─ Auto Zero tracking, Creeping compensation technology to provide industrial grade stability

- Build in Stopwatch ─ You can track the blooming, pouring and infusion time without a fuss, with the two-way timer that sync with your mobile phone.
- Automated Auto-off Customization ─ The acaia will not shut down during coffee brewing, auto-off feature is also customizable in mobile app.
- Rechargeable USB Power Supply ─A greener alternative power source, battery lasts 20-30 hrs

Designed in New Zealand for the World, Acme cups are what we use and recommend in our own cafe. They are the best looking, practical and durable cups we have ever found and now we are happy to distribute them to our customers!

For wholesale and resale inquiries please contact us for volume pricing acme@fiveelephant.com

For orders of 6 or more, please email acme@fiveelephant.com for pricing.

The Acme 150ml flat white cup is now available in The Evolution design.

Ideal for the famous Kiwi flat white and sized to suit double or single shot milk beverages. Also an elegant solution for serving filter coffee.

Dishwasher safe. Range of seven beautiful colours coming. Saucers sold separately.

Features of The Evolution:
Elegant, dense and durable porcelain
Whiter and cleaner looking interior
Easier to hold when drinking from and pouring into
More balanced, More stackable
Thick walled base for durability and heat retention
Tapered lip for improved mouthfeel and ease of drinking from
Smoother interior gradient that makes it nicer to pour coffee and milk into
Improved 6 pack packaging, no plastic

Set yourself apart with the finest coffee program. Our partners represent the best in cafes, restaurants, hotels and companies who wish to offer their guests
and colleagues superb coffee that fulfills a deeper mission.

Let's chat about how our direct-from-farm sourcing, fair pricing and exceptional quality standards can enhance your coffee service.
Contact
(Interested in Wholesale? Please click here: Wholesale - Five Elephant)
For all other General Inquiries, please use this form:

Five Elephant

Roasting the best coffee we can find and shipping it worldwide. Home to the Philadelphia Cheesecake @fiveelephant.cakes. Berlin, est. 2010

Today we bust out the La Marzocco Linea Mini for a day of espresso! We will brew our current line of espressos, talk about our wholesale & home subscription coffee

services and be giving out free smiles!

Can't wait to see you there

Partners in crime.

Sold out online but you can still pick up a bag in our cafes.

It's here in time for SpringOur Sítio Canaã Yellow Icatu!

Sítio Canaã is a leading producer of top quality coffee in Brazil and this coffee marks the first time we'll be roasting a Yellow Icatu coffee - a relatively young varietal, the result of a long experimentation process of cross-breeding Arabica and Robusta breeds.

We are honoured to have worked with Sítio Canaã for the past 8 years and consider them our Brazilian family. We are roasting tomorrow and it will be available online for shipping

Today we have our latest filter release"Ethiopia Bale Mountain", a truly unique coffee produced by Israel Degfa in the Bale Mountain Farm.
It's sweet and fruit driven with tasting notes of papaya, passion fruit, strawberries, lime, florals and a tea-like character.
If you enjoyed the natural Guji Highland, the notes in this one will be of interest to you.

This is the incredible Bale Mountain National Park, home to the Bale Mountain Farm.
The coffees from this area are truly distinct and unique.

Israel Degfa is the producer we work with here, he is a young businessman in Ethiopia and owns thirteen washing stations and a farm, across the South and South West of Ethiopia. In previous years the production at these washing stations has been focused on volume but over the last few years Israel has shifted his focus and is working on the quality of processing across his washing stations as a priority.

Introducing the Colombia- Santa Fe! It's now available on the Webshop. This one is for espresso only! citrus acidity, tangerine, and toffee notes.

All background info can be found on our website- link is in bio.

Yesterday we roasted the final bags of our exclusive "Finca Deborah Geisha"

This glorious coffee is the winner of the 2019 Polish Barista AND Brewers Championship!

We've got a limited amount left after fulfilling orders so make sure to stock up on a bags while you still can. It's available online for immediate shipping