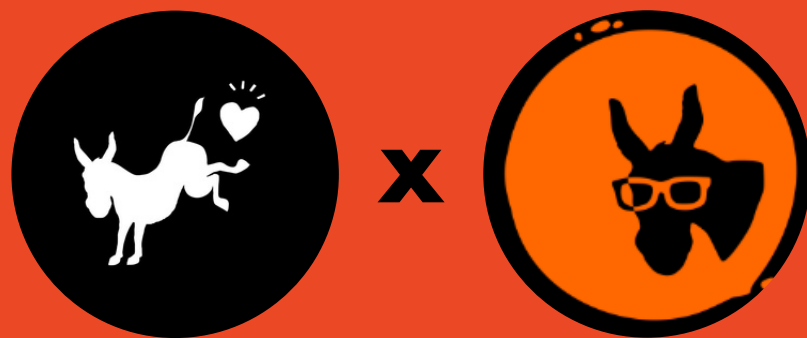


KICKING HORSE

Team “Jolly Smart Asses”

Rona, Marya, Lucy, Tanishk, Trishelle,
Polina, Jasleen, Teaghan, Samya, Ashley, Aneta





KICKING HORSE

Kicking Horse Coffee has always been about bold flavour, fearless attitude and high energy. Jolly Ass extends to that identity into the holiday season.

Generates sales of the holiday blend inventory on Kicking Horses' website



Increases overall brand awareness → remains top of mind during the holidays.





THE HOLIDAYS CAN BRING CHAOS

endless to-do lists

busy streets

end-of-year deadlines



**46
PER
CENT**

of Canadians report feeling stressed
about the Holiday season.



KICK OFF THE HOLIDAY SEASON WITH



JOLLY ASS

Kicking Horse Coffee celebrates the real, unfiltered side of the holidays – the messy, stressful, high-energy chaos, and the people who stay jolly through it all (with a little help from their coffee!)



SITUATION ANALYSIS



Strength

- Bold brand & loyal community
- Ethical (organic, Fairtrade)
- Proven creative campaigns
- Strong retail + product formats



Weakness

- Premium pricing
- Limited seasonal experience
- Narrow distribution
- Tone may not fit all



Opportunity

- Holiday gifting & “limited edition” buzz
- Ethical/Canadian pride demand
- Growth in at-home & experiential coffee
- Digital-first engagement



Threat

- Rising coffee prices & trade-down risk
- Supply chain volatility
- Specialty/local competition
- Holiday clutter & “drop” fatigue



PRIMARY



MEET THE ASS KICKERS

Individuals who strive to maximize every moment of their lives and set high standards, especially for themselves.

SECONDARY



ETHICAL CONSUMERS

- Driven achievers, live boldly
- Value impact + sustainability
- Seek premium, ethical products (100 per cent organic, Fairtrade)
- Loyal to bold, irreverent brands
- Receptive to exclusive, community-driven launches

- Prioritize organic & Fairtrade credentials
- Value quality + transparent sourcing
- Shop premium at Costco & online
- Willing to pay more for responsibly sourced coffee





KEY MESSAGES

**The First-Ever Seasonal Blend
from Kicking Horse Coffee.**

For nearly 30 years, Kicking Horse Coffee has been waking up and kicking ass from the heart of the Canadian Rockies. Jolly Ass marks our first-ever seasonal drop — bold, festive, and made to be savoured before it's gone.

**Jolly Ass Fuels the Bold Spirit That
Keeps You Going.**

Crafted for the go-getters and the do-it-alls, this dark roast with hints of cranberry, nutmeg, and smooth chocolate celebrates those who stay joyfully unstoppable through the chaos of the season.

**100% Organic. 100% Fairtrade.
100% Canadian.**

Every cup of Jolly Ass delivers rich, sustainable flavour that does good for farmers, the planet, and your holiday spirit. Because bold coffee tastes even better when it's ethically made.





OBJECTIVES

01



Behavioural:

Achieve 80 per cent sell-through of Jolly Ass inventory on Kicking Horse Coffee's DTC website within six weeks of product launch (by Dec. 20, 2025).

02



Awareness:

Increase social media reach and engagement by 25 per cent compared to the previous quarter (August–October 2025) across Instagram, Facebook and YouTube through paid, organic and influencer content by Dec. 31, 2025.

03



Attitudinal:

Improve positive brand sentiment by 15 per cent and maintain Kicking Horse Coffee's position as a top-of-mind holiday coffee brand among target consumers by January 2026.



STRATEGY 1



**SOCIAL MEDIA
AND INFLUENCER
ENGAGEMENT**



STRATEGY 1

By encouraging **audience participation** and leveraging **influencer collaborations**, Kicking Horse will create **digital moments** that feel authentic, inclusive and full of energy.

key message

**100% Organic. 100% Fairtrade.
100% Canadian.**

objective

**Increase social media reach and
engagement**

ASS KICKERS OF THE SEASON

KIARA



Kiara is a true “ass kicker,” balancing her busy schedule as a fashion studies, active lifestyle icon in Toronto.

IG: 42.7k

TT: 38k

LISA



Lisa, a marketing girlie who romanticizes Toronto and escapes on trips when stressed, even her busiest season feel spontaneous and unforgettable with a festive recipe before she jets off.

IG: 87.4k

TT: 32.3k

CAITLIN



Caitlin, 31, runs one of Canada’s busiest small coffee shops, bringing joy and a behind-the-scenes look at the chaos of a true “ass kicker” in small business.

IG: 222k

TT: 1.2M

KAELAH



Kaelah, a busy mom always on the go, brings jolly energy to every outdoor adventure and shares her passion as a food vlogger with new coffee and recipe creations.

IG: 109k

TT: 773k



kickinghorsecoffee



20,451 views

kickinghorsecoffee Kick off the Season with Jolly Ass!

#FindYourHolidayKick #KickingHorseCoffee



kickinghorsecoffee



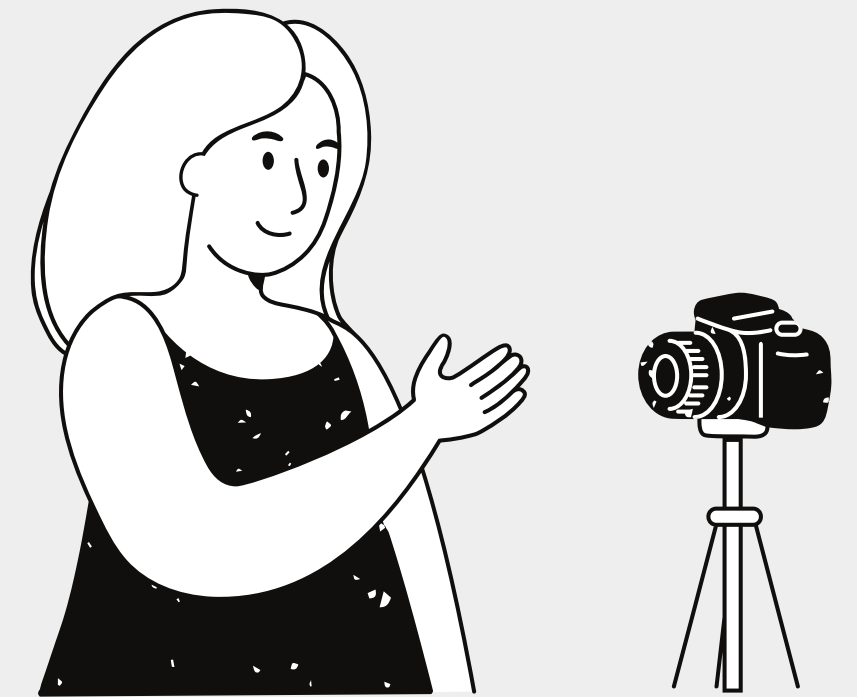
20,451 views

kickinghorsecoffee Kick off the Season with Jolly Ass!

#FindYourHolidayKick #KickingHorseCoffee

#FindYourHolidayKick

#FINDYOURHOLIDAYKICK



Dec 1 - Dec 12:

**12 days campaign, showcasing
all photos, video of audiences
follow the trend**

STRATEGY 2



MEDIA AND INFLUENCER RELATIONS

STRATEGY 2

This strategy focuses on creating memorable, **in-person** and digital experiences that put Jolly Ass in the hands of Canada's top **tastemakers**, while also **leveraging existing Certified Ass Kickers** to tell the story of how Kicking Horse Coffee fuels bold, spirited lifestyles during the holidays.

key message

**The First-Ever Seasonal Blend
from Kicking Horse Coffee.**

objective

**Raise awareness of the holiday blend
inventory - Kicking Horse's Jolly Ass**

MEDIA ALERT



Kicking Horse Coffee
491 Arrow Rd.
Invermere, B.C., V0A 1K2
888 287 5282

Attention: Entertainment and lifestyle editors

Media Advisory: Exclusive tasting experience with Christina Lustenberger

Toronto: Thursday, Oct. 30, 2025

Media are invited to a preview of: An exclusive tasting experience with Christina Lustenberger at The Parlour in Toronto. Lifestyle and food influencers in Toronto will be invited to try a variety of holiday-inspired coffee, mocktails and cocktails using the new Jolly Ass blend. Christina, who is a certified ass-kicker, will showcase how Jolly Ass fuels her daily routines during the holidays, as well as sharing the story behind the campaign.

Who: Christina Lustenburg, adventure-skiing Olympian
Elana Rosenfeld, CEO and co-founder, Kicking Horse Coffee

When: Monday, Dec. 1, 2025
Media check-in 10:00 a.m.
Opening remarks 10:30 a.m.
Event opens to the media 10:45 a.m.

Where: The Parlour, 642 King St. W., Toronto, Ont. M5V 1M7

Visuals: A Kicking Horse Coffee booth with holiday decorations; influencers trying unique holiday beverages made out of the new Jolly Ass blend, a unique presentation of the Jolly Ass coffee blend package, Christina Lustenberger talking to influencers at the booth with a mountain background, sharing her story.

Kicking Horse Coffee is a Canadian coffee company offering unique blends of coffee. The company started in British Columbia and continues to pride itself as a Canadian brand. For more information, visit <https://kickinghorsecoffee.ca/>

-30-

For more information: Jasleen Jheeta, media relations officer, Kicking Horse Coffee, 000 111 2222, jasleen@gmail.com

Host an exclusive Jolly Ass tasting experience with Christina Lustenberger, at The Parlour in Toronto for lifestyle/food media and influencers.

The event will feature a tasting of the Jolly Ass blend and holiday-inspired coffee mocktails/cocktails. Christina will showcase how Jolly Ass fuels her daily routines during the holidays, as well as sharing the story behind the campaign.





Send a curated Jolly Ass holiday kit to the media and influencers after the event.

Each kit includes a bag of the new blend, a holiday recipe card and a personalized mug with the recipient's name. This will drive social sharing and media mentions.



STRATEGY 3

PARTNERSHIPS AND COLLABORATIONS





STRATEGY 3

Strengthen relationships with its current customers and connect with new audiences through playful, value-driven partnerships that highlight how Jolly Ass helps Canadians power through the busy holiday season.

key message

Jolly Ass Fuels the Bold Spirit That Keeps You Going.

objective

Improve positive brand sentiment

Partner with colleges and universities across Canada to hand out free Jolly Ass samples during **exam season**, helping students stay energized.

We'll leverage **Kicking Horse Coffee brand ambassadors** to support sampling on campuses

(free coffee, fake tattoo and photo booth, discount coupons)



Kicking Horse Coffee Pop-Up

FREE COFFEE SAMPLES!



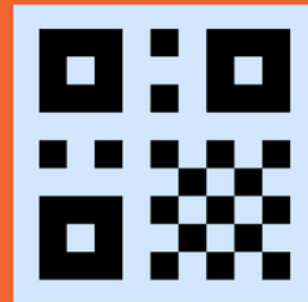
@ericahill



@joshkoby

limited-edition
JOLLY ASS BLEND

Scan for more Information!



@kickinghorsecoffee

December 2-3,
1-3 PM
Humber Polytechnic,
L Building

**EXPERIMENTIAL
ACTIVATIONS**
STRATEGY 4

Create bold, sensory experiences that immerse consumers in the brand's playful and high-energy spirit. By having **pop-ups at major holiday events and coffee truck on the run**, the brand will meet people where they're already celebrating, offering them a moment of warmth, connection and a "kick" of joy.

key message

Jolly Ass prioritizes what's important to you.

objective

position as a top-of-mind holiday coffee product and drive traffic to website

STRATEGY 4



A travelling pop-up that visits major Canadian cities such as Vancouver, Toronto and Montreal during the holiday season, strategically appearing at high-traffic holiday events.

The truck offers free samples of the Jolly Ass blend and holiday-inspired drinks. There is a QR code on the coffee truck that links directly to the Kicking Horse Coffee website.

DEC 15

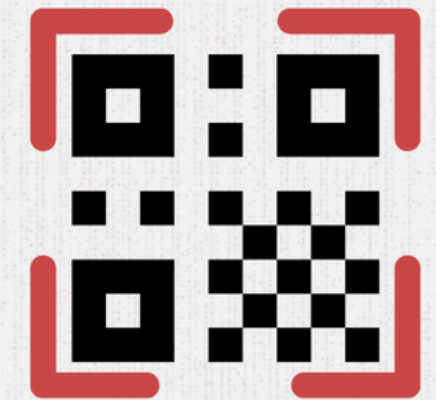
Not only you get the free coffee from us, we are inviting you to our pop up with Fashion Santa who has a gift for you



KICKING
HORSE
COFFEE

KICKING HORSE COFFEE

WINTER VILLAGE POP-UP



DECEMBER 15

5-7 PM, DISTILLERY WINTER VILLAGE

NEW JOLLY ASS BLEND | HOLIDAY DRINKS | FASHION SANTA

@KICKINGHORSECOFFEE | KICKINGHORSECOFFEE.CA



These **pop-ups** will **serve limited-edition holiday drinks** with playful names like **Cinnamon Bun Kick**, **Chocolate Cheer** and **Pumpkin Spice Jolly**.



Visitors who scan the QR code and subscribe to Kicking Horse Coffee's at the pop-up activation will receive a limited-edition "thank you" package, celebrating their year's achievements and inviting them to share how Jolly Ass gives them that "extra kick" using #JollyAss for a chance to win free coffee for a year.



http://

KICKING
HORSE
COFFEE



COFFEE ▾

SUBSCRIBE & SAVE

DEALS

ABOUT ▾

BLEND SIGNS ▾

FIND US

🇨🇦 EN ▾

SANTA BROUGHT THE BIGGEST HOLIDAY GIFT NAUGHTY AND NICE GET JOLLY ASS



-15%

COLD BREW CERTIFIED



GRIZZLY CLAW
From \$15.99 CAD
★★★★★ 348 reviews

COLD BREW CERTIFIED



KICK ASS
From \$15.99 CAD
★★★★★ 261 reviews

COLD BREW CERTIFIED



THREE SISTERS
From \$15.99 CAD
★★★★★ 224 reviews



ORGANIC



FAIRTRADE



NO BS

KICKING HORSE COFFEE IS LOUDLY, PROUDLY,
WILDLY, ROASTED IN CANADA.

Born in the middle of nowhere, brewed for everywhere, and kicking ass 'til the donkeys come home.

LEARN MORE



TIMELINE

STRATEGY

01

OCT 13 - DEC 12

- Influencer kit send-out + teaser content (Alexandra, Lisa, Caitlin)
- 12 Days of Content Series – Festive recipes, DIY holiday ideas, creative drink inspiration

STRATEGY

02

OCT 30

- Media alert invite Media to the Tasting Event
- Jolly Ass Tasting Event with Christina Lustenberger at The Parlour (Toronto)

STRATEGY

03

DEC 1 - DEC 12

- Pop-up sampling + brand ambassador storytelling (Josh - photographer, Erica - Tattoo Artist)
- Free coupons while handling out coffee sample + fun on-campus activities

STRATEGY

04

DEC 15

- Coffee Truck (daytime, major cities) → Evening Pop-Up Bars (Distillery Winter Village etc.) with Fashion Santa appearance



EVALUTATION

Objective 1 – Behavioural

- Track sales via Shopify/dashboard
- Goal: 80 per cent sell-through by December 20
- Analyze sales peaks versus media and activations

Objective 2 – Awareness

- Measure reach, impressions, engagement, hashtags
- Goal: plus 25 per cent engagement, 10K #JollyAss uses
- 5 per cent average engagement rate on influencer content

Objective 3 – Attitudinal

- Pre/post surveys and social listening
- Goal: plus 15 per cent positive sentiment
- 70 per cent unaided recall as “holiday coffee brand”



Communication Plan - Team “Jolly Smart Asses”

THANK YOU



x

