

# NAUTILUS COFFEE CO.

## Store and Stalls Story Overview Document

**OBJECTIVE:** To build a meaningful backstory for Nautilus Coffee Co. that creates a strong brand identity, a fulfilling mission, and opportunities for experiential fun.

### **STORY SUMMARY (WITH MAIN STORE FOCUS)**

Sparkling with turn-of-the-century sophistication, Nautilus Coffee Co. is the standing legacy of a remarkable family's thirst for adventure. First opened as Nautilus Iron Works, the eclectic workspace was built by savvy and scrappy Henry Nautilus and his brilliant wife Jane, an ambitious engineer who dreamed of discovery. The two quickly established themselves in the iron industry. With Jane in charge of build and Henry in charge of business, they found continued success selling spectacular travel vessels, which funded their own worldly expeditions.

As time went on, their business grew, and so did their family. Enthralled by the excitement always swirling in the workshop, the three Nautilus daughters – Poppy, Ruth, and Hazel – quickly shared the same cunning and curiosity as their mother. Called to pursue a great family adventure, the Nautilus women set out to build a revolutionary submarine to explore the uncharted depths of the sea. The women worked day and night in the workshop. They tirelessly researched, drafted, mapped, and built as Henry would serve them many magnificent blends of coffee from beans he and Jane had acquired from their past travels.

The workspace's spirit of innovation and the bountiful boosts from the delicious coffee kept the women fueled and focused. After many years and many cups of coffee, the groundbreaking submarine was built, and the workspace was left alone as the Nautilus family went away on their grand voyage.

Decades later, the current generation of the Nautilus family transformed Nautilus Iron Works into Nautilus Coffee Co. Though the shop has been upgraded with the current luxuries of today, the space has been preserved with the family's blueprints, models, notes, and travel trinkets to inspire the explorer in everyone who stops by.

Honoring the family legacy, Nautilus Coffee Co serves the rich and worldly coffee creations that energized the Nautilus family in their pursuit of adventure, so guests can fuel up for their own!

### **CARTS OF CALL SUMMARY (MOBILE FLEET)**

Eager to reach all explorers, Nautilus Coffee Co. created a fleet of mobile coffee stalls that travel to different ports of call to serve those in the midst of adventure. Manned by the Nautilus Coffee Crew (the Brew Crew), these *Carts of Call* not only supply adventurers with NCC's delicious delicacies but also enthrall them with travel trinkets and interactive gizmos, all of which capture the Nautilus family's curious and innovative spirit. These carts are wonders of all shapes and sizes, including everything from a nitro brew backpack to an automotive brewing machine!