



## Case Study Loacker Moccaria

A new tradition-based brand

## The challenge

Loacker is an Italian manufacturer of wafers and chocolate specialties distributed worldwide. The launch of their own coffee shops was intended to support the diversification of new products and generate more turnover. The biggest problem being that the market is dominated by American chains. Thus FEUER was entrusted with the strategic and communicative development of the new sub-brand.

## The strategy

The brand draws on its Italian origins, paired with the expertise for sweets and coffee as well as fresh and natural products. Another distinctive feature and USP is the large selection – both for consumption on site or take away. Just as the strategic motto promises: Coffee to sit. Lifestyle to go.

## The idea

The Italian way of life stands for enjoyment in style. This should also be reflected in the name and logo. FEUER thus developed the word and design mark Loacker Moccaria with the stylised cup.

## The success

The flagship store on the Brenner Pass with over 1,000 sqm is the number one meeting point at the prestigious Brennero design outlet. The international expansion of Loacker Moccaria is being promoted.



