

Javvy Coffee — Customer Intelligence & Brand Research Brief

For Building Meta Static Ad Creative | Focus: Protein Refreshers | Prepared July 23, 2026

1. BRAND OVERVIEW

Positioning & core promise (their words). Javvy positions itself as the "better-for-you" brand for café-classic beverages that are "clean, customizable, and functional." The promise is café taste + functional nutrition (protein, prebiotics, fiber, MCTs) *minus* sugar, gums, fillers, and artificial ingredients, in ~30 seconds. Signature copy lines: **"Finally a Coffee You Won't Have to Quit"** and **"Let's Make Coffee History."** Founder framing captures the wedge:

- *"We didn't invent coffee or protein—but we put them together because people needed something better."* — Brandon Monaghan, co-founder/CMO
- *"Even the ones labeled 'natural' were loaded with stuff we'd never knowingly put in our bodies."* — Justin Kemperman, co-founder/CEO

Product architecture & full price points.

- **Coffee Concentrate** — flagship original; liquid, 100% Arabica, 35 servings; roughly \$0.60–0.90/cup.
- **Protein Coffee** — instant powder, 20 servings/bag; 10g whey protein, 80mg caffeine, <1g sugar, MCTs + prebiotics (Sukré); 20+ flavors (Original best-seller, Mocha, Caramel, Cookie Dough, Tiramisu, Sugar Cookie, S'mores, etc.). Bundle pricing: **1 bag \$34.95, 2 bags \$32.95/ea, 3 bags \$30.95/ea, 4+ bags \$24.95/ea**; one-time \$39.95; Subscribe & Save \$34.95 (13% off first order). Marketed "as low as \$1.25/serving."
- **Protein Refreshers** — clear-whey, fruit-flavored powder (detail in §1 close).
- **Protein Creamer** — 11g collagen + MCT oil, keto.
- **Coffee Syrups** — low-sugar.
- **Accessories** — shaker bottles.
- *Pricing note:* the Refreshers **collection page** shows 1 bag \$39.95 / 2 \$37.95 / 3+ \$35.95; the Refreshers **product page** shows the deeper 1/\$34.95 → 4+/\$24.95 bundle ladder with subscription \$34.95. This discrepancy is likely A/B testing or promo state — verify live before using any price in creative.

Scale, funding, distribution, review counts. Founded **October 2020**; HQ Summerville/Charleston, SC (some records cite Jacksonville, FL); ~94 employees. Total

outside funding roughly **\$4.7–9.2M** (Seed + Series A); investors include Amberstone Ventures, Platinum Mile Ventures, Selva Ventures. **Revenue is unverified** — a founder/pitch-deck-derived "\$50M+ in 3 years" claim circulates but is not press-confirmed; third-party aggregators estimate anywhere from ~\$7M to ~\$42M. Distribution: DTC (Shopify), Amazon, **Target** (nationwide; Original/French Vanilla/Caramel Protein Coffee since Sept 2025; Refreshers since March 2026), **Walmart**, and **Sprouts Farmers Market** (all locations, May 2025). Claims **"1,000,000+ happy customers"** (later updated to **"1.6+ million"**). Ratings: **Trustpilot 4.3–4.5 across ~4,100–4,560 reviews**; Walmart concentrate SKUs ~4.5★ on ~3,500 ratings; Target Strawberry Açaí Refresher ~4.4★ on ~519 reviews. **BBB-accredited since 2020** but carrying numerous subscription/billing complaints; **PissedConsumer ~2.5 average across 205 reviews**.

Founder story. Co-founded by **Justin Kemperman** (CEO; a Gen Z founder in his early 20s at launch) and **Brandon Monaghan** (CMO). Both previously co-founded **Shine Armor** (car-care DTC brand, reportedly ~\$10M/yr, sold ~2021) plus media ventures (VisCap Media, MK Media Ventures). They reused the Shine Armor playbook — paid social → Shopify → Amazon spillover → retail. Origin: frustration with iced coffee "packed with sugar, gums, and artificial ingredients," so the first product was a fully customizable Coffee Concentrate. On the protein-coffee spark: *"Before we launched, I was hitting the gym early and crashing by lunch. Coffee alone wasn't cutting it. Protein helped balance everything—and once we made it taste good, we couldn't stop drinking it."* (Kemperman)

Brand colors. Core identity is a **deep royal/navy blue paired with golden yellow**, with a sparkle motif (logo files: "javvy-logo-blue-yellow-sparkles"; white-sparkle variant on dark backgrounds). The **Refreshers** sub-line leans into bright, fruit-matched colors — pink/red (Strawberry Açaí), orange-yellow (Mango Pineapple), peach (Peach Passionfruit), purple (Blackberry Lemonade) — and heavily uses the aspirational "pink drink" aesthetic in ad creative. Precise hex codes are not published on-site; the working palette for creative is **navy blue + yellow-gold + white**, with vivid fruit accents for Refreshers.

Brand voice & tone. Friendly, upbeat, wellness-forward, lightly cheeky ("It's pretty much magic"), aspirational yet accessible. Heavy on reassurance ("guilt-free," "no compromise," "feel good about"), benefit-stacking, and comparison framing (vs. Starbucks/Dunkin/protein shakes). Customer-service replies are warm and formulaic ("We love hearing this! Here's to many more delicious cups!").

Certifications / sourcing / testing / clean-label. 100% Arabica; "no artificial sweeteners, flavors, or colors." Protein Coffee is gluten-free; **Refreshers are explicitly NOT certified gluten-free** and contain dairy/milk (whey) — not vegan, not lactose-free. Sweeteners: **Sukré** (acacia-derived prebiotic) + **Reb-M (OnoSweet, from fermented rice)**. Whey is "high quality" but **explicitly "not currently grass-fed"** (contradicting affiliate blogs that claim grass-fed). Claims eco-friendly packaging and responsible sourcing but publishes **no third-party lab testing or organic certification**. Backed by a "100% Happiness Guarantee" / 30-day money-back on first order. All health-benefit statements carry the FDA disclaimer.

Protein Refreshers — specifics.

- **Format:** resealable bag, powder, **20 single-scoop servings** online (**14-serving** version at Target). Mix 1 scoop into 10 oz cold water, shake, let foam settle, add ice.
- **Flavors:** Strawberry Açaí, Peach Passionfruit, Mango Pineapple (launch trio, March 13, 2026); new **Strawberry Lemonade** and **Blackberry Lemonade**.
- **Per serving:** **10g protein** (clear whey isolate + collagen peptides), **3g fiber**, **45mg caffeine** (from green coffee bean), **0g sugar**, **~50–60 calories**, electrolytes, prebiotics, **~170mg magnesium citrate**.
- **Full ingredients:** Whey Protein Isolate, Collagen Peptides, Acacia Fiber, Citric Acid, Natural Flavors, Purified Acacia Hydrolysate (Sukré), Malic Acid, Vegetable Juice (color), Potassium Chloride, Magnesium (as Magnesium Citrate), Reb M (OnoSweet), Pink Himalayan Salt, Natural Caffeine. Contains milk. **Trace fruit juice for color only — "there isn't any actual fruit used in the formulation."**
- **Positioning vs. their coffee:** *"Protein — without the heavy shake."* Light, juice-like, **"clear"** (not creamy like Protein Coffee); half the caffeine (45mg vs 80mg). Built for "when coffee feels like too much, but water isn't enough" — post-workout, between meals, afternoon slump. Explicit anti-café-refresher framing: Javvy's 0g sugar / 10g protein vs. a coffee-shop refresher's "up to 35g sugar / 0g protein."

2. COMPETITORS

The **real Meta-feed competitors for the Refreshers** are clear-protein / functional fruit-drink brands and RTD protein coffee — **not** mushroom coffee (that's the Protein Coffee's competitive set). Motion ad-intelligence data confirms Javvy is explicitly positioning Refreshers against **Starbucks and Dunkin** sugary refreshers.

Competitor	Positioning	Wedge / differentiator	Weakness vs. Javvy	Price	Scale
Isopure Clear Protein (Glanbia)	Clean clear-whey protein water/powder	15–20g protein, ~5 ingredients, huge retail footprint, legacy trust	Thin functional stack (no prebiotics/collagen/caffeine bundle); no coffee halo; clinical, joyless flavor story	~\$1.74–2.62/serving	Large, mass retail

Alani Nu (Celsius-owned)	Influencer-born low-cal functional (RTD protein coffee + energy)	Massive Gen Z/female love; RTD grab-and-go; 10g protein/90 cal/100mg caffeine; ubiquitous	RTD not powder (heavier to ship, pricier/serving); uses sucralose + gums; not "clean-label pure"	~\$2–3/bottle	Acquired by Celsius Holdings for \$1.8B (net \$1.65B), closed April 1, 2025; valued at <3x Alani's 2024 revenue of \$595M
Ryze Mushroom Coffee	Functional coffee alternative (adaptogens)	Cult DTC; gut/calm-energy story; huge paid-social engine	Earthy taste "takes getting used to"; no protein ; health-claim scrutiny (NAD)	~\$1.25–1.75/cup	~\$74M–\$200M+ est. revenue
Everyday Dose	Mushroom + collagen + nootropic coffee	Premium "coffee+" wellness; strong creative	No protein-refresher play; coffee-only; higher price	Premium	~\$100M (2025 est.)
Premier Protein / Fairlife Core Power	Mass RTD protein shakes	30g protein, cheap, everywhere	Chalky/creamy heavy shake; heavy to carry; dessert-like, not "light/refreshing"	~\$2–3/bottle	Very large

White space (one line): No dominant brand owns *"clear, light, fruit-flavored protein you actually crave as an afternoon treat, clean-label AND fully functional (fiber + prebiotics + collagen + electrolytes + light caffeine)"* — Isopure is clinical/boring, Alani is sugary/gummy RTD, and no one fuses the emotional "quit-your-\$7-Starbucks-refresher" hook with a complete functional stack. (Context: the U.S. RTD coffee market was **~\$6.46B in 2024, projected to \$8.61B by**

2029 at 5.92% CAGR, and the global functional-beverage market is on pace to reach **\$248B by 2030** per Circana — a large, fast-growing pond.)

3. TARGET AUDIENCE

Primary demographics: Women ~25–45, mid-income, US, health-conscious, time-poor (working moms, professionals). Secondary: younger Gen Z women weaning off energy drinks/Starbucks; some fitness-oriented men. Functional-beverage adoption skews young and female — per EY's late-2025 survey of 2,500+ adults, **~80% of Gen Z and ~75% of millennials consume functional beverages regularly**, and Mintel found **70% of Gen Z purchased a functional beverage** in the prior three months.

Distinct audience clusters (segment clearly):

1. **Fitness / macro-trackers** — want protein grams, post-workout recovery, "hit my protein goals."
2. **Convenience-seekers / busy parents** — chaotic mornings, no blender, one-and-done.
3. **Gut-health / acid-sensitive / "clean" coffee drinkers** — avoid sugar/gums/artificial; some switched off hot coffee for stomach reasons ("No more hot coffee in the morning with the upset stomach").
4. **Weight-management / GLP-1 & anti-diet** — appetite control, satiety, less snacking; strongly represented in r/antidietsglp1.
5. **Sugary-drink quitters** — replacing Starbucks/Dunkin refreshers and sodas (the core Refresher target).

Psychographics: Aspirational-but-realistic wellness; want "guilt-free" indulgence; label-readers; value convenience over DIY purity; TikTok/Instagram-influenced; ritual-driven (coffee/refresher as "a little moment of happiness").

Most common worries (3): (1) "Will it actually taste good, or be chalky/artificial?" (2) "Is it worth the price vs. cheaper DIY or other brands?" (3) "Will I get trapped in a subscription / surprise-charged?"

4. KEY CHALLENGES / PAIN POINTS

A — Protein usually tastes bad (chalky, artificial, "diet-soda" aftertaste).

- "I hate when it has a chalky texture or an overly artificial flavor." (Tasting Table)
- "Cookie Dough & Salted Caramel taste like aspartame 🤢 same after taste you get after drinking diet soda." (Reddit, r/antidietsglp1)

- "It is very difficult to get all the powder to dissolve. Clumpy and weird after taste!" (Trustpilot)

B — Getting enough protein without heaviness or effort.

- "mornings are hard for me (kid, family, get ready, adhd yadda yadda) so an all in one thing makes my life a little easier." (Reddit)
- "Ditch the thick, chalky shakes... protein — without the heavy shake." (Javvy, echoing the pain)
- "I'm no longer foraging or snacking or getting hangry... I'm just focused." (Trustpilot)

C — Coffee's downsides: crash, jitters, acid stomach, sugar.

- "hitting the gym early and crashing by lunch. Coffee alone wasn't cutting it." (founder, echoing customer pain)
- "No more hot coffee in the morning with the upset stomach." (Trustpilot)
- Comparison the brand hammers: a Grande Starbucks Strawberry Açaí Lemonade Refresher carries **32g sugar and 0g protein** (standard Strawberry Açaí Refresher = 90 cal, 21g sugar, 0g protein, 45mg caffeine).

5. TOP 3 FRUSTRATIONS

1. **Surprise subscription / hard-to-cancel billing** — the #1 negative theme by a wide margin. *"This apparently set me up with a subscription to receive four bags every 45 days. This was not disclosed to me... they have charged me numerous times." / "they hide the cancel subscription."*
2. **Powder won't dissolve / clumps / foam** — *"very difficult to get all the powder to dissolve. Clumpy."*
3. **Formula changed / too sweet** — *"I used to love it until they changed the formula recently. It's horrible now, too sweet. I wish they would bring the old formula back!"* (Reddit)

6. TOP 3 SHORT-TERM DESIRES / GOALS (verbatim)

1. Hit daily protein easily: *"Love that I'm getting this extra protein in and helps me stay energized throughout the work day."*
2. A tasty, guilt-free sugar-drink swap: *"I've been making this JAVVY Mango Pineapple Protein Refresher as my afternoon snack lately and I'm honestly obsessed. 10g protein, refreshing, and it actually tastes good."*

3. Curb snacking / appetite: *"I've been drinking the coffees and refreshers for about a week now and have noticed I'm eating less due to getting more protein."*
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7. TOP 3 LONG-TERM ASPIRATIONS

1. Sustainable weight management without deprivation (the "weight-loss hack" / GLP-1 support narrative).
 2. Build a lasting healthy daily ritual: *"Javvy has become a great addition to my healthy daily routine."*
 3. Quit sugary café habits for good: *"I'm done with Starbucks, because their drinks have too much sugar."* (Javvy ad script reflecting the aspiration)
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8. TOP 3 KEY EMOTIONAL DRIVERS

1. **Guilt-free permission / self-respect** — indulgence that aligns with goals ("guilt-free," "feel good about what's in your cup").
 2. **Control & ease amid chaos** — one simple scoop conquers a hectic morning ("the power of making delicious drinks is in your hands").
 3. **Belonging / identity** — the "I quit Starbucks / I'm a Javvy girl" in-group signal, amplified by viral TikTok "obsessed" energy.
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9. VERBATIM QUOTE BANK (by theme)

Taste — positive

- "Javvy is the best tasting protein refresher I've ever tried. There's no yucky aftertaste; they actually taste very good."
- "The protein coffees are sweet and creamy and the refreshers are named perfectly because they are fruity and refreshing!"
- "It tastes like actual coffee."
- "The Sugar Cookie is my husband's favorite!" (Reddit, r/antidietyglp1)

Taste — negative

- "The 'original' to me is FOUL and not worth it." (Reddit)
- "Cookie Dough & Salted Caramel taste like aspartame 🤢" (Reddit)
- "too sweet... I wish they would bring the old formula back!" (Reddit)

- "Clumpy and weird after taste!" (Trustpilot)

Convenience

- "The instant protein coffee is super easy to make in the morning."
- "No blender, no mess, no fuss. Just scoop, stir, and sip." (Javvy)
- "an all in one thing makes my life a little easier." (Reddit)

Energy / no crash

- "I love the energy and that there is no crash. Perfect for intermittent fasting."
- "provides just the right amount of energy boost without the jitters... I don't experience the typical coffee crashes."

Digestion / stomach / acid

- "No more hot coffee in the morning with the upset stomach." (Trustpilot)
- "Since incorporating it into my routine, I've noticed my digestive system feels more balanced."
- "it also doesn't wreak havoc on my tummy." (Taste of Home)

Protein / macros

- "you get 10 grams of protein with each scoop. Which helps to get your protein in for the day."
- "I need the protein but also mornings are hard for me." (Reddit)

Weight management / appetite

- "It keeps me feeling full all day and quiets the hunger cravings." (BBB)
- "helps me stay [full] so I don't snack before dinner." (BBB)
- "The mocha flavor is AMAZING and it has helped me cut down on sugar and snacking."

Price / value

- "Cheaper, healthier, and genuinely delicious — Javvy delivers coffee shop quality without the coffee shop price."
- "Product is okay, but pricey." (PissedConsumer)
- "about \$35-\$40 per bag... it gets somewhat pricey quickly."

Mixability

- "this protein mixes easier than other brands I've tried."
- "It dissolves beautifully." (Trustpilot, Refreshers)
- Counter: "whey protein powders take a long time to dissolve in water... hot water and it was a nasty disaster." (Reddit)

Refreshers-specific

- "There's no powdery residue or nasty aftertaste with their Protein Refresher line and suddenly I'm hitting my protein needs early enough in the day that I'm no longer foraging or snacking or getting hangry."
- "It's so good and it's only 60 calories."
- "none of the sugar, but 100x more benefits."
- "I love the Refreshers!!! I ordered all three flavors and they're all super good."

Subscription / CS complaints

- "they charged me over 82 dollars for something I did not want nor knowingly sign up for."
 - "This is a scam... they hide the cancel subscription."
 - "On their website it tell you it's a subscription i almost fell for that too... But now I just order on tik tok." (Reddit)
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10. HESITATIONS BEFORE BUYING (5)

1. **Subscription-trap fear** — *"I was hesitant to order something being marketed on social media."* Reinforced by widespread "surprise charge" complaints.
 2. **Taste skepticism (chalk/artificial)** — *"I was full of doubt before trying... I'm picky about my protein powder."*
 3. **Price vs. DIY / alternatives** — *"I could just stir protein powder into coffee myself" and "it gets somewhat pricey quickly."*
 4. **"Is it real fruit / clean?"** — trace-fruit-for-color, magnesium citrate ("That's a laxative"), and not-certified-gluten-free create doubt for label-readers.
 5. **Social-ad distrust** — *"I was hesitant... but after seeing a BOGO sale, I gave it a shot."*
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11. OUTCOMES THEY REPORT

- Eating less / reduced snacking: *"I'm eating less due to getting more protein."*
- Sustained energy, no crash: *"keeps me energized and full longer than regular coffee."*
- Hitting protein goals conveniently: *"hitting my protein needs early enough in the day."*
- Better digestion / no acid stomach.
- **Brand's own claims:** 10g protein, 45mg caffeine, 0g sugar, 3g fiber, ~50–60 cal (Refreshers); "no crash," "no jitters"; "1M+ (now 1.6M+) happy customers." External stats it cites: U.S. RTD coffee market ~\$6.46B (2024); Gen Z demand for functional drinks (independently corroborated — Mintel found 70% of Gen Z bought a functional beverage in the last three months). All health-benefit statements carry the FDA disclaimer ("not evaluated... not intended to diagnose, treat, cure").

12. WHY THEY BUY / WHY THEY DON'T

Why buy: Genuinely good taste for a protein product; convenience (30 sec, no blender); clean label / 0g sugar; protein + functional stack in one; energy without crash/jitters; appetite control; flavor variety; viral social proof; cheaper than Starbucks; guilt-free treat.

Why they don't / churn: Surprise auto-subscription & billing disputes (the biggest churn/reputation driver); some flavors too sweet or "aspartame" aftertaste; mixability/clumping; per-bag price; inability to leave a negative on-site review; no phone support / slow CS; disappointment after formula changes.

Other intel: Customers deliberately route around the subscription by buying on **TikTok Shop / Amazon**. The on-site review system reportedly blocks negative reviews ("You cannot make negative reviews"), which erodes trust. The magnesium-citrate/laxative question surfaces in the brand's own FAQ — a latent objection for sensitive stomachs.

How they currently advertise (Meta): Per Motion's ad-intelligence library, Javvy runs **~1,000 active Meta ads, shipping ~112 new creatives/week** — a very high-volume, high-testing operation. Creative mix skews **Demo (~16%), "Yapper"/talking-head (~12%), Testimonial (~10%)**. Current strategy is "all in on the Clear Protein Refreshers launch, positioning them as the healthier, functional alternative to sugary drinks from Dunkin' and Starbucks," leaning hard on **comparison messaging and nutritional superiority** (zero sugar, protein, electrolytes, prebiotics, fiber, caffeine) inside relatable lifestyle scenarios — afternoon slumps, Target runs, weaning teens off energy drinks — plus heavy UGC creator testimonials showing mixability and taste across the three core flavors. A recurring video hook: a woman with a pink drink is asked if it's Starbucks and replies she's "done with Starbucks" because of the sugar. **Implication for static:** the video comparison angles are proven but under-exploited as punchy, screenshot-able static comparison cards.

13. THREE STRATEGIC AD WEDGES (static Meta)

Wedge 1 — "The Honest Label" (radical transparency / anti-subscription anxiety).

- *Gap it exploits:* Competitors ignore the category's #1 objection — subscription/billing distrust — and it's Javvy's own worst review theme. A static that pre-empts it disarms the biggest churn driver.
- *Why it wins:* Converts a liability into trust equity; "no commitment" is a proven CRO lever, and no rival is claiming it.
- *Static execution:* Clean split-card on navy/yellow brand block. Left: the full short ingredient list + "10g protein · 0g sugar · 3g fiber · 45mg caffeine." Right, bold:

"One-time purchase. No surprise subscription. Cancel anytime." Product bag + "Try risk-free 30 days" seal.

Wedge 2 — "Break Up With Your \$7 Sugar Bomb" (the café-refresher swap, quantified).

- *Gap it exploits:* Alani (sugary RTD) and Isopure (clinical) don't emotionally own the "quit your sugary café refresher" moment; Javvy runs it in video but under-uses it as a static.
- *Why it wins:* A hard side-by-side + identity statement ("I'm done with Starbucks") is high scroll-stop and screenshot-worthy.
- *Static execution:* Two near-identical pink drinks side by side. Left: **"Café Refresher: 32g sugar · 0g protein · \$6+."** Right: **"Javvy: 0g sugar · 10g protein · 45mg caffeine · ~\$1.75."** Headline: **"Same pink drink. None of the sugar guilt."**

Wedge 3 — "Protein Without the Heavy Shake" (the anti-chalk, clear/light wedge).

- *Gap it exploits:* Every protein memory is "thick, chalky, milky." No competitor vividly owns *light, juice-like, refreshing* protein for the afternoon-slump moment.
- *Why it wins:* Taste/texture is the #1 purchase AND churn driver; visually proving "clear, juice-like" defuses the chalk objection instantly.
- *Static execution:* Hero shot of a translucent iced fruit drink beside a struck-through beige, chalky shake. Headline: **"10g protein that drinks like juice — not chalk."** Sub: "Clear whey. ~60 calories. No blender." UGC caption overlay: *"no powdery residue or nasty aftertaste."*

CAVEATS

- **Revenue is unverified.** The "\$50M" figure is founder/pitch-deck-derived, not press-confirmed; aggregator estimates range ~\$7M–\$42M. Do not cite a revenue number in external materials.
- **Affiliate/SEO blogs contradict the brand's own site** — several (financialcontent reprints, techtimes, caffemood) claim "grass-fed whey" and "monk fruit/stevia." Javvy's own pages say whey is **not** grass-fed and sweeteners are **Sukré + Reb-M**. Trust brand pages over affiliate content for specs.
- **Caffeine figures conflict:** Protein Coffee is listed as 80mg on-site but 105mg / 60–80mg in some Amazon and reviewer copy; Refreshers are consistently 45mg.
- **Calorie count for Refreshers** appears as both 50 and 60 depending on flavor/source.
- **Reddit footprint is thin** and concentrated in r/antidietsglp1 and r/adhdwomen (not coffee subs); those quotes are directional, not statistically representative. Subscription/billing complaints live mostly on BBB, Trustpilot, and PissedConsumer, not Reddit.
- **Pricing differs between the collection and product pages** (likely A/B tests or promos) — verify the live price before making any price claim in creative.