



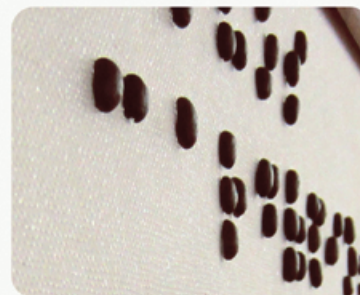
Coffee braille.

Challenge

To communicate the new Starbucks braille menus.

Solution

We used actual coffee beans, one by one, to spell out this new asset. Now everyone can enjoy our coffee: from the tip of the fingers to the tip of the tongue.



Copy: New Starbucks Braille Menus.