Email content schedule

Prepared for Ka'u Coffee Mill
December 2024

Essential Campaigns

1. Black Friday/Cyber Monday Campaign Promo

Discount code schedule:

INSERT LINK

Email 1 - Nov 8, 2025 | Fall Coffee Rituals

Subject line: 3 Brewing Rituals to prepare you for Fall
Subject line 2: 3 Brewing Rituals matched with flavorful roasts

Preview line: To keep you cozy and energized for the season

COPY	REFERENCE IMAGE
Header Text: Subscribe to unlock 10% off Stay Warm and Cozy this Fall	*Insert image example*
Body: Fall is settling in, and as the days start to get shorter and colder, a warm, well brewed coffee will have you nice and cozy. Subscribers get 10% off Ka'u Coffee Orders. *New subscribers only* Subscribe for 10% off Here are 3 brewing rituals that'll get you the most out of your roast. **Slow mornings, slow extraction (Natural Dark Roast)** Brew with a French press for a rich, full bodied cup. Use coarse ground beans and steep for 4 minutes before pressing. This slower method draws out the roast's natural oils and deep fruit notes. Think cherry, cocoa, and a touch of spice. **[Natural Dark Roast Product Block]** **Crisp air, clean cup (Washed Medium**	*Insert image example*

Roast) Grab your pour-over or Kalita Wave and use medium fine grounds for precision. Pour in small, steady circles, letting the coffee bloom for 30 seconds before continuing. You'll taste the washed process at work. Clean, bright, and citrusy, like crisp fall air in your mug. **[Washed Medium Roast Product Block]** **Evening warmth, balanced ritual (Peaberry Medium Roast)** For calm evenings, try a Chemex or drip brewer with medium grind coffee. Use slightly cooler water (**195°F**) to soften acidity and bring out its natural balance. Expect a smooth, rounded cup with hints of fruit and floral depth. Perfect for slow sips before bed. **[Peaberry Medium Roast Product Block]** Get all these roasts for 10% off when you subscribe to Ka'u Coffee Subscribe for 10% off	
Product Blocks: Natural Dark Roast Natural processing, only found in 1% of the world's coffee, intensifies sweetness and fruit character. Peaberry Medium Roast	*Insert image example*

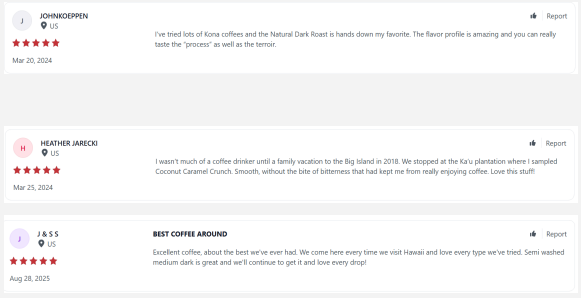
Peaberry beans are a natural mutation where only one small, round bean forms inside the coffee cherry, concentrating flavor and aroma into every sip. Light fruit and floral notes on the finish. Washed Medium Roast Rich, sweet acidity with hints of plum and citrus. Washed processing brings out clarity and crispness	
Reviews: *(if applicable)*	*Insert image example*

Email 2 - Nov 10, 2025 | Customer Favorites

Subject line: Have you tried these coffee lover favorites {{Firstname | yet}}?
Subject line 2: The Ka'u faithful recommend you these roasts

Preview line: *Plus* how to unlock 10% on all these flavors

COPY	REFERENCE IMAGE
Header Text: *New subscribers get **10% off** all orders.* *Subscribe Here* Ka'u Community Recommended Roasts	*Insert image example*
Body: **[Reviews]** People are *loving* these mouthwatering coffee roasts. **[Product Blocks]** Grown in volcanic soil, these roasts are packed with a rare blend of nutrients not found on the US mainland. New Ka'u subscribers can get all these roasts and more for ***10% off***. Join the community using the link below. Unlock 10% Off	*Insert image example*
Product Blocks: Natural Dark Roast Natural processing is only found in 1% of the world's coffee. Adds an intensified sweetness and fruit character. Coconut Caramel Crunch Rich toasted coconut notes, evoking island	*Insert image example*

breezes. The warm caramel sweetness melts into your palate. Semi Washed Medium Dark Roast A smooth, buttery mouthfeel with balanced acidity. Hints of stone fruit and citrus notes with a soft apricot bouquet.	
Reviews:  	*Insert image example*

Email 3 - Nov 12, 2025 | Early Black Friday offer

Subject line: Craft your Fall Blend for $20 off
Subject line 2: It's that season {{Firstname | Ohana}}: Save on your favorites

Preview line: It's the season of giving. Here's $20 off

COPY	REFERENCE IMAGE
Header Text: Black Friday's Come Early! Save $20 on nutrient rich, flavor packed roasts and beans Shop Ka'u Coffee	*Insert image example*
Body: Since you love Ka'u coffee so much, it's only fair you get a chance to save on some. $20 off all roasts and beans in this special early Black Friday Sale. **[Product Blocks]** All Ka'u Coffee products are grown on volcanic soil, creating a unique nutrient dense blend you won't find in the mainland United States. Hit the button below and get ***$20 off*** all nutritious, flavor packed beans, roasts, and nuts. Save on Ka'u *Free shipping on all US orders over $200 barring Alaska*	*Insert image example*

Product Blocks: Natural Dark Roast Natural processing is only found in 1% of the world's coffee. Adds an intensified sweetness and fruit character. Coconut Caramel Crunch Rich toasted coconut notes, evoking island breezes. The warm caramel sweetness melts into your palate. Semi Washed Medium Dark Roast A smooth, buttery mouthfeel with balanced acidity. Hints of stone fruit and citrus notes with a soft apricot bouquet.	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 4 - Nov 14, 2025 | Early Black Friday 2

Recipient

<New customer>

Subject line: Back for you, {{Firstname | Ohana}}: $20 Off your favorites
Subject line 2: Saving on Blends and Roasts: Round 2 🌺

Preview line: A luscious fall gift, fresh from the islands

COPY	REFERENCE IMAGE
Header Image: CTA: [Shop and Save 20%]	*Insert image example*
Body: Good coffee brings people together, and this season, we're helping you share it. **[Product Blocks]** Get ***$20 Off*** all Kaʻū Coffee roasts and beans, crafted on volcanic soil for unmatched depth and flavor. Whoever the gift is for, Ka'u coffee will for sure deliver the richness of Fall. Naturally sweet, nutrient-packed, and smooth. Shop 20% Off	*Insert image example*
Product Blocks: Makanau Blend Smooth, well rounded body with a rich yet gentle profile. Subtle chocolate and nutty	*Insert image example*

notes, balanced by mild fruit brightness Estate Reserve Dark Complex flavor layers of dark chocolate, toasted nuts, and subtle floral sweetness deliver a long, elegant finish that leaves a lasting impression	
Reviews: *(if applicable)*	*Insert image example*

Email 5 - Nov 16, 2025 | Early Black Friday Final Call

Subject line: $20 off all coffee products ends tonight
Subject line 2: Ending tonight! $20 off Ka'u products sitewide

Preview line: Grab your favorites before the deal ends

COPY	REFERENCE IMAGE

Header Text: Shop All Nutrient dense, flavor rich coffee products al $20 off	*Insert image example*
Body: Hi {{Firstname | Ohana}}, Your ***$20 off*** special ends tonight. Check your pantry, cabinets, or wherever you keep your coffee and make sure you have everything you wanted. If not, you know what to do. **[Product Blocks]** Get ***$20 off*** all locally sourced Hawaiian coffee using the link below. Shop and Save *Free shipping on all US orders over $200. Alaska not included*	*Insert image example*
Product Blocks: Kau Washed Green Bean The classic fruit/floral aromatics lean toward chocolate in the aroma, fruit in the cup, and carry through cleanly into the long, sweet finish. Lingering aftertaste. Vanilla Macadamia Nut Flavored Coffee	*Insert image example*

A creamy vanilla aroma that soothes and uplifts. Rich, nutty macadamia notes layered over Ka‘ū’s smooth coffee base Natural Dark Roast Natural processing is only found in 1% of the world’s coffee. Adds an intensified sweetness and fruit character.	
Reviews: *(if applicable)*	*Insert image example*

Email 6 - Nov 18, 2025 | Fall Recipe Feature

Subject line: Wow the family with this Thanksgiving Coffee recipe
Subject line 2: Create a thanksgiving to remember

Preview line: We’re thankful for volcanic ash 🌺

COPY	REFERENCE IMAGE

Header Text: Shop the Recipe A unique, Tropical blend for this Thanksgiving	*Insert image example*
Body: Thanksgiving is one of the most magical times of the year. What better way to celebrate and contribute to the family gathering than to pass out a unique, delicious coffee blend. Try out this recipe on your family and watch their eyes fill up with delight. **You'll need:** • 20g Ka'u Washed Medium Roast, medium-fine grind • 300g hot water (about 200°F) • 1 tsp pure maple syrup • 1 small strip of orange peel • Optional: dash of cinnamon or nutmeg **Instructions:** 1. Place the orange peel in your mug	*Insert image example*

or carafe. 2. Bloom the grounds for 30 seconds with 40g of water. 3. Continue pouring slowly in circular motions until you reach 300g total. 4. Stir in the maple syrup and remove the peel before drinking. **Result:** Bright, citrusy aromatics from the washed process mingle with the orange oils and light maple sweetness. Clean, balanced, and comforting without masking the roast's natural plum and citrus profile. Featured Roast **[Product Block]** *New Ka'u subscribers get 10% off all orders* Shop the Recipe	
Product Blocks: Semi Washed Medium Dark Roast A smooth, buttery mouthfeel with balanced acidity. Hints of stone fruit and citrus notes with a soft apricot bouquet.	*Insert image example*

Reviews: *(if applicable)*	*Insert image example*

Email 7 - Nov 20, 2025 | Seasonal Staples

Subject line: Check out these Seasonal Staples {{Firstname | Ohana}}
Subject line 2: It's getting chilly: Try these Roasts and Blends

Preview line: Brew for warmth and comfort this fall

COPY	REFERENCE IMAGE
Header Text: CTA: [Subscribe and get ***10% off***] Savory Blends that keep you warm	*Insert image example*
Body:	*Insert image example*

We're getting deeper into Fall and Winter's approaching soon. Use these roasts and blends for that cozy feeling. Flavorful and comforting. **[Product Blocks]** New Ka'u Coffee subscribers get ***10% off*** all purchases. They also get additional, exclusive discounts and *priority access* to new roasts. Subscribe to save ***10%*** on all orders using the link below. Stay Warm and Save	
Product Blocks: Natural Dark Roast Coffee Subtle hints of hibiscus, cinnamon, clove, and cedar with a cocoa and molasses undertone finish Vienna Bourbon Washed Gentle caramel sweetness with subtle vanilla and cocoa notes. Bourbon varietal renowned for exceptional sweetness and balance Makanau Blend Subtle chocolate and nutty notes, balanced by mild fruit brightness A clean, satisfying finish that makes every sip comforting and memorable	*Insert image example*

Reviews: *(if applicable)*	*Insert image example*

Email 8 - Nov 22, 2025 | Fall Flavor Spotlight

Subject line: Capture the spirit of Fall in your cup
Subject line 2: Two Fall roasts, one unforgettable season

Preview line: Taste Hawaii's fall. *Bold, bright, and smooth*

COPY	REFERENCE IMAGE
Header Text: CTA: [Get 10% Off: subscribe to this roast] Fall Flavor Spotlight	*Insert image example*

Body: Immerse yourself into the Fall with two flavorful roasts great for the season. **[Product Blocks]** Each roast creates a Hawaii Fall vibe. *Smooth, vibrant, unforgettable.* New Ka'u Coffee subscribers get ***10% off*** all purchases. Subscribe and save using the link below. subscribe to this roast	*Insert image example*
Product Blocks: Natural Dark Roast Perfect for cozy, slow mornings. The sun-dried cherries create a deep, fruit-forward cup that pairs beautifully with the warmth of fall spices and baked treats. Semi Washed Medium Dark Roast Bright and lively, ideal for crisp afternoons. Its clean plum and citrus notes cut through heavier fall flavors, refreshing the palate between comforting meals.	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 9 - Nov 25, 2025 | Black Friday Launch

Subject line: Black Friday means 20% off sitewide 🌺
Subject line 2: Savings Season is here {{FIrstname | Ohana}}! Shop Black Friday

Preview line: Your favorite Ka'ū roasts are 20% off

COPY	REFERENCE IMAGE
Header Text: CTA: [Shop 20% Off sitewide] *Black Friday Begins! 20% Off Everything* 🌺	*Insert image example*
Body: The rare flavors of Ka'ū are waiting. Volcanic soil grown, sustainably farmed coffee roasts and beans all ***20% off*** From bold dark roasts to smooth, nutty blends, save on all flavors sitewide.	*Insert image example*

[Product Blocks] For one weekend only, everything is 20% off. Shop Black Friday	
Product Blocks: Natural Dark Roast Natural processing is only found in 1% of the world's coffee. Adds an intensified sweetness and fruit character. Coconut Caramel Crunch Rich toasted coconut notes, evoking island breezes. The warm caramel sweetness melts into your palate. Semi Washed Medium Dark Roast A smooth, buttery mouthfeel with balanced acidity. Hints of stone fruit and citrus notes with a soft apricot bouquet.	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 10 - Nov 27, 2025 | Black Friday Main

Subject line: All your favorite roasts still 20% off
Subject line 2: Still brewing: 20% Off Ka‘u Coffee continues

Preview line: Who doesn’t love Black Friday week?

COPY	REFERENCE IMAGE
Header Text: CTA: [Save 20% Sitewide] The savings keep flowing	*Insert image example*
Body: The bold taste of Hawai‘i doesn’t wait. Stock up on your favorite Ka‘u roasts while the ***20% off*** special is still live. What makes volcanic soil coffee truly special: • Naturally rich in minerals and nutrients that enhance depth and body • Grown in high elevations and cool air, developing smooth, complex	*Insert image example*

flavors • Low acidity, making each sip balanced and gentle on the palate • Cultivated in living soil, giving every cup a clean, vibrant finish A wonderland of flavors to choose from, all 20% off Shop Black Friday	
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 11 - Nov 28, 2025 | Black Friday Week Boost

Subject line: Volcanic flavor is still 20% off but act fast
Subject line 2: Still time to sip and save 20%

Preview line: Two more days of Black Friday week

COPY	REFERENCE IMAGE
Header Text: CTA: [Shop 20% off] Roasts, Beans, Blends, and Nuts all still 20% off	*Insert image example*
Body: Black Week isn't over yet. Your favorite Kaʻū roasts, from rich Natural Dark to smooth Peaberry, are still 20% off. **[Product Blocks]** Stock up before the final days slip away. 2 days until this offer ends. *Shop 20% Off*	*[We could perhaps add a "2 days left" graphic that fits the brand FX]*
Product Blocks: Natural Dark Roast Natural processing is only found in 1% of the	*Insert image example*

world's coffee. Adds an intensified sweetness and fruit character. Coconut Caramel Crunch Rich toasted coconut notes, evoking island breezes. The warm caramel sweetness melts into your palate. Semi Washed Medium Dark Roast A smooth, buttery mouthfeel with balanced acidity. Hints of stone fruit and citrus notes with a soft apricot bouquet.	
Reviews: *(if applicable)*	*Insert image example*

Email 12 - Nov 29, 2025 | Black Friday Weekend Nudge

Subject line: Almost over: 20% Off your next savory sip
Subject line 2: 20% off still active {{Firstname | Ohana}}

Preview line: Black Friday Week ends tomorrow!

COPY	REFERENCE IMAGE
Header Text: CTA: [Shop and Save 20%] Deep flavor. Fresh roast. One more day to save.	*Insert image example*
Body: You can still save ***20% sitewide*** on volcanic soil grown roasts. A perfect time to restock or share Hawai'i's best with someone you love. Brew up something savory this weekend. Rare, authentic, savory flavors with local, ethical farming. What more could you ask for when it comes to savings season? But this offer will be gone ***Tomorrow Night.*** Shop Black Friday	*Insert image example*
Product Blocks: *(if applicable)*	*Insert image example*

Reviews: *(if applicable)*	*Insert image example*

Email 13 - Nov 30, 2025 | Plain Text Final Hours

Subject line: Your favorite roast, 20% Off for a few more hours
Subject line 2: Black Friday ends tonight {{Firstname | Ohana}}

Preview line: N/A

COPY	REFERENCE IMAGE
Header Text: **n/a - Plain Text**	*Insert image example*
Body:	*Insert image example*

Aloha {{Firstname | Ohana}}, The ***20% Off*** Black Friday event ends tonight at midnight. Save Sitewide before it's over Stock up on your favorite Kaʻu roasts, blends, coffee beans, and nuts while it lasts. Locally sourced, unique, exotic flavors. Prices go back up at midnight Shop All Warmly, Your friends at Kaʻu Coffee	
Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 14 - Dec 1, 2025 | Cyber Monday Extension

Subject line: For two more days, savings are back 🌺
Subject line 2: Cyber Monday: 20% Off extended for you 🌺

Preview line: Cyber Monday means sitewide savings continue

COPY	REFERENCE IMAGE
Header Text: CTA: [Shop Cyber Monday] 20% off Extended one more day	*Insert image example*
Body: Aloha {{Firstname | Ohana}} *The **20% off** event is live for one more day only.* Your favorite Kaʻū roasts, fresh from volcanic soil and small batch roasted for full flavor, are still within reach. **[Product Blocks]** Only one more day to save. ***20% Off*** sitewide continues.	*Insert image example*

Shop Cyber Monday	
Product Blocks: Natural Dark Roast Natural processing is only found in 1% of the world's coffee. Adds an intensified sweetness and fruit character. Coconut Caramel Crunch Rich toasted coconut notes, evoking island breezes. The warm caramel sweetness melts into your palate. Semi Washed Medium Dark Roast A smooth, buttery mouthfeel with balanced acidity. Hints of stone fruit and citrus notes with a soft apricot bouquet.	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*

Email 15 - Dec 2, 2025 | CM Final Hours Plain Text

Subject line: Last call: Cyber Monday ends soon
Subject line 2: Last chance to save 20% on Ka‘u Coffee

Preview line: n/a

COPY	REFERENCE IMAGE
Header Text: **N/A - Plain Text**	*Insert image example*
Body: Shop Before Midnight This is it, your last chance to enjoy 20% off rare blends and roasts. The offer closes tonight at midnight. Order now and savor roasts, blends, nuts, and beans before savings are gone for good. This week was a blast. If you didn’t get what you wanted, here’s your last chance: Shop and Save	*Insert image example*
Product Blocks:	*Insert image example*

(if applicable)	
Reviews: *(if applicable)*	*Insert image example*

Email 1

Subject line:
Subject line 2:

Preview line:

COPY	REFERENCE IMAGE
Header Text:	*Insert image example*
Body:	*Insert image example*

Product Blocks: *(if applicable)*	*Insert image example*
Reviews: *(if applicable)*	*Insert image example*