

## **Spec Ad for Keurig Single Cup Brewing System**

### **Print Ad**

Concept: Two shots. In the first, pictures of at least five different cups of gourmet beverages ready to drink being shown from a top angle. The second shot shows a woman preparing to drink from a cup she is holding with both hands while her eyes are looking down and there is a delicate smile on her face.

### **Ad Copy**

**Select it. Brew it. Drink it.**

Keurig's Single Cup Brewing System is revolutionary in bringing coffee, tea, hot cocoa, and other specialty beverage K-Cups right into the comfort of your home or office. Having that perfect cup of coffee at your fingertips each morning will help you start your day off right. Keurig puts control in your hands to choose, brew, and enjoy your favorite gourmet beverage anytime you desire.

Think gourmet coffee is too expensive to brew at home or in your office? Keurig K-Cups will save you time and money. No more unnecessary trips to the gas station or detours to pick up coffee on the way to the office. You can brew your beverages as hot and as strong as you like. Add the finishing touch by using sweeteners and flavors to suit your taste, making it the perfect beverage.

Keurig has partnered with the strongest brands to enhance customer choice and satisfaction by providing more than 200 varieties of hot and cold beverages. Get a Keurig Single Cup Brewing System today and reward yourself with great taste, variety, and convenience. After all you do, you're worth it.