



## NEWS RELEASE

### Web design firm turns coffee into business

**April 6, 2009 – Fort Collins, Colo.** ... Employees of Clay Pot Creative, a Fort Collins web design and marketing agency, recently turned coffee baristas for a day serving up free java for their clients. The company touted it as a welcome party for their newest staff member, and a friendly way to spend the day thanking loyal clients for their continued business during the lackluster economy.

The newest member of the staff though is a restaurant quality espresso machine.

At a time when handsome marketing budgets are a thing of the past, the age-old gesture of "I'll buy you a cup of coffee" has proven golden in recent months for Clay Pot Creative. It's not just any coffee though.

Last year the small business invested in an espresso maker for the office as an inventive way to make a lasting impression on new and existing clients. Along with it came an ice machine to make iced drinks in hotter months and the set-up of a coffee bar to house everything. The vast variety of drink options – available right in their office – became a convenient way to provide a tasty Cup of Joe during client meetings.

The investment paid off and the company, in business for eight years, continues to grow. They've hired three new employees in the last nine months to support a growing clientele. They essentially turned gourmet coffee into great marketing, and started a kind of revolution for the agency.

"Our clients have come to expect it, and it's now part of our persona," says Julia Leach, owner of Clay Pot Creative.

"The first machine actually broke and couldn't be repaired," she adds. "We found ourselves still taking client orders and running to a nearby coffee shop just to keep up with our signature coffee experience. We were down for only a few days before purchasing a replacement. Our clients tell us the coffee from the new machine is even better."

In addition, a never-ending supply of free coffee, flavored syrups, milk, custom requests, and other non-coffee drink supplies is a terrific perk for staff and contributes to employee morale.

"We definitely encourage 'coffee breaks' and the staff has a lot of fun creating drink combinations and trying new flavors. Our staff does seem to have an endless amount of energy and intensity though. We've had to start stocking some decaffeinated options," says Leach jokingly.

*-more-*

323 W Drake Rd, Ste 120

Fort Collins, CO 80526

**office: 970.495.6855**

fax: 970.495.6896





### **About Clay Pot Creative**

Clay Pot Creative opened its doors in 2000 with the promise and passion of delivering custom-made graphic design, marketing and web development services. They are best known for their customer-focused philosophy, and hand crafted solutions. With a commitment to altruism, Clay Pot Creative also keeps a close connection to the community by donating services to organizations such as: Food Bank For Larimer County, Realities For Children, the Loveland Classic at Centerra 5K/10K Road Run; Rocky Mountain High School; and the Colorado Business Connections Annual Charity Golf Tournament to name a few.

###



323 W Drake Rd, Ste 120  
Fort Collins, CO 80526  
**office: 970.495.6855**  
fax: 970.495.6896

