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New coffee focused website and app turns coffee shop customers into brand ambassadors

Toronto (September 5, 2012) – A whole new world of marketing has opened up to coffee shop and coffee shop chain owners with FindMeCoffee, a brand new still-in-beta-testing website and app by Triple Data that lets coffee shop marketers and owners connect. Coffee lovers can quickly and easily find a great cup of coffee and perfect location while coffee shop owners can market directly to a coffee loving public, all with the click of a button.

Think of FindMeCoffee as a handy, free digital matchmaker setting up coffee lovers and coffee shops. With FindMeCoffee, there's always a map featuring every great coffee shop in the area, complete with user-generated ratings and reviews. From the mom and pop place on the corner to that hip place with the fastest WIFI to reliable local chains with their own top-notch blends, FindMeCoffee is revolutionizing how consumers find coffee shops and how coffee shops find customers.

How it works

FindMeCoffee detects a user's location and serves up suggestions for nearby cafes, along with user-generated reviews, ratings, store hours and amenities (like WIFI, nearby parking, late hours, etc.). Users can also save their favourite locations, share maps with friends and even add new coffee shops to the database – all for free to both the coffee shop owner and the consumer!

So let's say you're a coffee shop owner. How can you put FindMeCoffee to work for you? Easily:

1. Make sure you're listed with FindMeCoffee. The directory is comprehensive and free. But it can't work for you if your shop has accidentally been overlooked – so first and foremost, make sure you're there.
2. Let your loyal customers know they can help your business by writing a review on the site for you. It doesn't cost you or them anything. But you might want to incentivize your customers to tell the world about you through coffee giveaways, a draw for a coffee gift card or some other in store promotion. Be creative.
3. For even more features and marketing options, explore the premium version of FindMeCoffee you. From managing a loyalty program or alerting coffee lovers with push notifications of specials, FindMeCoffee is like having a whole marketing team working 24/7 for you.

About Triple Data

The developers of FindMeCoffee, Triple Data is a small, coffee-loving, Toronto-based technology company that creates data and directory driven websites and accompanying user-friendly apps that build buzz for local and small businesses.

Website: <http://www.findmecoffee.com>

App Store: <http://itunes.apple.com/app/find-me-coffee-app/id544355193?mt=8>

Google Play: <https://play.google.com/store/apps/details?id=org.grexen.findmecoffee&hl=en>

Twitter: @FindMeCoffee

Facebook: <http://www.facebook.com/FindMeCoffee>

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