Fourth-Generation Stokes Coffee Unveils Major Rebrand Built on Their People

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Stokes Coffee, the fourth-generation Lincoln-based business with a 124-year history of roasting and supplying coffee across the UK, has unveiled a significant rebrand, developed in partnership with Coventry-based food and hospitality specialists Eat Marketing.

The new brand strategy and visual platform are built around the ‘Stokes People’ - illustrated characters based on real family members, current staff and past generations of the business. The Stokes People branding, which covers every touchpoint from packaging to wholesale communications, highlights Stokes Coffee's century-long commitment to heritage, approachability, and quality.

Stokes Coffee, which supplies cafés, restaurants, and businesses nationwide with their hand-roasted beans alongside running their own cafés, approached Eat Marketing to modernise the brand as a nod to their innovative business while respecting their deep heritage.

Eat Marketing's work began with a brand audit and discovery phase, leading to a new brand strategy, tone of voice, comprehensive brand guidelines, and a unified platform that works across the wholesale, retail, and café channels. The instantly recognisable ‘Stokes People’ character system serves as the creative cornerstone of the rebrand, providing a multi-purpose visual asset to help position the Stokes brand for future growth.

Maria Louca, Eat Marketing’s Sales & Marketing Director, added:

"We have worked with Stokes Coffee for many years and were excited to be part of a rebranding. This was a major step change for the business, and we wanted to respect the brand heritage while also giving Stokes Coffee a fresh look that reflects their quality coffee, innovative approach and fabulous people. We are very proud of what's been delivered."

The rebrand elevates the Stokes Coffee identity, shifting perception from a family business to a commercially literate brand ready to compete in a modern coffee market. The new positioning keeps the signature Stokes Coffee charm while delivering brand communications that are confident and professional across all touchpoints.

The complete work delivered by Eat Marketing included brand discovery, brand audit, brand strategy, tone of voice, brand guidelines, packaging audit, packaging design, and the bespoke illustration system - bringing the Stokes Coffee brand to life and giving it new energy and excitement. The new rebrand is now rolling out across all coffee shops, social media and packaging.

Nick Peel, the Managing Director of Stokes Coffee, commented on the new positioning:

"We asked Eat Marketing to help evolve our brand, a big ask for a 124-year-old business with a lot of heritage to respect. They handled the difficult brief with real clarity and confidence, modernising the brand without losing what makes us us. We are delighted with the result."

Media:





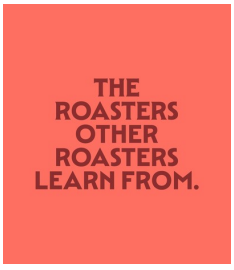












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