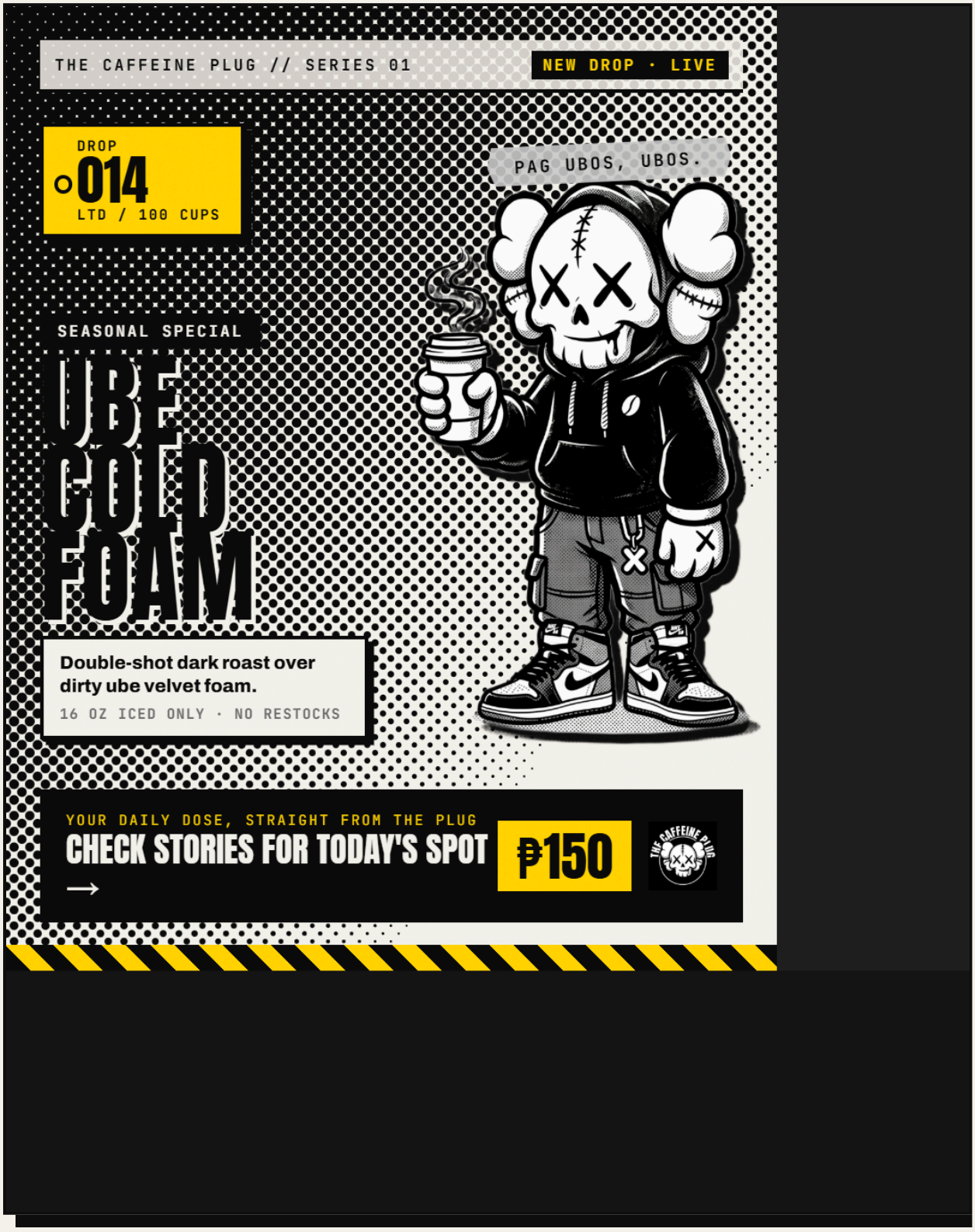
01 - IG FEED: DROP ANNOUNCEMENT

1080 × 1350 PX · 4:5



02 - IG STORY: WHERE'S THE PLUG TODAY?

1080 × 1920 PX · 9:16

• PLUG IS OPEN

FRI · NOV 13

WHERE'S THE PLUG TODAY?

TODAY'S SPOT

GATE 2 · CURBSIDE

CUBAO EXPO ALLEYWAY

Near Fred's Revolucion · Look for the black tuktuk

HOURS
4PM - UBOS

ON TAP
DROP 014



[IG LOCATION / LINK STICKER]
Tap for Google Maps pin · Pull up na!

@THECAFFEINEPLUG

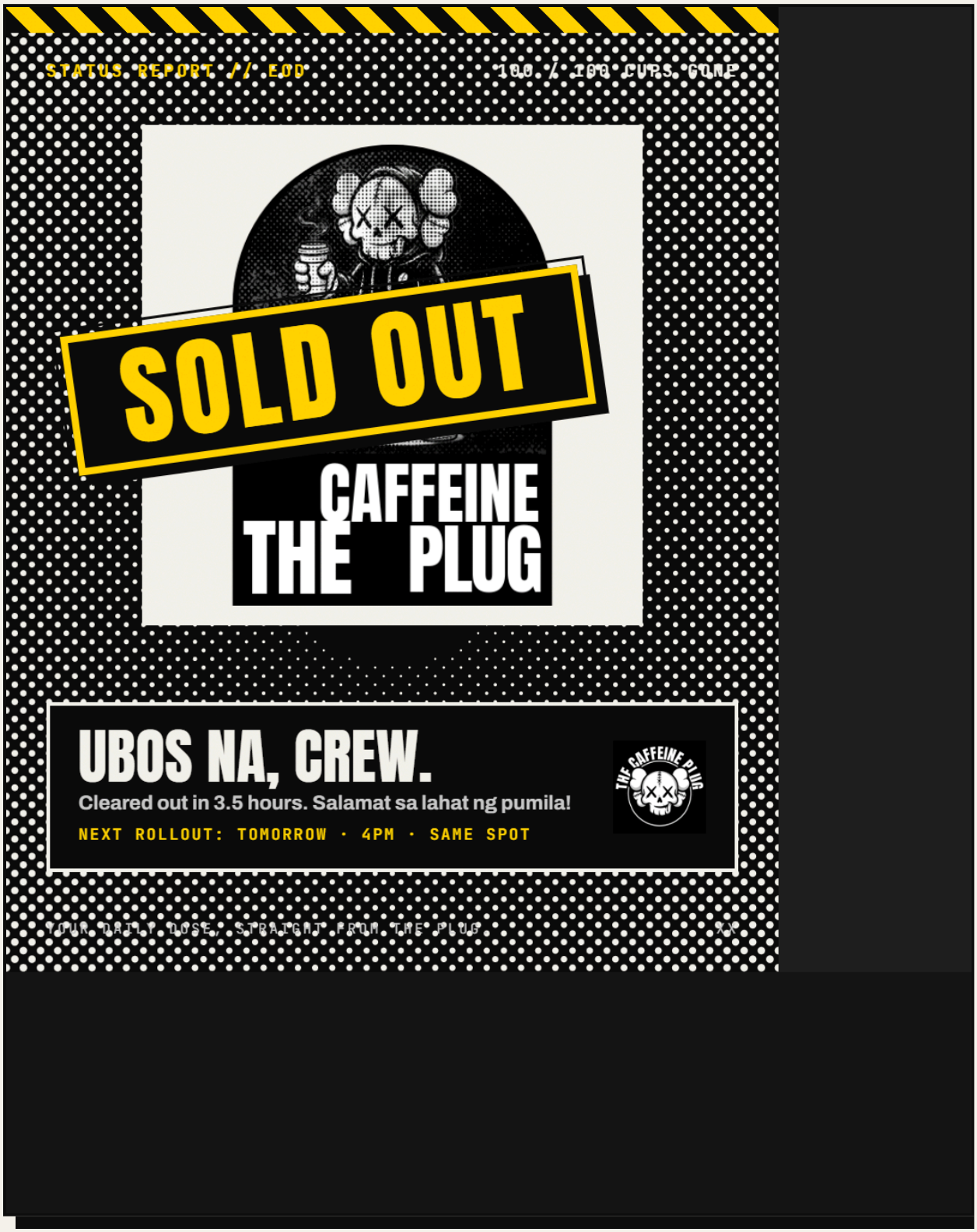
CASH / GCASH / MAYA

PILLAR 01: DAILY LOCATION

SAFE ZONE: TOP 250PX / BOTTOM 340PX CLEAR

03 - IG FEED: SOLD OUT STAMP POST

1080 × 1350 PX · 4:5



PILLAR 01/02: SCARCITY PROOF

STAMP ROTATION: -8° · ACCENT ≤ 10%

THE CAFFEINE PLUG · PUBMAT PACK v1.0

04 - IG FEED: PINNED MENU BOARD

1080 × 1350 PX · 4:5

PINNED MENU // STREET-PRICED

THE STAPLES

DOSE / DESCRIPTION	12 OZ	16 OZ
PLUG BLACK Double-shot Americano · Hot / Iced	₱90	₱110
WHITE LABEL Classic Cafe Latte · Silky milk + espresso	₱110	₱130
SIDE HUSTLE Spanish Latte · Sweetened condensed milk	₱120	₱140
GRAVEYARD SHIFT Triple-shot Iced Black + brown sugar	₱125	₱145
COLD CONNECT 18-hour small-batch Cold Brew	₱120	₱140
NO CAFFEINE NO CRY Dark Tablea Chocolate · Non-coffee	₱115	₱135

★ CURRENT LIMITED DROP · LTD / 100

DROP 014: UBE COLD FOAM ₱150

ADD-ONS: EXTRA SHOT +₱30 · OAT MILK +₱40 · SEA SALT FOAM +₱25

CASH · GCASH · MAYA ACCEPTED

10 STAMPS = 1 DOSE ON THE PLUG

@THECAFFEINEPLUG

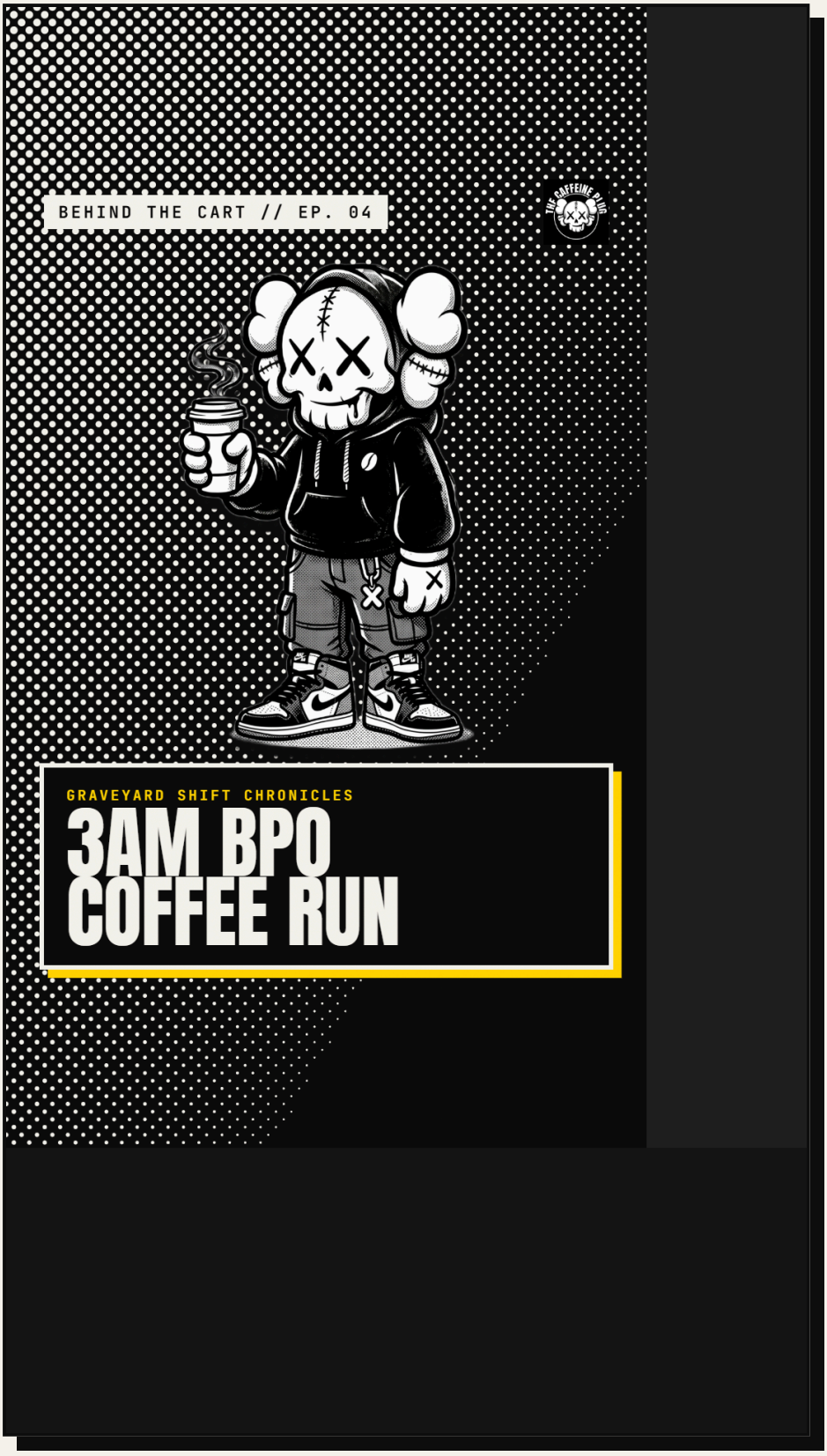
PINNED POST #2: MENU

SOLID PAPER BACKGROUND BEHIND PRICES (17.2:1 AAA)

THE CAFFEINE PLUG · PUBMAT PACK v1.0

05 · REEL / TIKTOK COVER

1080 × 1920 PX · 9:16



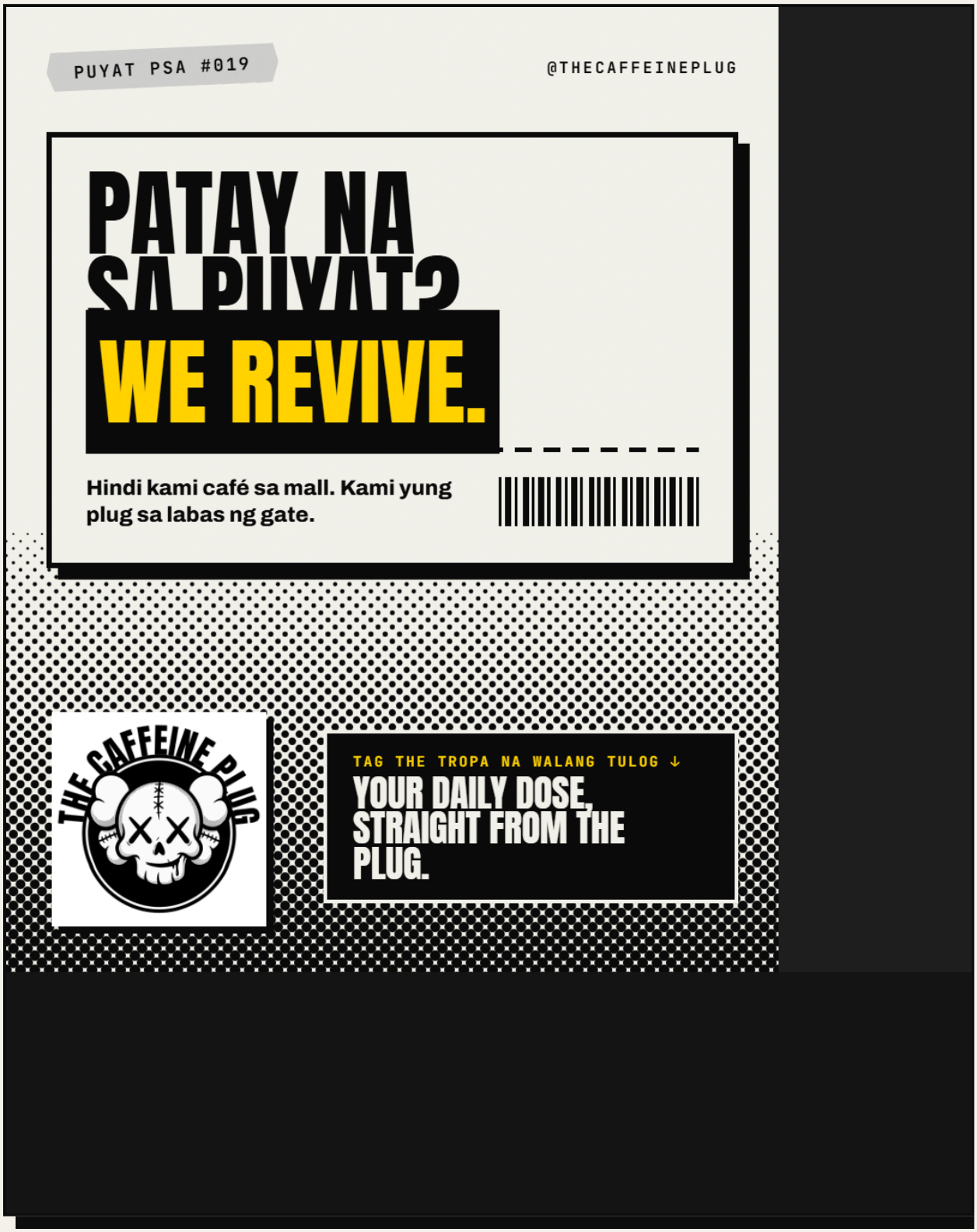
PILLAR 04: BEHIND THE CART

TITLE INSIDE CENTER 1080×1440 PROFILE CROP

THE CAFFEINE PLUG · PUBMAT PACK v1.0

06 - IG FEED: PUYAT CULTURE / QUOTE

1080 × 1350 PX · 4:5



PILLAR 05: PUYAT CULTURE

TAGLISH 60/40 · BARCODE + STICKER TAPE

THE CAFFEINE PLUG · PUBMAT PACK v1.0

07 - FACEBOOK / EVENT COVER BANNER

1920 × 1005 PX · 1.91:1



08 - IG FEED: MERCH CAPSULE TEASER

1080 × 1350 PX · 4:5

