

Laurel Branch Coffee

October 13, 2026 · 4 competitor signals detected

CONFIDENTIAL · PROPRIETARY BUSINESS INTELLIGENCE

This communication contains proprietary competitive intelligence prepared for Laurel Branch Coffee and its team. Please do not forward it outside your organization.

4 competitor signals detected for **Laurel Branch Coffee** today. Two high-priority items warrant action this week.

INTELLIGENCE SIGNALS

HIGH PRIORITY

Blue Ridge Roast House [EXAMPLE ↗](#)

16 oz latte dropped from \$5.25 → \$4.50 on their online menu

Blue Ridge Roast House updated the menu page on their website yesterday: a 16 oz latte is now \$4.50, down from \$5.25 when we last checked two weeks ago. Drip coffee and pastries are unchanged. The page gives no end date and does not call it a sale, so it may be a permanent change.

→ **Action:** Don't cut your latte price to answer it. One menu change from one rival doesn't tell you your regulars are leaving, and a price you cut is hard to raise again. Watch your own morning latte count for two weeks. If it holds, do nothing. If your drinks differ in something a customer can see — cup size, the dairy you use, where the beans are roasted — put that on your menu board next to the price.

Sources: [example.com](#)

A national coffee drive-thru chain [EXAMPLE ↗](#)

Site plan filed for a new drive-thru 0.6 miles away on Patton Ave

 **ON THEIR SITE**

A national coffee drive-thru chain filed a site plan this week with the City of Asheville for a drive-thru-only building on Patton Avenue, 0.6 miles from you. The filing shows a double order lane and 6 AM opening hours. The application is in planning review, so opening is likely months away, not weeks.

→ **Action:** A drive-thru competes for commuters in cars, not for people who come in and sit down. Pull your 7-9 AM sales in 15-minute blocks and see how much of your morning is grab-and-go. If it is a big share, try a pre-order pickup shelf by the door before the drive-thru opens. It's cheap to try and easy to undo.

Sources: [example.com](#)

MEDIUM PRIORITY

  **Pisgah Bean Co.**  [EXAMPLE ↗](#)

Launched a loyalty app — 8th drink free plus a birthday drink

 ON THEIR SITE

Pisgah Bean Co. launched a branded loyalty app this week, announced on their homepage and a counter sign: every 8th drink free, a free birthday drink, and mobile ordering for app members. They are giving a free drip coffee for downloading it.

→ **Action:** A rival launching an app doesn't mean your regulars want one. Ask ten of them this week whether they would use a digital punch card. If most say yes, check whether your point-of-sale system already includes a loyalty feature — many do — before you pay for a branded app.

Sources: [example.com](#)

  **Riverside Grind**  [MAPS ↗](#)

Four reviews this week say "wifi gone" — weekend laptops discouraged

Riverside Grind has four new Google reviews this week saying the wifi has been switched off on weekends and a sign asks laptop users to limit stays to an hour. Two reviewers say they are looking for somewhere else to work. Separately, three reviews mention slow mornings and a single register at 8 AM.

→ **Action:** This is about seating, not price. If your tables are full at those times anyway, change nothing. If you have quiet weekday afternoons, a "wifi and outlets — weekdays welcome" line on your door chalkboard and Instagram tells remote workers where they can sit, at hours when you have room.

Sources: [maps.google.com](#)

LOW PRIORITY / FYI

  **Industry News**  [EXAMPLE ↗](#)

Regional dairy co-op announces milk price increase from next month

A Southeast dairy co-operative told wholesale buyers yesterday that fluid milk prices will go up next month, citing feed and transport costs. Green coffee prices have also stayed high this quarter. Every café in town buying from the same distributors will feel this at the same time.

→ **Action:** Call your roaster and your milk supplier this week. Ask the roaster whether they will hold your current price on a 3-6 month contract, and ask the milk supplier for the exact new price and the date it starts. If you have to pass the cost on, raise the add-ons first (oat milk, extra shot, syrups). Customers notice a change in the price of a plain latte far more than in the extras.

Sources: [example.com](#)

What customers are saying

From 64 Google reviews of Laurel Branch Coffee and 230 of 6 competitors. We read each business's newest reviews plus its 10 lowest- and 10 highest-rated, so strong opinions are over-represented on purpose. This is what reviewers volunteered, not a survey.

What your customers praise

- **friendly baristas** · 14 of 64 reviews
"They remembered my order by the second visit"
- **quiet place to work** · 9 of 64 reviews
- **great pastries** · 8 of 64 reviews

What your customers complain about

- **long line at 8 AM** · 4 of 64 reviews
"Love it, but the Saturday line was out the door"

What your website leads with — and whether reviewers mention it

- Locally roasted beans · mentioned in 5 of 64 reviews
- Fast mobile ordering · no reviewer mentioned it

Gripe Gap™ — where you may have an edge

Your reviewers praise something that competitors' customers complain about. "Possible" means the competitor side rests mostly on their lowest-rated reviews, which we read on purpose.

Atmosphere — 9 of your reviews praise quiet place to work; 7 reviews at 2 competitors (Riverside Grind, Blue Ridge Roast House) complain about no wifi / laptops unwelcome, 4 of them from their lowest-rated.

→ If that matches what you see, say it where people compare you: your Google profile, menu and homepage. Don't name or knock the competitor. Ask a few customers first whether it's why they chose you.

Not an edge yet

- **Speed**: customers complain about slow mornings at 2 competitors, and 4 of your reviews raise long line at 8 am too.

Competitor by competitor — what their customers complain about

Riverside Grind · 4.3★ · 512 reviews · we read 30

no wifi / laptops unwelcome (5) — *"Wifi gone on weekends now, had to pack up and leave"*; slow mornings (4)

Blue Ridge Roast House · 4.6★ · 689 reviews · we read 30

crowded, hard to find a seat (4)

Pisgah Bean Co. · 4.5★ · 301 reviews · we read 28

slow mornings (4)

What competitors' customers praise

- **strong espresso** · 9 reviews across 3 competitors

Replies to reviews

You replied to 9 of your last 25 reviews (1 of 2 rated 3★ or lower). The typical competitor replies to 30%.

Worth asking your next few customers

- Do you mostly grab and go, or stay and sit?
- Would you use a digital punch card if we offered one?

 .jsonl attached — feed today's brief to your AI agent

The attachment `brief-*.jsonl` is a machine-readable version of this brief: one JSON object per change. Save it and paste into ChatGPT/Claude/etc. with a prompt like *"Summarize the top 3 actions from this competitive brief."*

Wiring your AI agent to read your inbox automatically is also an option — but it's a level of access we don't recommend lightly. Inbox-reading agents have access to far more than this brief; that's a risk only you can decide to accept.

[Full guide & schema reference →](#) · [Schema docs](#)

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