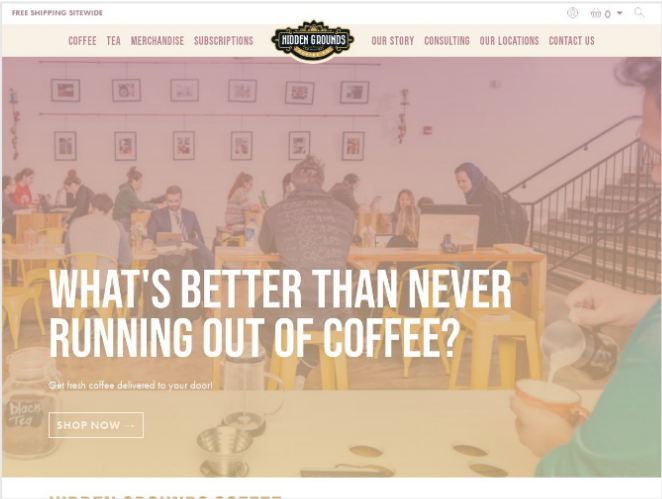




SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Hidden Grounds Coffee Co.



Hidden Grounds Coffee Co. is a labor of love, located in the heart of New Jersey.

They are purveyors of **thoughtfully-sourced coffees** and teas, served in tranquil spaces infused with their Indian heritage.

After roasting and cupping processes, Hidden Grounds' baristas spend countless hours working their magic to find the perfect ratios to serve. Their coffee is only purchased from the finest sources – regions such as Sumatra, Ethiopia, and Guatemala – and freshly ground each morning. Their espresso is religiously brewed for 30 seconds in order to capture its deep flavor and full body.

In time for the launch of their new, beautifully designed packaging, Needmore Designs set out to design a website that would match Hidden Grounds Coffee Co.'s reputation as a roaster of beautiful coffee, as well as infusing specifically Indian flavors such as Rose and Saffron Chai.

Bringing these goods online meant crafting a site focused on conversions, with with snappy copy, quick cart pop-ups, and ease of purchasing.

"We created an online space that replicates their lively cafés and showcases their beautiful coffee packaging. With the goal of bringing their shop online, we focused our attention not only to the design, but also on creating a high-converting site through implementing WooCommerce Quick View, seamless checkout for on-the-go shopping, and also offering subscriptions."
– Needmore Designs

The result is an experience that is warm and inviting, much like walking into Hidden Grounds Café itself.

EXTENSIONS USED

- Conditional Shipping and Payments
- WooCommerce Social Login
- WooCommerce Quick View
- WooCommerce Subscriptions
- Smart Coupons
- Stripe

DEVELOPER

Needmore Designs

DESIGNER

Needmore Designs

CATEGORY

Coffee

COUNTRY

United States (US)

VISIT WEBSITE

<https://thehiddengrounds.com>