

AI BRAND HEALTH-CHECK · SINGLE SNAPSHOT

Harrow & Lark

Specialty coffee roasting · Netherlands



SNAPSHOT

19 September 2026

MARKET

Netherlands

OPTION

All AI systems · 9
systems

ORDER

PLS-20260919-
HARROWLARK

What the major AI systems say about this brand in the Netherlands when asked about it directly — measured under the Pulse Method and reported as found. The first step in understanding where the brand stands.

The signal you send, the signal they return

**“The most rigorous specialty coffee roaster in northern Europe
— every lot traced, cupped and published.”**

YOUR POSITIONING, AS SUPPLIED AT ORDER

You intend to be read as the most rigorous roaster in northern Europe, defined by traceability. The systems return a narrower picture: a well-regarded UK specialty roaster with good coffee. “Quality” comes through; “rigour”, “traceability” and “published lots” almost never do, and no system places the brand in a northern-European frame. Two competing narratives appear — a generic “independent café roaster” story and, in two systems, a confusion with a similarly named café chain. The gap is not hostility but absence: the systems have little they can cite that ties the brand to its practice.

ALIGNMENT BY SPHERE

Western sphere

6 voices



Strong 1 · Good 2 · Partial 2 · Weak 1

Eastern sphere

2 voices



Partial 1 · Weak 1

Middle East & Africa sphere

1 voice



Weak 1

● Strong ● Good ● Partial ● Weak ● Misaligned

Each dot is one AI system. Alignment is scored per system against your positioning statement with the fixed narrative-alignment procedure of the Pulse Method. The systems in each sphere are listed on the Method & versions page.

The four pillars

AUTHORITY

ESTABLISHED

Whether the systems treat the brand as a credible, leading name in its category.



Most Western systems place the brand among credible UK specialty roasters; Eastern and Middle East & Africa systems rarely do.

AGREEMENT ACROSS SYSTEMS

MIXED

Divided — a majority view, not a settled one.

REPUTATION

UNEVEN

How the systems characterise the brand's standing and track record.



Characterisation is positive where it exists but split: quality is acknowledged, while two systems attach a competitor's service complaints to the brand.

AGREEMENT ACROSS SYSTEMS

MIXED

Divided — a majority view, not a settled one.

EXPERTISE VISIBILITY

FAINT

Whether the brand's specific know-how and capabilities come through.



The traceability and cupping practice central to the positioning is almost never named; expertise is described in generic specialty-coffee terms.

AGREEMENT ACROSS SYSTEMS

MIXED

Divided — a majority view, not a settled one.

CONTEXTUAL PRESENCE

UNEVEN

Whether the brand appears in the contexts where buyers look for it — its category, its use cases, its peers.



Present in UK "best specialty roaster" contexts, absent from Dutch and wholesale contexts that the brand names as primary markets.

AGREEMENT ACROSS SYSTEMS

MIXED

Divided — a majority view, not a settled one.

Relative position

Against the two named competitors, Harrow & Lark holds a level position on authority and a stronger one on reputation, but trails Kestrel Roast Co. on expertise visibility — Kestrel’s published sourcing notes are the kind of citable material the systems use. Wyndham Bean Works is fainter across every pillar.

	AUTHORITY	REPUTATION	EXPERTISE VISIBILITY	CONTEXTUAL PRESENCE	OVERALL
Harrow & Lark	ESTABLISHED	UNEVEN	FAINT	UNEVEN	UNEVEN
Kestrel Roast Co.	ESTABLISHED	UNEVEN	ESTABLISHED	UNEVEN	ESTABLISHED
Wyndham Bean Works	FAINT	FAINT	DARK	FAINT	FAINT

Measured in the same run, under the same questions and the same systems. Bands, not rankings: matching bands are a level result. This table is not a league table and must not be republished as one.

Where the problems most likely start

Three hypotheses, each tied to a cause you can fix rather than a symptom. This health-check identifies them; confirming and correcting them is the work of the Audit.

I The traceability practice exists on the website but not in any source the systems treat as independent.

Evidence in this health-check. Expertise visibility is FAINT, and “traceability” is missing from every system’s characterisation.

Direction of fix. Place the lot-publishing practice in third-party, citable sources — trade press, origin partners, competition records.

II A name collision with a café chain is contaminating the brand’s record.

Evidence in this health-check. Two systems attach another company’s service complaints to Harrow & Lark in the reputation pillar.

Direction of fix. Disambiguate the entity: consistent legal name, structured data and directory listings that separate the two.

III The northern-European claim has no footprint outside the UK.

Evidence in this health-check. Contextual presence is absent from Dutch contexts, and Eastern and Middle East & Africa systems barely register the brand.

Direction of fix. Build Dutch-language and wholesale-channel presence before making the regional claim in positioning.

One instrument, three levels of intelligence

UNPROMPTED · BRAND NEVER NAMED

Pitot Index

The global ranking system — immutable, uninfluenced, independent. The models surface and rank brands on their own, every week.

KNOW THE CATEGORY

PROMPTED · BRAND NAMED & EXAMINED

Pulse THIS REPORT

Your brand's quick health check — the visit to the doctor. One measurement, one day, a clear result and the likely causes.

KNOW YOUR BRAND

PROMPTED · BRAND NAMED & EXAMINED

The Audit

The full check-up, no stone unturned — a bespoke examination over several weeks, in triple pass, with named competitors.

KNOW WHY

Controlled, not observational

Every Pulse runs the same fixed questions on pinned model versions and scores them identically. Observational tools sample whatever the public happened to ask; results differ from theirs by design.

Never compare with an Index rating

The Index measures whether AI surfaces a brand unprompted. Pulse measures what AI says when asked about the brand directly. The same brand can score very differently on the two — that is the method, not an error.

THE PULSE SCALE

STRONG	The AI systems present the brand as a clear, established presence in its category.
ESTABLISHED	The brand registers consistently, with a broadly settled characterisation.
UNEVEN	The systems disagree, or the result mixes strength in some pillars with weakness in others.
FAINT	The brand barely registers; results are thin, hedged or generic.
DARK	The AI systems have no meaningful picture of the brand.

Band words only. Pulse has no numeric score and no letter grade, so it can never be mistaken for a Pitot Index rating.

What this health-check is, and is not

A snapshot, not a trend. One measurement pass on one day. It cannot show direction, momentum or stability; only repeated measurement can.

One market frame. Every question was asked from the perspective of a consumer in the Netherlands. The questions are asked in English; systems can answer differently when asked in a local language, and the brand may stand differently in other markets.

A prompted assessment. The systems were asked about Harrow & Lark by name. That shows how they characterise the brand, not whether they would surface it unprompted — the question the Pitot Index answers.

The spheres measured. All AI systems: Western sphere, Eastern sphere, Middle East & Africa sphere — 9 systems. All three spheres ARES-C measures are included. The Middle East & Africa sphere is represented by a single system in this option, so its result is one voice, not a consensus of that sphere.

No divergence measurement. How live-search AI departs from what a model has learned requires a measurement cohort this product does not carry. We do not report what we cannot yet measure to our own standard.

Not a Pitot Index rating. Index ratings come from weekly, unprompted measurement of a fixed basket, read as a series. This band is not comparable with them and carries no place on the Index.

What sustained measurement adds. Trend and stability, competitors tracked under the same instrument, and the effect of corrections as they land — the difference between a photograph and a film.

Measured and issued under the Pulse Method 1.1 (question library PQL 1.0). Every result in this report is reproducible from the order's audit trail.

Pitot Group · London

If the results warrant action

KNOW THE CATEGORY

KNOW YOUR BRAND

KNOW WHY

The Audit — the full check-up

Takes the three hypotheses in this health-check, confirms them under the full audit battery in triple pass, and specifies the corrections. Fixed price, agreed before work begins.

Monthly Pulse

A Pulse every month under the identical method, market and option, so each result is directly comparable with the last and the report shows the trend. Measurement only shows movement when it is repeated. Minimum term six months.

The Pitot Index

Where your sector is covered, the published weekly record — scores, history and sector context — is free to read at pitotindex.com. The quarterly industry reports go deeper.

QUESTIONS ABOUT THIS REPORT

Reply to the email this report came with and quote order **PLS-20260919-HARROWLARK**. Questions about the findings are answered within one business day, at no charge.

pitotindex.com/pulse

The measurement, catalogued

Every Pulse is produced under the Pulse Method, a published and versioned methodology of its own. It runs on the ARES-C infrastructure but does not use the Pitot Index benchmark questions: Pulse names the brand and frames every question in the chosen market. The stamps below identify this measurement completely; a re-run under the same stamps is a comparable measurement.

Method	Pulse Method 1.1 · fingerprint 3b03386eea5c76ca · published at pitotindex.com/pulse/methodology
Question library	PQL 1.0
Market	Netherlands (NL)
Option	All AI systems
Infrastructure	ARES-C infrastructure — dispatch, fixed model selection, extractive scoring
Mode	Prompted — brand named and examined · single pass (snapshot)
Snapshot	19 September 2026 (2026-09-19)
Order	PLS-20260919-HARROWLARK

MODEL VERSIONS THAT ANSWERED, AS REPORTED BY EACH PROVIDER

WESTERN SPHERE	
GPT-4o	gpt-4o-2024-08-06
Claude Haiku	claude-haiku-4-5-20251001
Gemini	gemini-2.5-flash
Perplexity	sonar
Mistral	mistral-large-latest
Grok	grok-4.3
EASTERN SPHERE	
DeepSeek	deepseek-flash
Kimi	kimi-k2.6
MIDDLE EAST & AFRICA SPHERE	
Fanar	Fanar-C-2-27B
SCORING	
Alignment judge & drafting	claude-sonnet-5

Results are committed labels parsed extractively. The underlying responses are archived in the order’s audit trail under Pulse’s own lineage, separate from the Pitot Index record, and are not distributed. Question wording is withheld to protect the instrument.