

— SINCE 2002 —



PPETITE ME

— Innovation Retail



ABOUT US

Appetite Me are market leaders in rural diversification and rural retail and hospitality development. With true expertise, experience and skill we create, plan and implement a full range of rural development and diversification projects. We work with you to turn your rural space or building into a high end retail operation, from beautiful food and gift shops to amazing country style restaurants.

Our team includes professional retail consultants, designers, and project managers who have worked in this specialist field for many years and on countless successful projects. With great passion we bring your visions to life not only with creative flair and keen attention to detail, but with practical and profitable solutions.

If you are thinking of launching a new venture, or reworking an established one, we can guide your business through the whole process. We offer a unique service from innovative economic design, sourcing artisan food and drink ranges, to recruiting and training high quality staff.

Appetite Me will help deliver you the business of your dreams.



MEET THE TEAM



**ROBERT
TATE**

MANAGING
DIRECTOR



**MICHELLE
TATE**

DIRECTOR



**JASON
FOX**

OPERATIONS
DIRECTOR



**SALLY
WOOLDRIDGE**

RETAIL FOOD &
DRINK BUYER



**REBECCA
WRIGHT**

CREATIVE
MANAGER



**MARK
ELLIS**

PROJECT
MANAGER



OUR SERVICES

We offer a wide selection of high quality professional services that can be completely personalised to suit your projects needs and specification. Through these bespoke offerings we use our industry experience and expertise to tailor a package that enables you to make your business idea into a reality.

From start to finish you can rest in the knowledge that our consultants are there to guide you every step of the way, helping and advising you on the best possible solution for a profitable and successful enterprise.



CAFE
RESTAURANTS



FOOD
RETAIL



PRODUCT
RANGING



LOCAL
SOURCING



FEASIBILITY
STUDIES



INTERIOR
DESIGN



CREATIVE
REBRANDING



PRODUCT
DEVELOPMENT



DIVERSIFICATION

The Appetite Me team is unique in that we offer true professional knowledge to utilize an comprehensive range of diversification projects. Through our extensive experience we specialise in diversifying land and buildings into a variety of commercial revenue streams. From building a concession village within the grounds of your estate to creating your own brand based produce, our experts are here to advise you on a range of potential business ideas.

Diversification is the process by which an establishment branches out from its traditional means into new lucrative projects; this can be in place of or additional to conventional pursuits. Diversification opens up opportunities for business growth and development, acquiring new customers, increased revenue, and utilising existing expertise and developing new skills.

Whatever diversification venture you are considering our team will work closely with you through all stages of the development. From initial enquiry, concept of ideas through to managing the completion of your venture. We are always on hand to make sure every step of the project runs efficiently to the highest standard. Appetite Me offers bespoke diversification projects designed to revitalise rural locations and add value to existing businesses.





CONCESSIONS



Our aim is to bring expert retailers and garden centres together with the objective of 'weather proofing' the garden centres business by developing them into desirable retail destinations, by incorporating demand lead profitable offerings. Concessions are now an integrated part of modern garden centres by adding an overall appeal and relaxed informal shopping environments, that are vastly becoming the consumers preferred choice of retail destinations.

Concessions trade as an independent business from their own designated area, there are two ways these can be operated - manned or unmanned. Long term concessions tend to trade with their own staff and till points, whereas an unmanned concessions tend to operate under their own branding and are supported by merchandisers that look after and restock products.

Our consultants use their in-depth understanding and vast industry experience of garden centres, concession management and retail development to create the highest offering that meets your business needs. We offer an unbiased, professional service to best advice you of the options that will maximise turnover along with analysing the flow and profit margins of your current displays.

Through detailed analysis we can educate you on which sections are performing well and pin point weak areas. With this data we can generate an in-depth floor plan where we can aid you to boost profit by increasing the average customer spend and profit per square foot, through optimising space and flow. Our Auto CAD drawings will allow you to see opportunities for potential new income revenues such as own brought departments, concessions and even restaurants and cafes.



Appetite Me can project manage the whole process from recommending the best retailers or solutions for space, to arranging leases, rent reviews and tenant queries and negotiations, making the whole process as simple for you as possible. Our services don't stop after the new displays and concessions have been set up, we offer a continual package that manages the concessions year on year, by reviewing agreements, creating yearly summaries, terminations, lease renewals and relocations. You can be rest assured that your offerings are reaching their highest profit potential, through well planned shopping displays and excellent complimentary concessions.



BECOMING A CONCESSION

Are you a butchery, green grocer or other food or beverage produce artisan who has been looking for new ways to expand your business? A concession may be the next logical step. Concessions enable businesses to promote their products and services to members of the public within a retail environment. There are many benefits to partnering as a concession, from experimental marketing and research, to new product launches, and ultimately promoting your business to a larger number of potential customers in a lucrative alternative outlet to the struggling high street.



With little to no capital expense, a concession would be a low risk venture for your business; as the only financial commitment required is rent and a small negotiable sales commission. As all equipment needed is purchased and maintained by the host centre you are essentially gaining another shop for a minimal set up expense.

Our clients want to offer their customers the very best offerings possible, so there is the potential that the host retailer to source supplies for other outlets (cafes and restaurants ect) through you. Creating further potential income revenues where you will support multiple decks which in turn will generate more sales.

There are two options to running a concession, you have the option to sell directly to the customer, or if you would prefer there is the option to simply stock the concession with your products. The latter will involve sales going through the retailers EPoS system. An EPoS system can provide detailed reporting not just for marketing and account purposes, but also providing invaluable insights enabling you to plan your displays effectively for your customers needs, resulting in greater profit margins.

By choosing to use your expertise and experience in a concession you are not only taking advantage of substantial financial incentives, you are also increasing your exposure to potential customers with no risk to your core business. Our consultants work tirelessly to ensure they do everything possible to support our clients, both retailers and concessions. From setting up your social media platforms, marketing material, newsletter campaigns, to advising on your display layout. You can be feel confident that you have a team of professionals on hand to help you and your business.



CAFE RESTAURANTS

With many years of experience and expertise our consultants bring their knowledge and creative vision to design stylish cafe restaurants which are sympathetic to the surrounding environment. Our budget focused professionals use their skills to procure all hardware and soft furnishings required that best suit your specification and captures the ambience you are wishing to create. We source the best local and regional suppliers to ensure your cafe restaurant has the highest quality offering, which in turn increases footfall and profit margin, while keeping food miles to the minimum. With a well planned food and drinks menu and high quality staff we create a consistent enriched offering that will build a strong relationship and return custom with your customers. Seasons play a big role in food, especially with local produce, we develop menus that work with the seasons, ensuring your customers receive the freshest food offerings.



TESTIMONIAL

"Rob Tate project-managed the creation of our Elveden Courtyard shopping, food hall and restaurant complex in 2006 and more recently assisted in 2013 with our takeover of Tastes of Anglia trading. Rob is a highly driven professional and was instrumental in the development of these areas of our business.

- Michael Douglas, Elveden Estate Director



COLEMANS GARDEN CENTRE

Appetite Me works closely with local authorities and liaise with environment health officials to ensure your business is working within the councils guidelines. From registering your premise for food use, obtaining alcohol and music licences to arranging staff to attend various legal courses; our experts are here to ensure your business has everything needed to create the offering you desire.

Whether you already have an established business, or starting a new venture, Appetite Me can advise you on ways to improve your profitability. Through our specialised knowledge we can suggest strategies on how to increase sales through enhanced food standards and service. From the initial design of your cafe restaurant through to its realisation our consultants will be there to aid and advise you through each process. We create efficient back-of-house areas, fully functional kitchens, sourcing all hardware equipment, through to designing workstations, front-of-house drinks and seating and restroom areas.

We also offer a bespoke menu development service working with you to create a delicious offering that appeals to your clientele, from light snacks and artisan cakes to seasonal dishes, we can tailor it completely around your requirements. Through our knowledge and skills we create a sound customer loyalty structure to encourage repeat trade.



FOOD RETAIL

Through our extensive experience we have worked on numerous projects, designing and implementing the layout of food halls and farm shops for both independent enterprises and group businesses. Our passion for local and regional produce is evident in our work, we pride ourselves of sourcing the highest quality artisans and creating strong relationships and connections with suppliers.

When sourcing products for a retail outlet there are four major categories - fresh, ambient food, kitchen cupboard specialities and alcohol. Our experts can introduce your business to a wider product offering that may be appropriate to your business needs, some of these may include fresh and local fruit and vegetables, fresh British flowers, local and regional meat counters (pre-packed and staffed-served products), fish counters, dairy, cheese and delicatessen counters, fresh chocolate cabinets, hampers and beautiful gift boxes.



Our consultants work closely with you to help increase your own brand awareness and quality. We will manage the introduction of your own specialised food label across your fresh food range, beverages and kitchen cupboard essentials. Through the EPoS system, which we can install, you can manage your food retail business both efficiently and effectively. Through detailed reporting for sales, marketing and accounting, it enables you to adapt your offering to your customers needs and in turn generate more cash profit.

We work hard to ensure your business stays up to date with the latest regional and national food and drink trends, making sure your offering is current and stocked with products of high demand. Seasonal procurement is essential for any food retailer as it represents a significant amount of sales turnover throughout the year. Appetite Me will help you and your customers enjoy the best produce during every holiday and season.



PRODUCT RANGING



Our consultants pride themselves on their experience and knowledge in selecting the best products for your business. Through effective category management systems we can help you select the right retail products, which will drive sales forward in today's competitive market. Our merchandising expertise will contribute to the rise in product sales with our creative, shoppable displays we encourage customers to link buy by coupling complimentary products together. Through our extensive skill set we enhance your sales displays by stimulating, attracting and enticing customers, by creating a desire to purchase from your retail business or restaurant.

EPoS System

The EPoS system is an invaluable tool when it comes to product ranging due to its in-depth and accurate stock management records. Through this highly detailed system you can create factual sale reports that enable you to track best sellers and low performing products, analyse customers buying behaviours and spot trends. This allows you to quickly and easily adjust stock to maximise profit and meet your customers needs. The system can also be an important marketing tool, as you can easily set up promotions and offers and track how these changes impact sales, along with tracking purchasing habits through loyalty cards, which in turn will help you adjust your display to increase the upsale of products.

Promotional Merchandising

The annual cycle of sales merchandising changes along with the seasons. The team at Appetite Me are here to ensure that an optimum maximisation of space is used to display your promotional merchandise, significantly increasing your sales potential with the changing seasons, calendar events, and holidays.

Tasting Days

Throughout the year we arrange tasting days with your local suppliers to be held at your centre. These have proven very popular and profitable for both your business and the suppliers, with sales increasing dramatically for produce being tasted on the day. Our consultants organise products that are suitable and are of high demand for the appropriate seasons, and busy times like Christmas, Easter and Bank Holidays. Catering for the seasonal demand will ultimately increase the tasting days success and create the optimal chance of increased sales and profit.





LOCAL SOURCING

Supporting and promoting local and regional food and drinks artisans is at the heart of all we do, our consultants work hard at sourcing the very best suppliers in your area to supply restaurants, farm shops, deli's, butchers, food halls and gifting shops. Having a keen eye for detail is critical when it comes to ranging the best food outlets, restaurants and even local gastro pubs. Supporting the region through ethical business methods are more important than ever now with the increased expectancy in the local community in seeing local produce within shops and eateries they frequent.

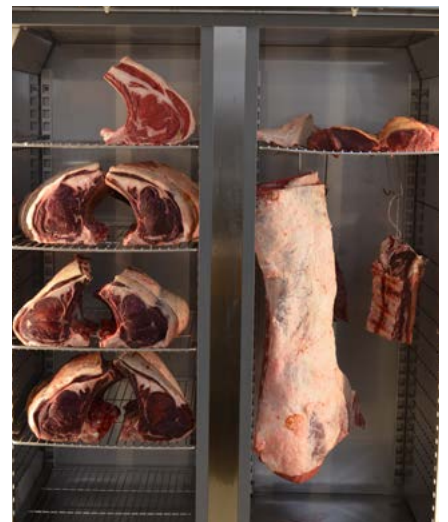
We build close working relationships and connections with suppliers in your area and regional food groups throughout the United Kingdom to bring you the highest quality locally produced food, beverage and lifestyle products for your business. Our consultants understand the importance of building solid relationships with suppliers and we are highly experienced in dealing with, assessing and matching all supplier categories ensuring they meet your business requirements. Our aim is to help your team instil and adopt a quality mind-set in order to implement as many ranges as possible to increase turnover and footfall, and ultimately cash profit.



TESTIMONIAL

"I had the pleasure of working with Robert for approximately twelve months from January 2013 when he joined the Board of Tastes of Anglia. His contribution to the organisation during that period was outstanding. His contacts, negotiation skills and ability to lead a team enabled us to position the trading arm of the business for takeover, ensuring a sustainable future for the membership organisation. Robert is passionate about local foods and is comfortable working in isolation or in a group environment."

- Robert Gunn, Chairman - Tastes of Anglia



EAST BRIDGFORD, BLUE DIAMOND



ORANGE TREE RESTAURANT,
THE PUGH



FEASIBILITY STUDIES

Feasibility studies can come in many different formats and can cover an array of different areas and topics. Here at Appetite Me, we tailor each study to your requirements and ensure we work through all the details relevant to your business. Our expert consultants will give you a formalised written approach to evaluate your idea and can aid you in identifying:

- 🔗 Useful facts and figures to aid decision-making
- 🔗 Alternative approaches and solutions to putting your idea into practice

The main reason business ventures fail is through lack of planning and research, we make sure you have all the information needed to make educated decisions about your new business plan. Through detailed planning, knowledge of the market place, customers, competition, the environment and growth you are equipped with invaluable knowledge that will enable you to foresee potential obstacles, as well as the best solutions to deal with them. This process considers all areas of your idea and ensures you have something concrete on paper before you proceed.



TESTIMONIAL

"Appetite Me was recommended to our company, subsequently we appreciated the value in their services to carry out a feasibility study into the rolling out of a chain of farm shops within a well known garden centre group. Unfortunately, after many hours work we decided not to go ahead with the project and appreciated Robert's input to help us conclude our findings."

- Tom McMurray, CEO - Boardwalk Investment Company

What can a feasibility study involve?

- 🔗 An assessment of the current market
- 🔗 An assessment of your potential position in the market
- 🔗 An evaluation of the possible options for entry into the market
- 🔗 A short list of the possible options
- 🔗 Capital expenditure forecasts
- 🔗 Profit and loss calculations
- 🔗 Staffing requirements
- 🔗 Suppliers – food, drink and non-food suppliers
- 🔗 The development of a financial model to size the market and estimate the potential income and expenditure
- 🔗 An assessment of the impact of each main option on your group's structure and products

A feasibility study reduces the risk of making poor decisions and increases your success. Through this objective and independent view it allows you to make informed decisions and see the true potential of your idea, as well as the best way it can be implemented and launched. It can also be an invaluable tool when applying for grant funding, bank loans, and pitching to investors for your projects as the study forms a solid base of a business plan.



INTERIOR DESIGN

Appetite Me can offer different packages depending on your businesses individual needs, from initial working drawing, to working alongside your architect and sourcing all the interior fittings and displays. We build strong professional connections with our clients and their design team to aid and advise on the best commercial solutions to help you create the perfect space appropriate for your new business venture. Whether you are creating a farm shop, cafe/restaurant or butchery, we use are transferable skills to create beautiful and innovative interiors with your brand at the soul of the design.

Our consultants bring a wealth of knowledge to the planning table, from eye catching aesthetics to planning displays and flow to gain optimal sales. We work closely with you to understand the ambience and target audience you want to capture and attract in your business, enabling us to bring your ideas to life. With our keen eye for detail, we will source the right colours, textures, fixtures and fittings and artwork, along with creating the best counter displays, furniture, display tables and more, that are the perfect fit for your business needs, with a budget conscious focus.



TESTIMONAL

"Appetite Me project managed Hillier's new and innovative retail food and drink offer in all our centres, delivering strong sales and high margins on this category for us, we are pleased with the professional approach and dedication to our business and look forward to working with Appetite Me further developing food and drink for our centres "

- Chris Francis, Managing Director - Hillier's Garden centre group



ORANGE TREE RESTAURANT, THE PUGH



CREATIVE BRANDING

Here at Appetite Me we understand the importance of your branding, it goes far beyond your name, logo and colours. It's your DNA, the emotive connection you make with people interacting with your brand on all levels. Our consultants build strong professional relationships with our clients, this enables us to understand your business as well as gain a greater understanding of what makes your consumers and target audience tick. With this in-depth insight we craft brands that communicate in a uniquely impactful and engaging way.

Through creative brand strategy, messaging and visual style we build you a set of tools to effectively communicate and engage with your target audience. Whether you are trying to grow trust, quality and confidence or telling customers where to find your product or service, we can help turn your vision into reality with our forward-thinking solutions to create and grow successful brands. We believe every business is unique with its own values and ambitions, and that's why we appreciate that there's no one-size-fits-all approach. This is why we create tailored packages that not only meet your budget, but also solve your personalised objectives and needs.

We make sure you are involved in the whole process, to ensure what we are saying is in line with your brand's positioning, presence and tone of voice. The process starts with us researching in-depth into your audience, peers and competitors, as well as your business brand history and future aspirations. From our findings our creative team designs effective and beautiful visual communications bespoke for your brand. Our designers will present a range of creative options, refining the creative collaboration with you until we arrive at an ideal fit for your business. Last but not least is delivery, our experts can implement your branding over a diverse range of outlets, from printed material, packaging, point of sale, product, and experience, we encompass your brand's purpose with desirable and original creativity.

Our multi-disciplinary brand experts help businesses on every scale become attractive, engaging and high-performing brands. We create brands that are not only right for you now but allow you to adapt and grow in the ever-changing multi-media world. Our services don't have to finish after the delivery of your new branding, we can also help keep your website up to date, your promotion fresh, and your campaigns relevant and integrated. We can take on the role of your ongoing and on-tap, outsourced creative and marketing department.





PRODUCT DEVELOPMENT

We are experts in food and drink development, whether that's developing new products from concept through to launch, improving established ranges, or consulting on your existing products. Our passion and knowledge enables us to create bespoke packages with flexible pricing to ensure you get the most out of the development process. Appetite Me specialises in helping customers explore new products and flavours, develop own label products, capitalise on new food trends, improve existing food products and optimise operational costs. We understand that market demands are consistently changing, which is why we stay on the front foot of trends, so we can help you create innovative and flavour demanding products, enabling your products to evolve to meet target audience demand.



Through our range of diverse services, our professionals can help you to understand your target market, identify incremental opportunities and ensure your product development projects have clear action standards and deliverable goals. By staying up to date with food and drink trends we provide valuable insights to help you stay ahead of your competitors. From recipe and development, ingredient sourcing, cost and product optimisation, to nutrition, label information and packaging development we can aid through all stages in development from initial concept all the way through to seamless commercial production and launch. We combine research, creativity and genuine culinary skills to help companies to produce innovative products that get their customers taste buds tingling.



From start ups to global branches and everything in-between, our consultants create and develop products that deliver on outstanding taste, drives sales, cash profit and grow brand equity, whilst remaining cost effective and commercial.



OUR WORK



WALKERS GARDEN CENTRE GROUP

We have worked with Walkers Garden Centre Group for many years on a number of different projects. Appetite Me developed the back of house bakery for the farm shop, as well as designed the farm shop and shop counters. We sourced all of the farm shop equipment, trained staff in the kitchens and introduced the full EPoS system for the garden centre. Developing their menus to make use of the local, regional and seasonal produce available in their farm shop for their restaurant. Recently we have worked on industry trend products which are proving great success.





OUR WORK



COLEMAN'S GARDEN CENTRE

As part of a major expansion of the existing garden centre Appetite Me has completely redesigned Coleman's as a brand, as well as project managing the addition of a new build 250 cover restaurant. This included staff recruitment, menu and interior design, web design and print and digital marketing of this new destination venue.





OUR WORK



BLUE DIAMOND

Appetite Me manage the food and drink retail for this 100m p/a turnover group, with over 20 sites in the UK. Appetite Me is responsible for all aspects of the food and drink offer, from sourcing products from the very best artisan suppliers, to managing budgets, CapEx, concessions, cash flows and weekly eMarketing promotions, to developing bespoke own label brands exclusive to Blue Diamond.





OUR WORK



ELVEDEN ESTATE

From initial feasibility report in 2002 through to final execution we managed the whole project for their farm shop, lifestyle shops and restaurant. Rebranding and creating own range brands to setting up EPOS systems, food ranging, shop planning and merchandising and staff training. Within the restaurant we managed the kitchen planning, created the restaurant design and developed the menu in conjunction with the Estate's and regional produce. We also helped buy and sell 'Taste of Anglia' food groups for the Estate. We have developed a strong working relationship with Elveden and we assisting now with another large project for the Estate Director, Michael Douglas.



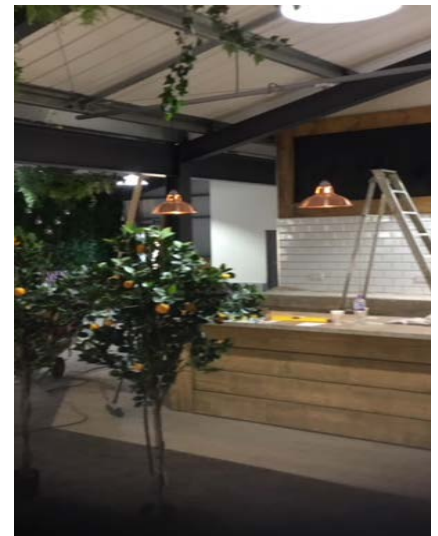


OUR WORK



PUGHS GARDEN CENTRE

Appetite Me worked with the Pugh family to fully managed the development of the restaurant in Wenvoe. Setting up a 120 cover restaurant, we assisted with the planning concepts which included the kitchen and front of house design, menu planning and branding for the new restaurant. The Orange Tree restaurant is focused on regional products and is well received by the customers – the restaurant is overtrading vs the business plan.



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