

— SINCE 2002 —



PPETITE ME

— Innovation Retail

WELCOME
PRESENTATION

WHO ARE APPETITE ME?

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.





CAFE
RESTAURANTS



FOOD RETAIL



PRODUCT
RANGING



LOCAL
SOURCING



FEASIBILITY
STUDIES



INTERIOR
DESIGN



CREATIVE
BRANDING

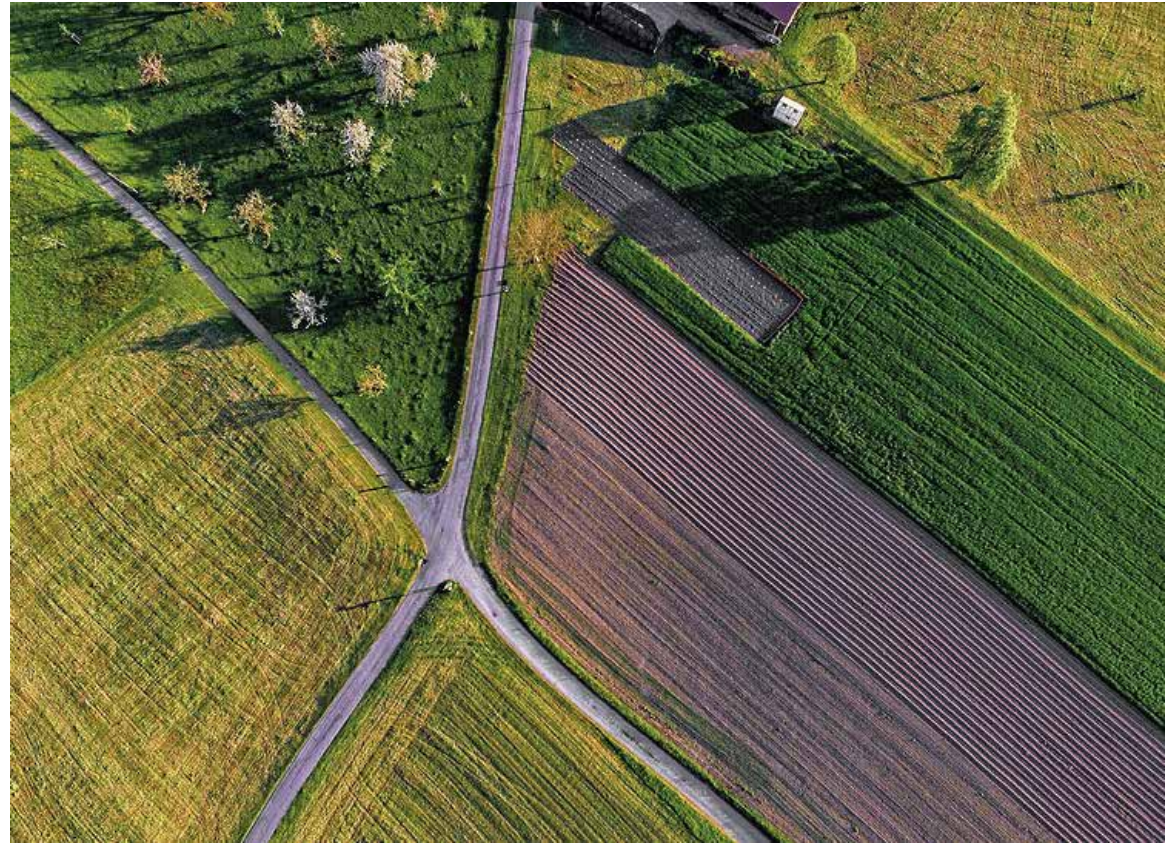


PRODUCT
DEVELOPMENT

IMPORTANCE OF A FEASIBILITY STUDY

What can a feasibility study involve?

- 🍷 Food Hygiene, Health & Safety
- 🍷 Management & Staffing
- 🍷 Stock Control
- 🍷 Pricing Policy
- 🍷 Refurbishment & Structure
- 🍷 Design
- 🍷 Marketing
- 🍷 SWOT Analysis
- 🍷 Site Plan
- 🍷 Demographic Study
- 🍷 Retail Competition in the area
- 🍷 Drawings & 3D Concept
- 🍷 Design Mood Boards
- 🍷 Financial Projections Budget



A feasibility study helps you make the right 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 bespoke to your business model.

THE CLIENT

Elveden Estate is located in the picturesque village of Elveden in Norfolk. Owned by the Guinness family, the Estate back in 2002 consisted of old barns that were originally used by farriers for iron work. Although there was no retail offering on the Estate, it offered great potential with the large empty barns and beautiful courtyard.

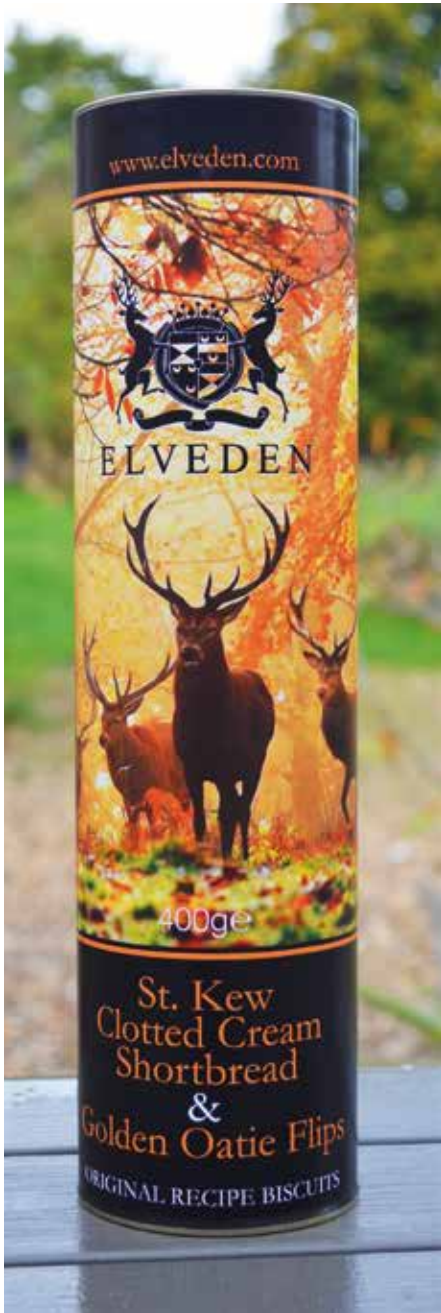
THE OUTCOME

The work by Appetite Me has transferred the old stable block into rustic retail places consisting of an high end lifestyle shop, farm shop focused on local and regional produce and a restaurant with a delicious local seasonal offering. Elveden Estate is now a popular shopping destination, with an annual turnover of over £3m.

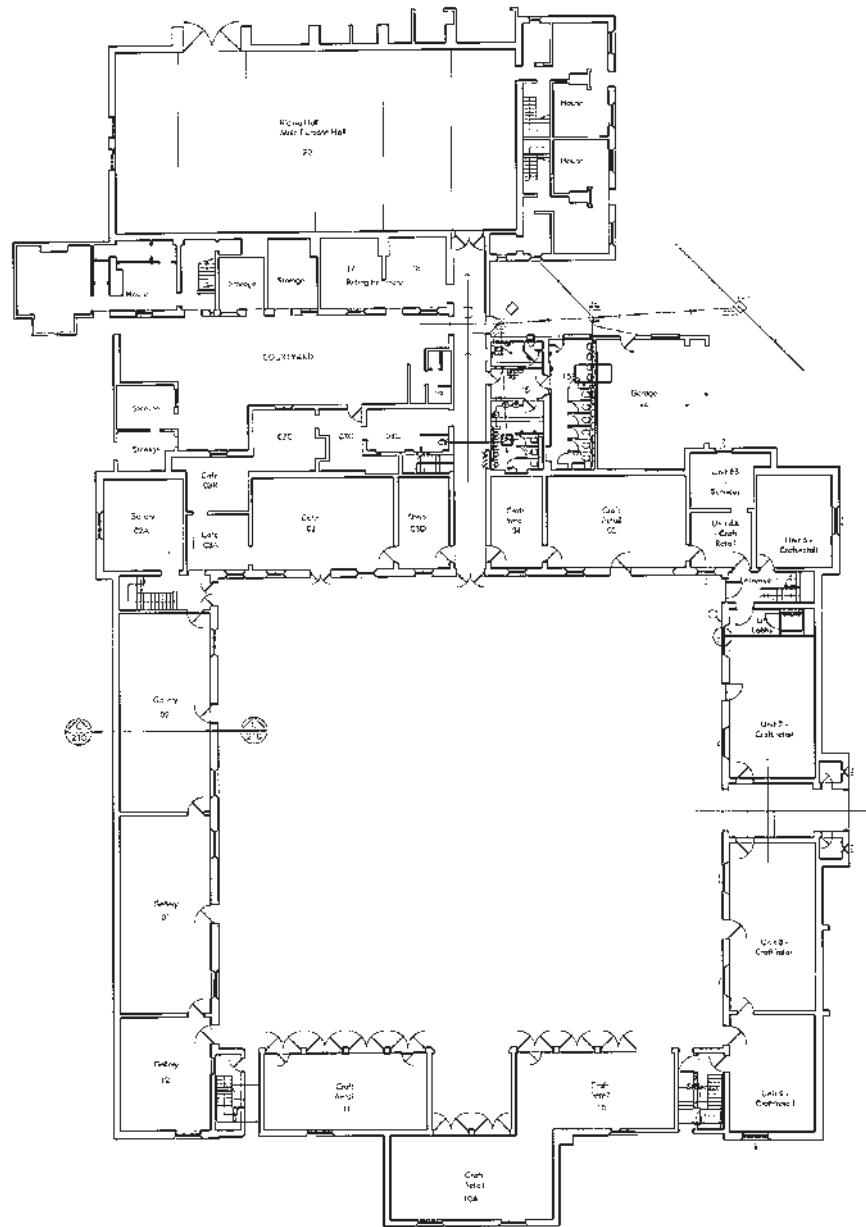
WHAT WE DID

Initially we carried out a feasibility study on the Estate to assess viability of the project, which identified the old stable block as an ideal retail experience for the surrounding area. Planning permission was then gained and development of the farm shop which included butchery, fresh produce, deli and chocolate counters and everyday and gifting commenced. We delivered the full package from the interior design and sourcing of equipment, sourcing and allocating product selection (local, regional, national and international), creating own brand label for the Estate using the produce grown on the estate, introduced a fully advanced EPoS system, as well as employing and training staff. The next step was to manage the set up of the restaurant, creating the right design, style and ambience for the Estate, creating all of the back of house kitchens and designing and developing the menu which was centred around using produce created on the Estate along with great local and regional produce. The branding was also created by Appetite Me and is now the 'iconic' symbol associated with the Estate throughout the UK.





THORESBY ESTATE COURTYARD PROJECT



GROUND FLOOR PROPOSED

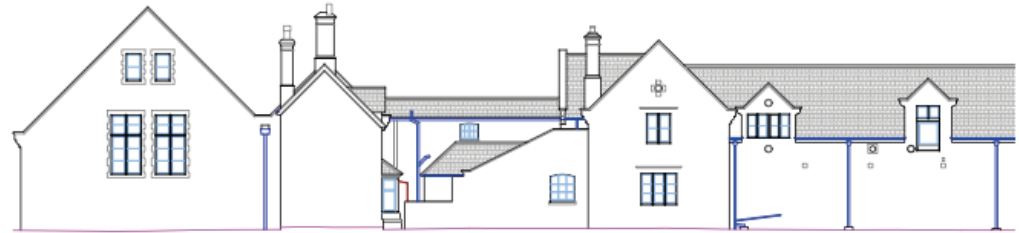


GROUND FLOOR PROPOSED

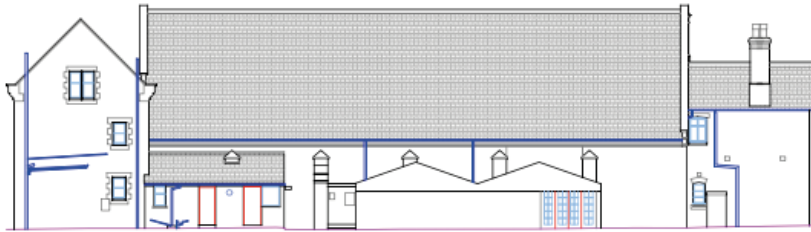
THORESBY ESTATE COURTYARD PROJECT



Datum: 99.00m
Elevation 1.



Datum: 99.00m
Elevation 2.



Datum: 99.00m
Elevation 3.



Datum: 99.00m
Elevation 4.



Datum: 99.00m
Elevation 5.



Datum: 99.00m
Section A-A.

WHAT CAN BE PRODUCED - RAW



WHAT CAN BE PRODUCED - SMOKED & CHARCUTERIE



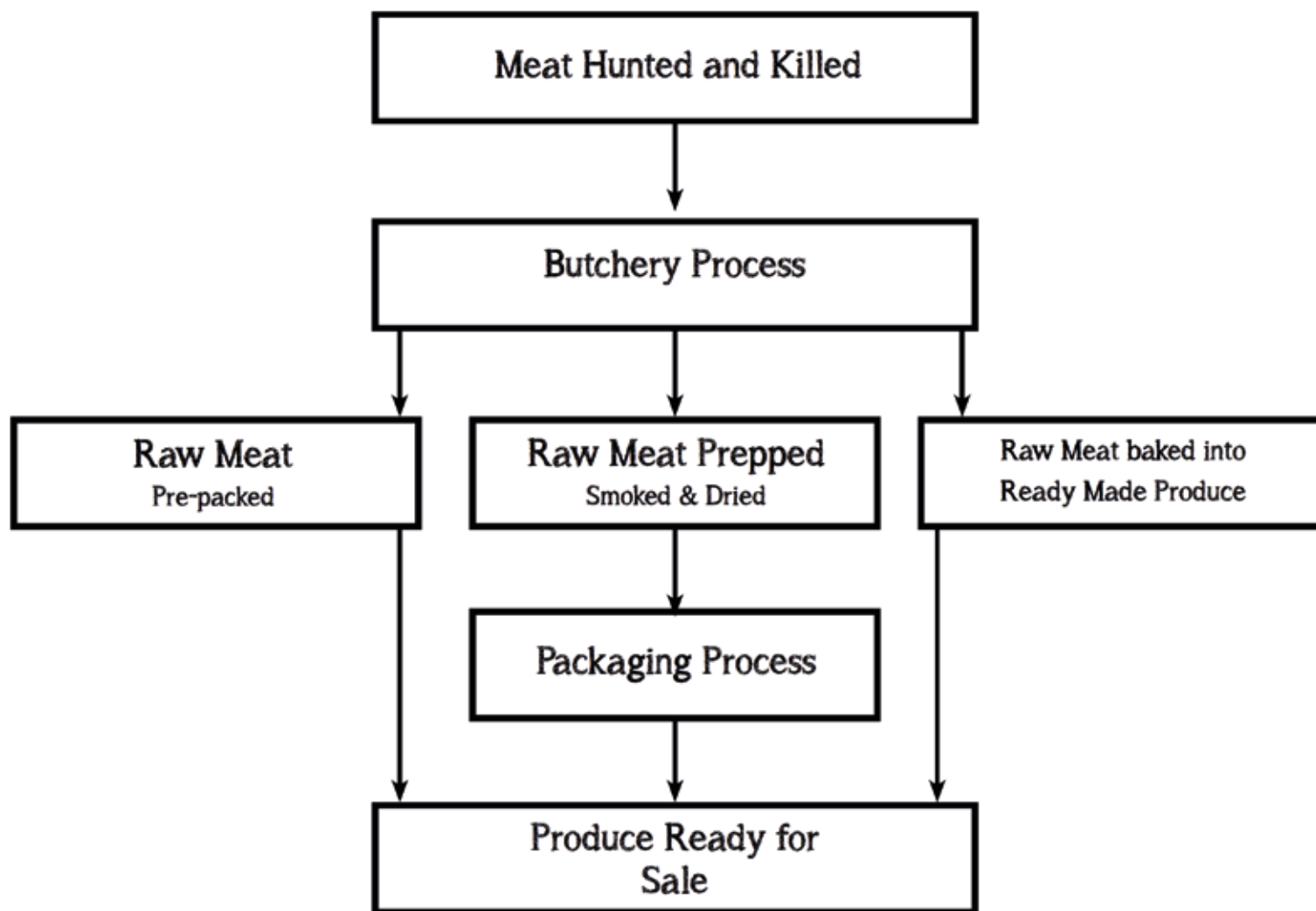
WHAT CAN BE CREATED?



WHAT CAN BE PRODUCED - READY MADE PRODUCE



PRODUCTION OF PRODUCT



SETTING UP A FARM SHOP : BEFORE



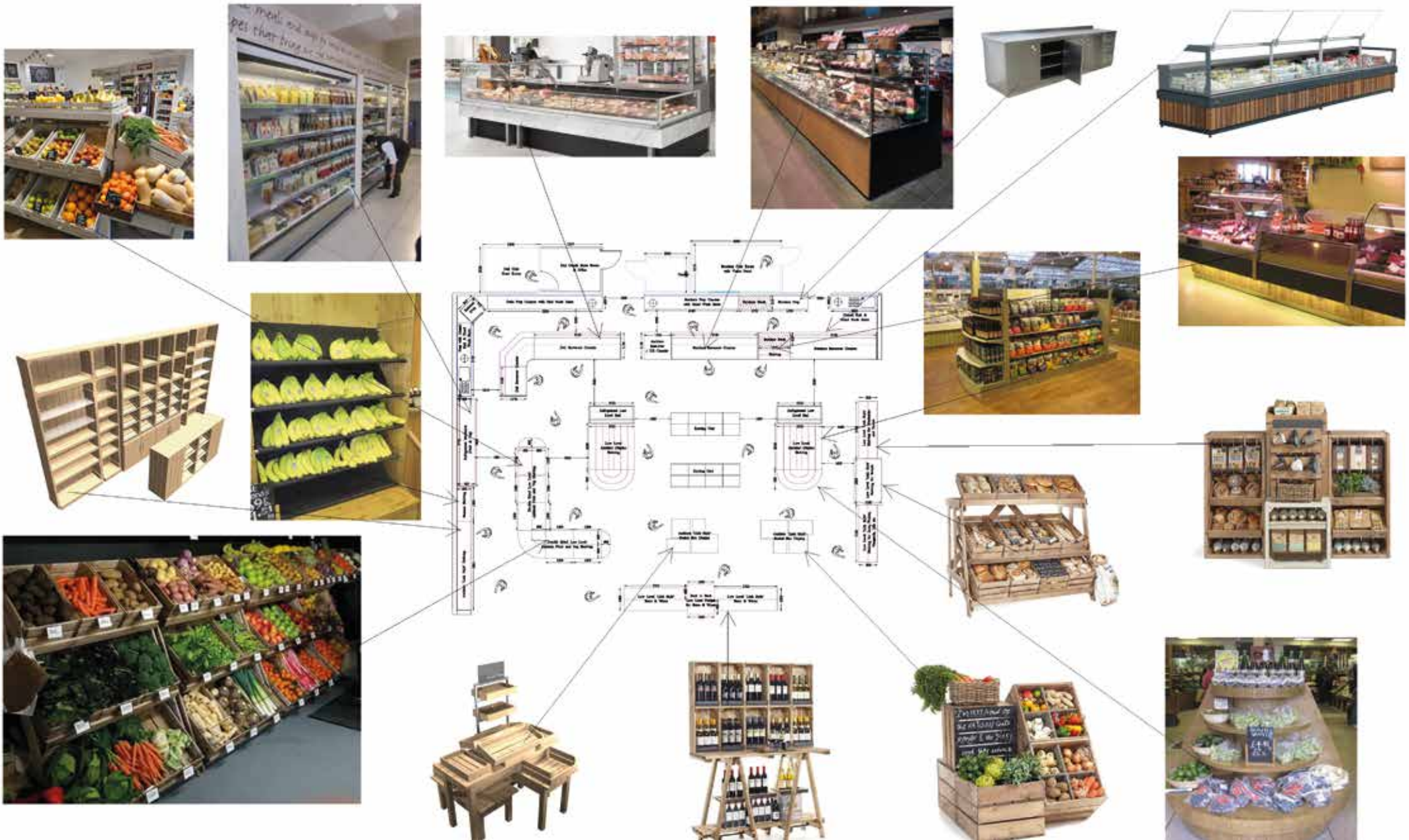
SETTING UP A FARM SHOP : AFTER



SETTING UP A FARM SHOP : AFTER



FARM SHOP FOOD PLANNING



FARM SHOP COUNTER VISUAL







Supporting and promoting local and regional food and drink 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, delis, 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 local gastro pubs. Supporting the region through ethical business methods are more important than ever now with the increased expectancy, in the local community, of 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.





THE CLIENT

Walkers Garden Centre is a family owned centre located in Doncaster and have been trading for over 60 years. The centre is run by Chelsea Garden award winner Graham Bode. The original set up consisted of a traditional garden centre and restaurant with no retail food offering and a limited focus on local and regional produce.

THE OUTCOME

Appetite Me set up a farm shop in the extension of the garden centre, which included a deli and bakery. We also sourced food and beverage suppliers and gifting lines focusing on local and regional produce. We also redesigned and recosted the restaurants menu and introduced consistency over all dishes. All of which enhanced the gross profit margin by 8%.

WHAT WE DID

Appetite Me advised the family on the new build and layout of the garden centre, whilst introducing a new full EPoS system. The set up for the farm shop included the USP of a deli and bakery for both sweet and savoury products. We sourced a full compliment of food and drink gifting lines, and set up costings and retails for the products. Through the redesign and recosting of the restaurants menus, we introduced consistency throughout and focused on local and regional produce, this in turn enhanced the gross profit margin by 8%. Appetite Me also advised the family on staffing and GC commercials, as well as staff training in the bakery with our development chef. We also created the new branding into the business with our in house design team.







THE CLIENT

Pugh's is a garden centre group, with two sites one in Radyrcand one in Wenvoe. A family business that goes as far back as the 1940's. Wenvoe was set up in the late 90's which consisted of a garden centre and a variety of different concessions and small cafe that seated 40 covers.

THE OUTCOME

Appetite Me was commissioned to create a new restaurant for the Wenvoe site. Although there was an existing cafe, The Orange Tree was a new build project which seated 140 covers, which increased sales by 140% compared to their old cafe. The menu was developed with new dishes focusing on local and regional seasonal choices that were fresh and filled flavour focused.

WHAT WE DID

Appetite Me designed and styled the new restaurant creating a modern but rustic look and feel to match the style of the rest of the centre. Our development chef designed and developed the menu with the focus geared towards local and regional seasonal dishes. The design team created the branding for the new restaurant and applied it seamlessly throughout the restaurant and online. We also costed the menu to ensure margin expectations were achieved, resulting in a sales growth on both food and drink increasing by 18% vs budget and 140% vs the old cafe. We also played a part in employment ensuring all front of house staff had the training and skills they required to complete their role to the highest standard.

THE ORANGE TREE RESTAURANT



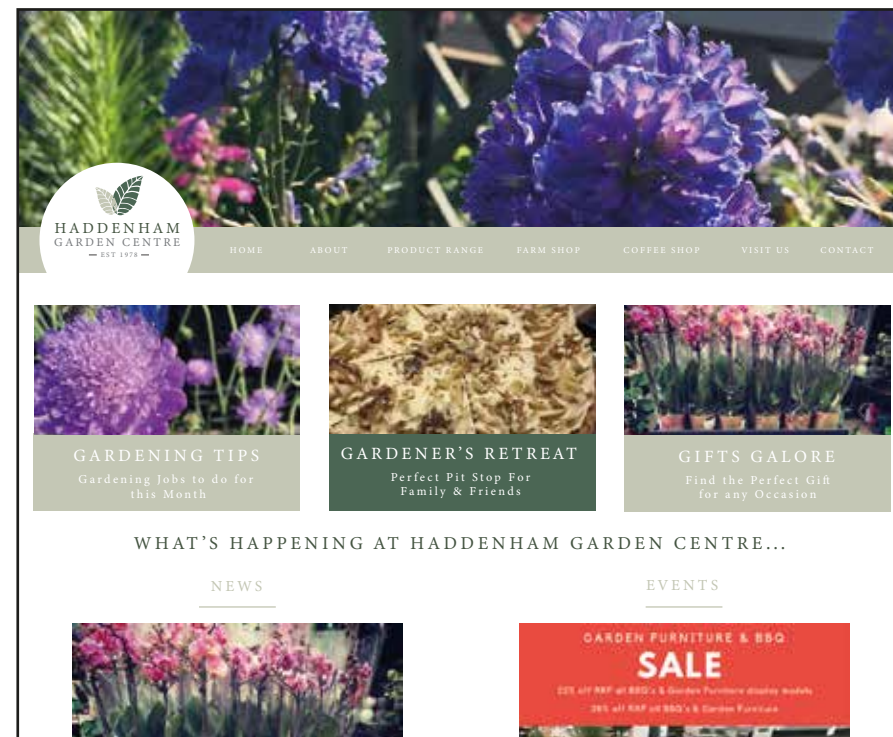


RUSTIC DISPLAY MOODBOARD









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