

Introducing

——— SINCE 2002 ———



PPETITE ME

——— Innovation Retail



ABOUT US

We are the market leaders in rural diversification specialising in rural food retail, creative design & restaurant projects



With 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 farm 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 on countless successful projects. We bring your visions to life, not only with creative flair and attention to detail, but with practical, profitable solutions.

Whether you are 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. We can even create your new branding and develop your online presence using our experienced team of inhouse graphic, web and 3D designers,

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



OUR CLIENTS

Penllyn Estate – Cowbridge – *Building and designing farm shop and restaurant*
penllynestate.co.uk foragefarmshop.co.uk

Syon Park – London – *Building and designing farm shop and restaurant*
syonpark.co.uk

Bell Plantation – Towcester – *Restaurant, farm shop & children's play area*
bellplantation.co.uk

Thoresby Estate – Nottinghamshire – *Branding for new restaurant and café*
whatsonatthoresby.co.uk

Ote Hall Farm – Burgess Hill – *Building and designing farm shop and restaurant*
otehallfarm.co.uk

Ducklington Farm – Oxfordshire – *Restaurant, farm shop and glamping*
ducklingtonfarmbb.weebly.com

Wentworth Garden Centre – Rotherham – *Branding for new restaurant*
wentworthgardencentre.co.uk

Carlton Towers – Yorkshire – *Building and designing farm shop, restaurant & children's play area*
carltontowers.co.uk

Colemans Garden Centre – Belfast – *Restaurant*
colemansgardencentre.co.uk

Pughs Garden Centre – Cardiff – *Restaurant*
pughsgardencentre.co.uk

Grosvenor Estate – Grosvenor Garden Centre – Chester – *Farm shop*
bluediamond.gg/garden-centre/grosvenor-garden-centre

Elveden Estate – Suffolk/Norfolk border – *Restaurant & Farm shop*
elvedencourtyard.com/food-hall

Cadburys Farm Shop – Bristol
bluediamond.gg/garden-centre/cadbury-garden-centre

Back to the Garden – North Norfolk – *Restaurant & farm shop*
back-to-the-garden.co.uk

Hillier's Farm Shop – Horsham – *Farm shop*
hillers.co.uk

Haddenham Garden Centre – Aylesbury – *Restaurant & farm shop*
haddenhamgardencentre.co.uk

Walkers Nurseries – Doncaster – *Restaurant & farm shop*
walkersnurseries.tv

Bicester Avenue – Oxford
bluediamond.gg/garden-centre/bicester-avenue-garden-centre

Trentham Estate – Brown and Green Farm Shop – Retail Village – Trentham, nr Stoke
bluediamond.gg/brown-and-green

And many more – please visit appetite.me.uk



FARM SHOPS

Appetite Me has developed the model for a farm shop which includes an ambient offer, deli, on site concession butcher, gifting and, potentially, fresh produce.

Our recommendations ensure that the farm shop are always stocked with a wide range of local products across all categories, making full use of the local and regional supply base, as well as the wider UK and international products. The product range will specifically appeal to the local shopper and destination traffic. It will include ambient foods, fresh, chilled,

frozen, and carefully chosen wine, beers, and spirits. Customers are able to buy high quality everyday food items as well as 'gift foods' and products geared to appeal to the impulse buyer. These everyday foods are keenly priced, with higher margins applied to value added items, luxury products and gift food.

Farmers, land owners, country estates and garden centres have a great opportunity to work with Appetite Me and expand into this very successful market. We can even help produce your own label wines, beer, cider and ambient products such as preserves and chutneys.



Our shops are based on local and regional produce, complimented by some global speciality products. Product ranging, space planning and customer service are critical to the success of the farm shop. Therefore it is vital that senior management has a great understanding of high end food retailing.

The majority of the products are ambient, specially selected for the farm shop, with an offering of chilled and frozen.



Overall the product range includes the following:

- 🍷 Fresh produce offer
- 🍷 Frozen ready meals. We look to get "Cook" on board, all size portions covering savoury and sweet, or a selection of home-produced meals
- 🍷 Deli offer: cheeses, olives, Italian and Spanish meats, traditional English pies, savoury pastries, local English cooked meats such as ham on the bone
- 🍷 Artisan frozen offer
- 🍷 Fresh meats, pre-packed and serve over butchery counter possibly through a concession operator
- 🍷 Full selection of ambient products including own label
- 🍷 Beverages (alcoholic and non-alcoholic)





VISUAL EXAMPLE: FARM SHOP BUTCHERY



PROPOSED VISUAL EXAMPLE: FARM SHOP



The farm shop will include with fresh butchery, deli and a full offer of what you would expect from a high end farm shop. Fresh produce will be displayed outside and be seasonal produce only – with a beautiful outside entrance leading into the restaurant



BEFORE: COTON ORCHARD GARDEN CENTRE



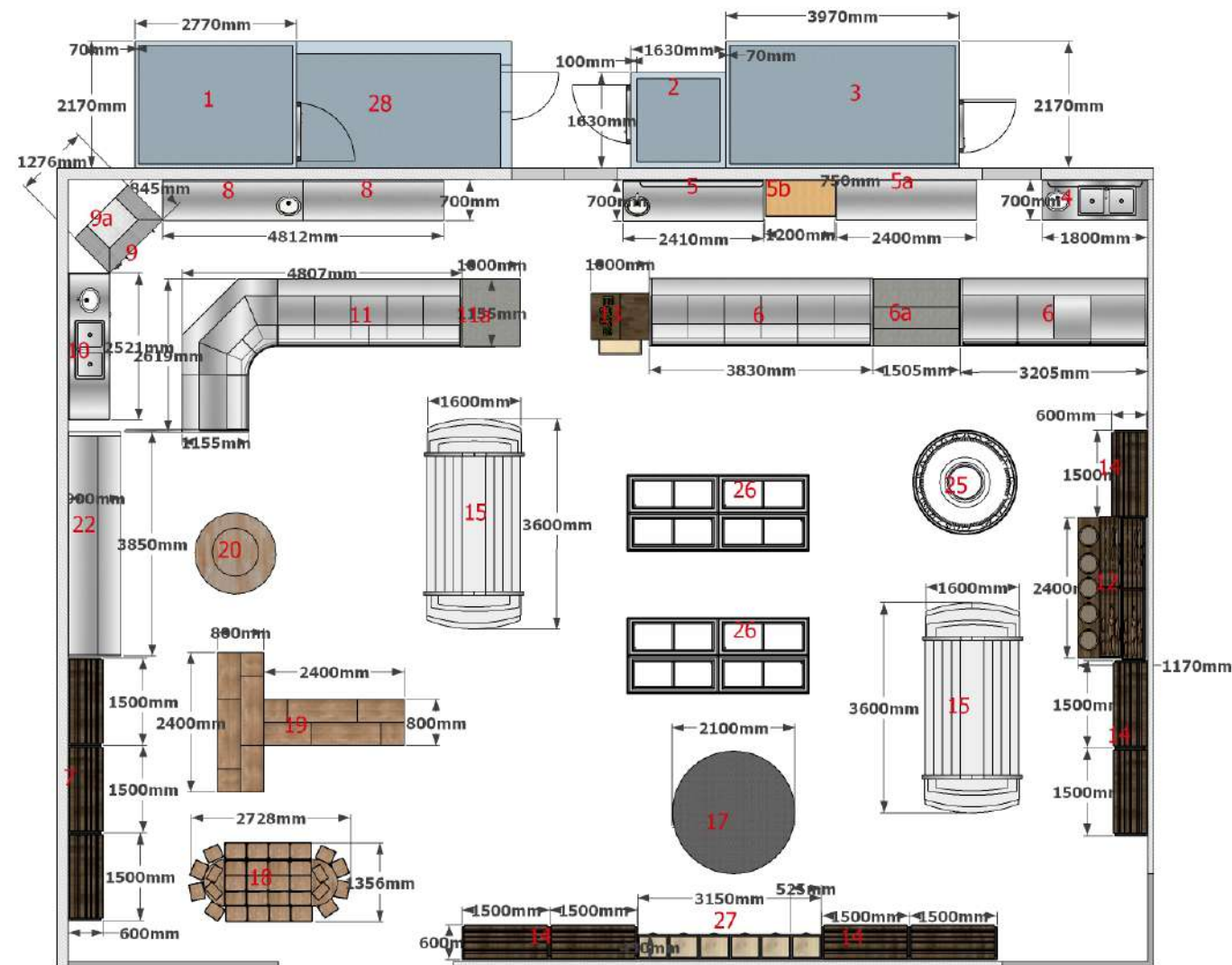
AFTER: COTON ORCHARD GARDEN CENTRE





DRAWINGS & 3D CONCEPT

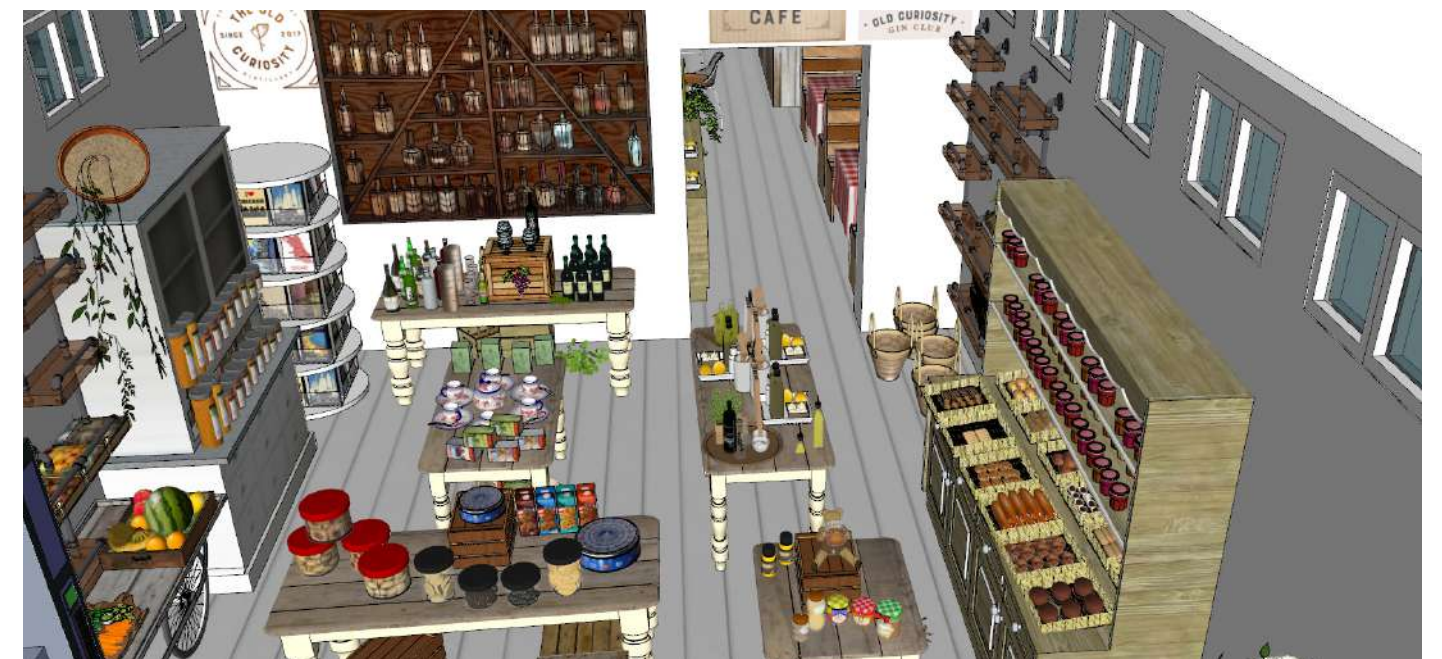
FARM SHOP



- | | |
|---|--|
| 1. Deli cold store | 11. Cheese/Deli/Desserts counter |
| 2. Freezer | 12. Bread Display |
| 3. Butchers cold room with window | 14. 7 Units wall shelving |
| 4. Butchers back bar with utensil sink | 15. Dry goods and confectionery display |
| 5. Butchers back bar with hand wash | 17. Food Gifting table |
| 5a. Butchers back bar and cutting block | 18. Crate display |
| 5b. Butchers block and stand | 19. Beer and cider display |
| 6. Butchers Counter | 20. Marinades and sauces - circular displays |
| 6a. Butchers sundries display | 22. Chiller multi deck |
| 7. 3 Units of wall shelving | 25. 1 shelf + base chilled circular island |
| 8. Deli back bar with hand wash | 26. By others |
| 9. Oven housing(not inc oven) | 27. Wine display |
| 9a. Oven | 28. Dry goods and office |
| 10. Deli back bar with utensil sink | |



FARM SHOP LAYOUT EXAMPLE







RESTAURANTS



The product lines and menu offering would depend on the size, skills and time restraints in restaurant kitchen. We also set up the kitchen so it can service small function business – for example, weddings and conferences, in case the client wishes to expand in the future.



Our restaurants serve fresh seasonal foods and the menus are designed to compliment this. We champion local and regional foods by using as many local and regional suppliers as possible. We cross pollinate products from the farm shop, to ensure we keep wastage to a minimum and thus make certain we achieve the budgeted profits. By crossing over the products with the farm shop and the restaurant it also offers an up-selling opportunity, as customers often want to purchase the same items they enjoyed in the restaurant, which tells a great narrative between the two areas. There is also an opportunity to include evenings for events and venue hire.

MENU STYLE

We look at creating a regional, seasonal produce menu to cover breakfast, snacks, lunch and afternoon teas, as well as private function and wedding breakfast menus. Our menus also allow the chef to add their own creative flair to the dishes to create a point of difference when compared to the local competition.

All menus are created and taste tested by an internal panel made up of Appetite Me, owners, and management. This panel's approval is needed to launch the menus.

The evening offer is always very different to the day – with BBQ / hog roasts at the tables as one idea, cooking your own meals outside or picnic hampers to buy and eat outdoors, as well as packed lunches / food on the go for the keen cyclist passing by or people heading to and from the gym.

We advise that fully traceable systems are implemented for all prepared foods, whether they are destined as retail products or for sale in the restaurant.

SANDWICHES

B.L.A.T

Dry honey roast bacon, crunchy cos, vine tomatoes, ripe avocado and mayo.

Supercharged Egg Mayo (v)

with micro cress, cornishons bound with rapeseed mayo and walnut oil.

SOUPS

Curried parsnip with Crushed Poppadoms (v)

SALAD

Tuna nicoise

line caught tuna with traditional nicoise salad.

MAINS

Venison Burger

served with blackberry and apricot dhuka, hedgerow relish, soft brioche bun and chips

Ultimate Fish Cakes

packed with cod, prawns, haddock, coated in a herb crust served with tartare sauce, sweet potato and green salad.

PUDDINGS

Chocolate, Coconut Banoffee Pie

with vanilla and cardamom ice cream.

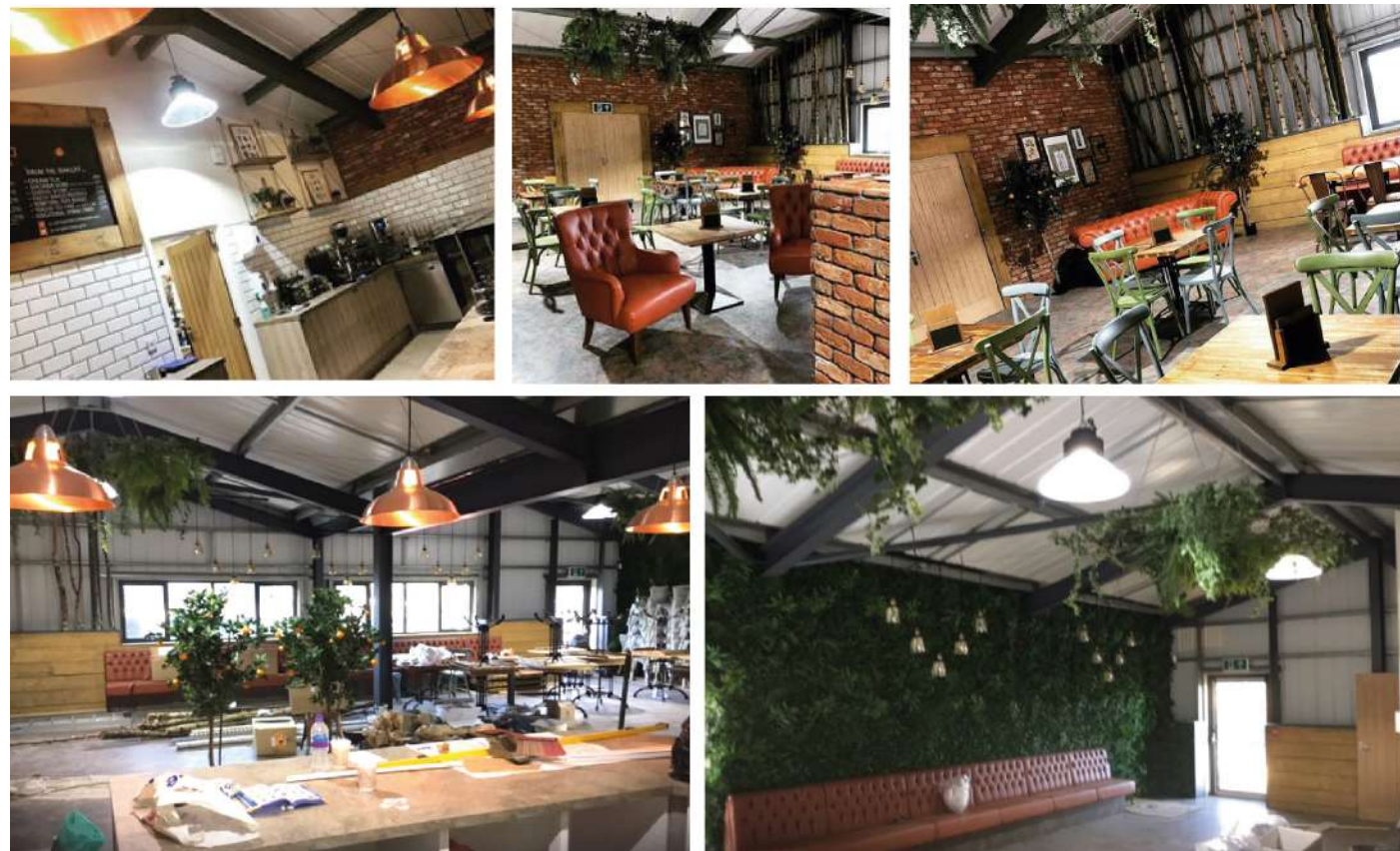




RESTAURANT DESIGN: WALKERS GARDEN CENTRE



RESTAURANT DESIGN: THE ORANGE TREE



RESTAURANT DESIGN: THORESBY

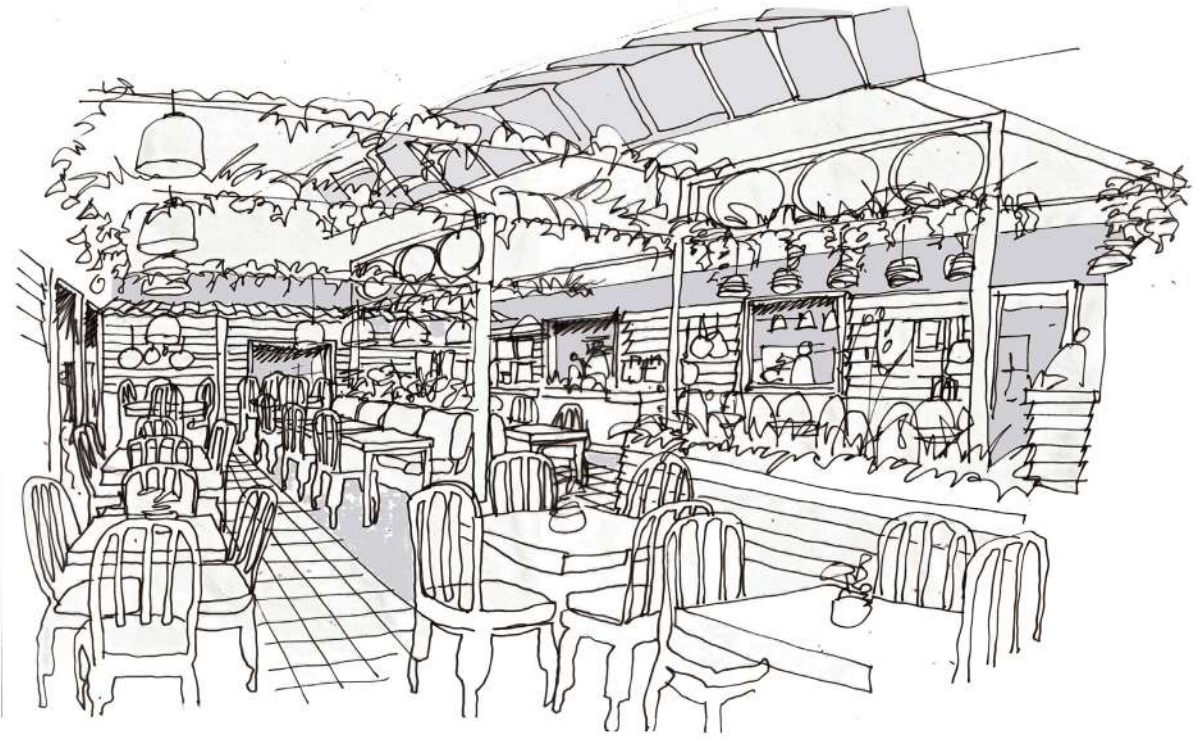


OTHER RESTAURANT DESIGNS





PROPOSED VISUALS: RESTAURANT

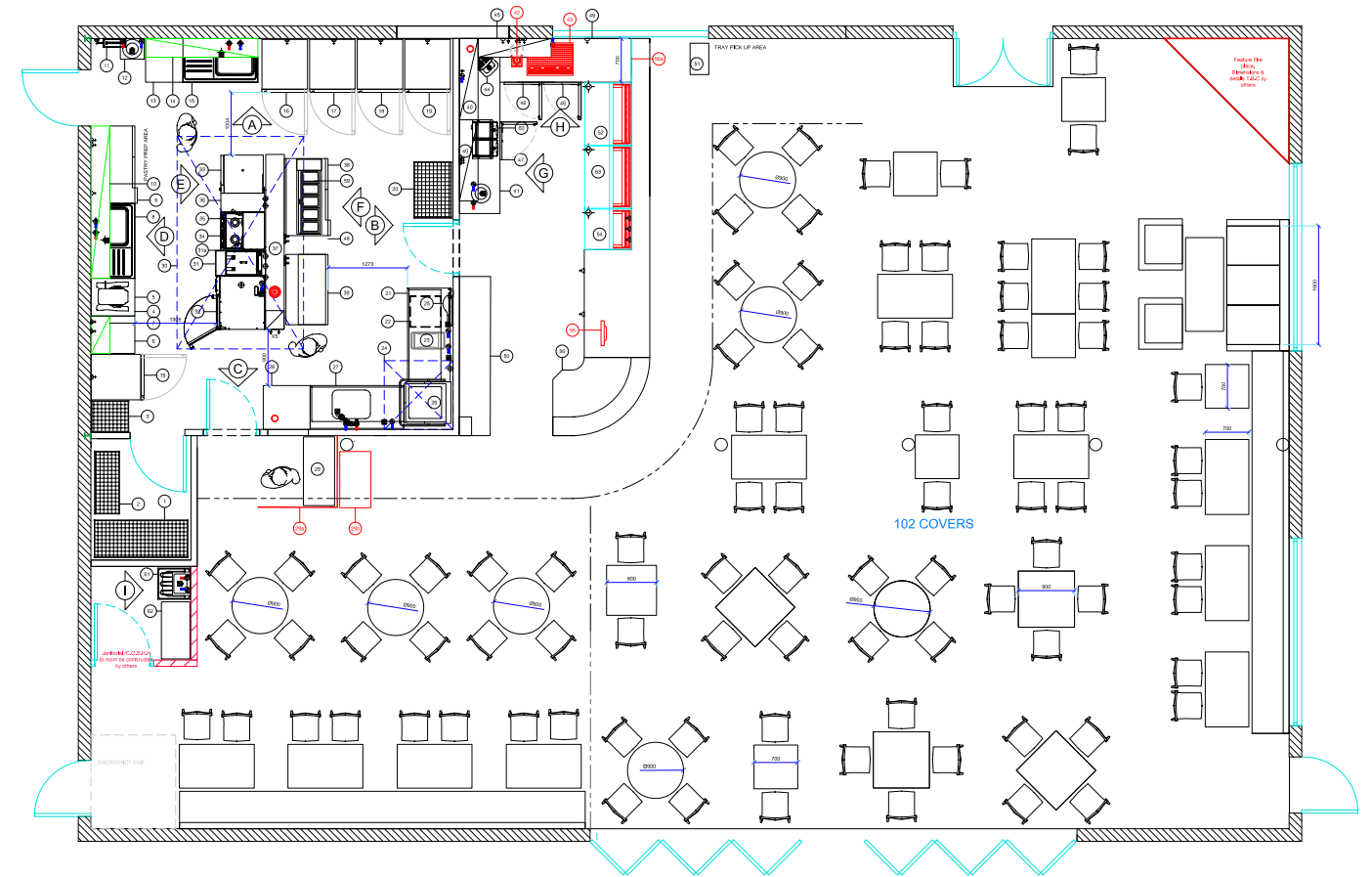
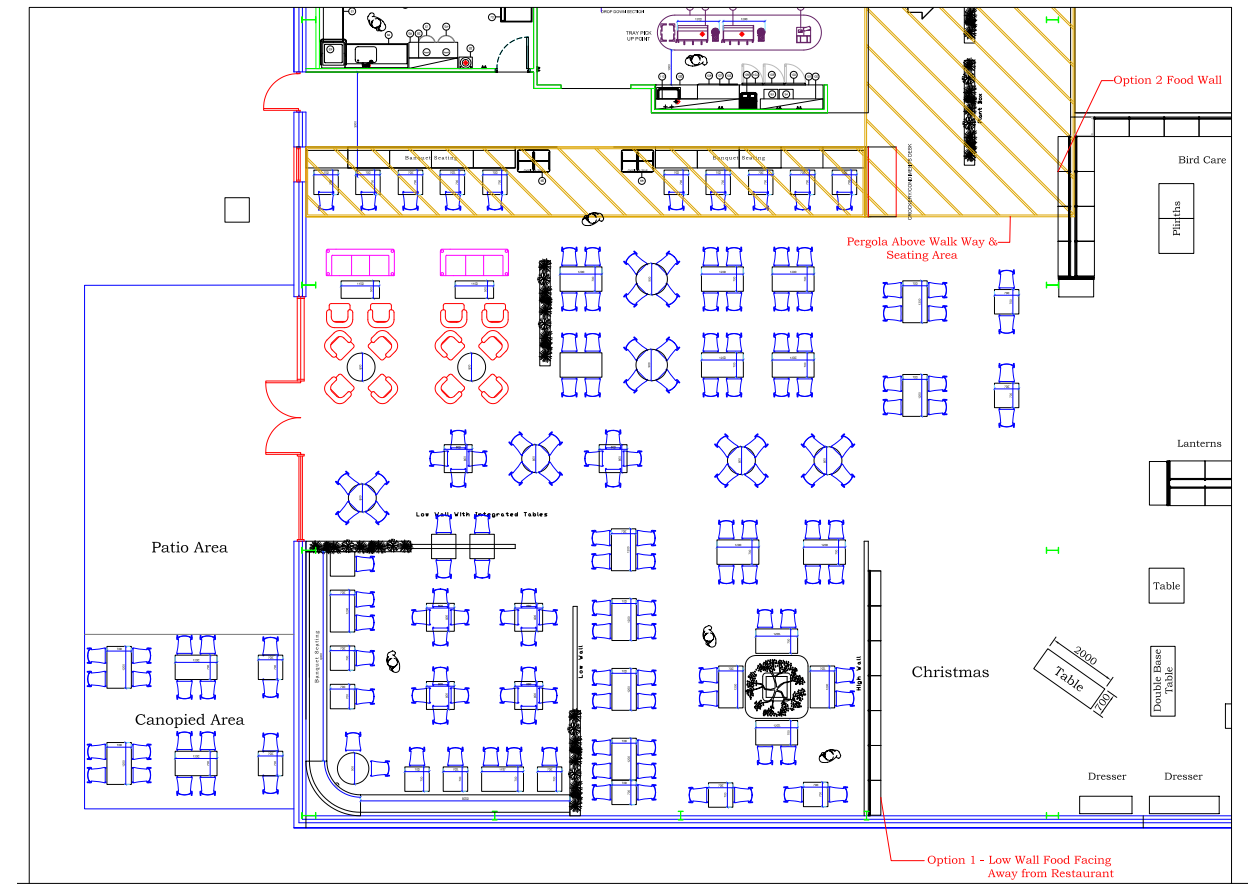


The restaurant space will have open display kitchens and an open display bakery (which will also supply the coach house restaurant). The garden will feature large planters.

PROPOSED VISUALS: RESTAURANT



EXAMPLES OF RESTAURANT SEATING LAYOUT







CONCESSION OPPORTUNITIES

In store concessions enable businesses to promote their products and services to members of the public, within a retail environment such as garden centres, shopping centres and farm shops.

Concessions are a great marketing tool for sales lead generation, experimental marketing, market research and new product launches.

Promoting a business through an in store concession can help you target large numbers of potential new customers cost effectively. An experienced specialist butcher offering locally sourced meat from high welfare farms, will drive additional footfall for your project.

ADVANTAGES OF OFFERING THEIR BUSINESS AS A CONCESSION

There are many advantages to offering their services as a concession within your project. Internal concessions have added new departments to the traditional rural retail footprint, and through engaging customers to find their requirements. Retailers are able to source the right retail partners for their sites, tailored to their customer needs.

With high street names such as Edinburgh Woollen Mill, Cotton Traders and Pets Corners actively moving into rural retail destinations and directing customers to their stores, customers now have choice of where to shop, other than the town centre. With free parking, pleasurable leisure environments and competitive agreement terms. Rural retailers offer a real alternative to the struggling high street. As a concession they will offer your project a strong, established business with many years of experience, provenance and loyal customers.

SET UP COSTS, FEES & BILLS

All of the equipment needed for running the business will be installed, paid for and maintained by your project.

Their financial commitment is to pay rent and a small negotiable commission on their sales. They are, in essence, gaining another shop for a minimal set up expense in a great location with a large footfall.



As a concession offer they are rarely responsible for any of the other expenses that go hand in hand with running a business. Business rates and utilities are all taken care of by your project.

Appetite Me works on your behalf and have no financial commitment to the concession operator.

BUSINESS FROM THE BEGINNING

Part of the great working relationships that you and the concession retailers have is that any meat products served within the venue (in cafés, restaurants and deli) would be sourced by the butcher. This means that from the very start the concession will have guaranteed orders, that will ensure additional income streams each year. This also clearly demonstrates the quality of the product. Not only can customers purchase the product in the restaurant but they can buy the same products from the farm shop as well.

You want to offer your customers the very best offerings possible. So if the concession makes or supplies deli items, they can also supply these to you, thereby potentially increasing profits further.

The concession will also be able to serve, not just over the counter, but will be supported with multi decks to encourage even more sales where space permits.



CONCESSION ARRANGEMENT EXAMPLE

Below is an example of a typical butchery concession agreement that would be set up between you and the concession:

- ❗ Commercials 10% of rent turnover, 3 month's rent free, 3 month's rent deposit, 15k yearly fixed fee
- ❗ You will fully equip the butchery department in both heavy duty and light equipment
- ❗ You are responsible for the maintenance of all equipment – provided it is not wilfully abused by the concession operator
- ❗ You do not ask for personal guarantees
- ❗ The lease to be part of the concession's main business and not set up as a separate company
- ❗ Monies go direct through the EPOS tills and are paid to the concession operator every week with deductions from the commercials
- ❗ The term is usually for 5 years with a break clause after 2 years – no rental increase within the 5 years.
- ❗ Appetite Me will develop branding, i.e. 'Smith's Butchers at Green Leaves Garden Centre' or something very similar
- ❗ Each party pay their own fees for the legal set up of the concession agreements
- ❗ You will put a metre in for the electric or work a fair proportion of usage – this is charged at cost
- ❗ You will insure the equipment at their cost
- ❗ The concession will open in line with the farm shop's opening hours
- ❗ The counter is manned at the concession's cost and should have experienced butchers/shop assistants present at all times

EXTERNAL SUPPORT

Appetite Me will work tirelessly to ensure we do everything possible to support your project. We will also support all the concession operators.

We can also assist in setting up social media platforms, marketing material, websites and newsletter campaigns – should this be required.



LIVE EPOS DATA

With the concession, you will also benefit from access to live EPOS data that they can utilise on site or remotely.

An EPOS system can provide detailed reporting for not just marketing and accounting purposes, but provide invaluable insight, allowing them to plan their displays to sell more product and make more money.

IN CONCLUSION

By choosing to use their experience and expertise as a concession, You are not only taking advantage of the substantial financial benefits, but increasing their exposure to new potential customers with no risk to your core business.

In a time when the high street is struggling to complete with large chain supermarkets, the rural retail sector is booming. As more and more people flock to these destination venues, now is the time to take advantage of these lucrative opportunities. By developing relationships with existing, strong performing concessions, you gain an established specialist business operator.





FOOD PROCUREMENT

Supporting and promoting local and regional food and drink artisans is at the heart of all we do.

Our team works 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.

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 team understands 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.

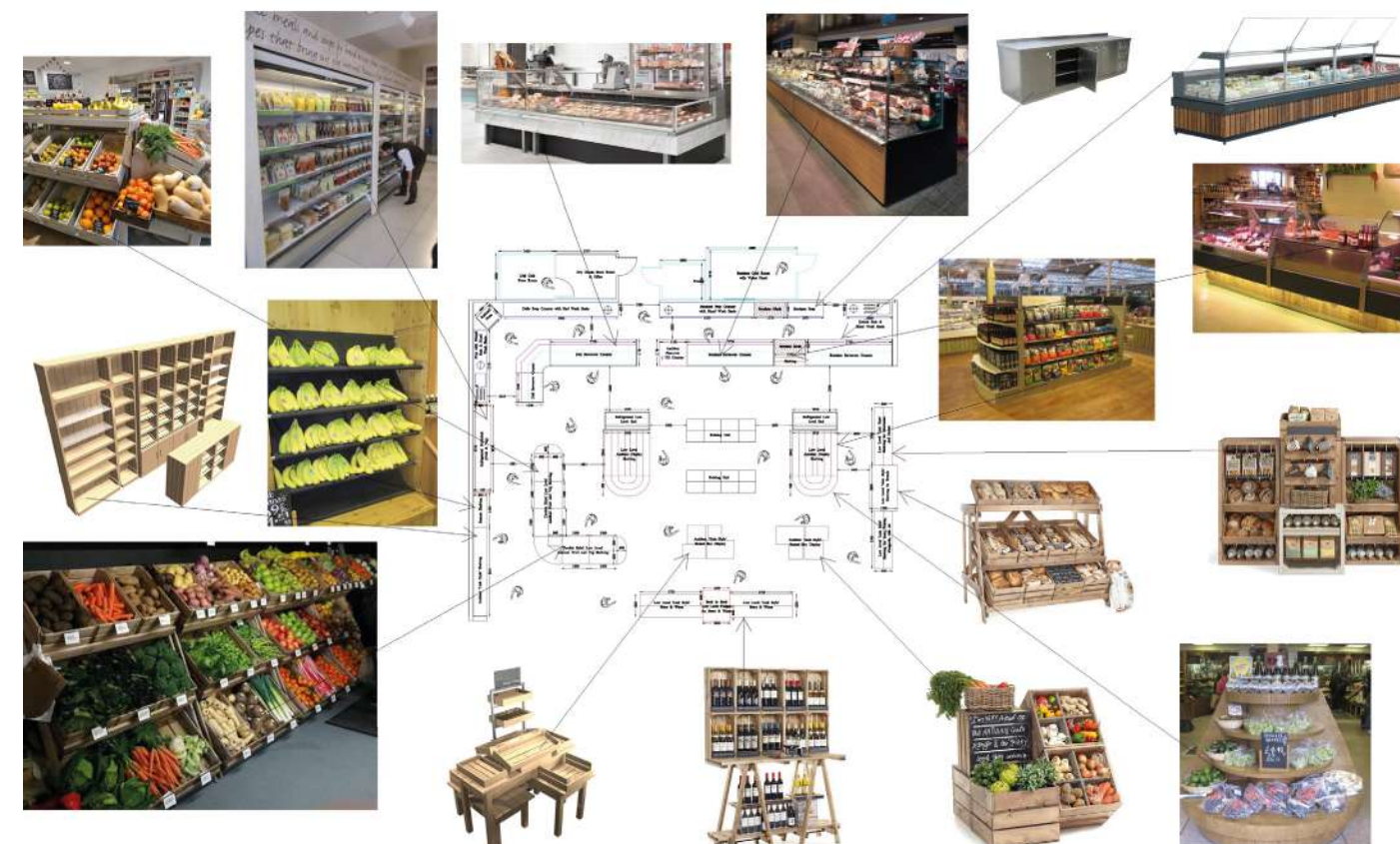
Appetite Me expects seasonal sales to contribute to approximately 35% of the annual sales figures in both the farm shop and restaurant. It is therefore critical that this is carefully managed to ensure that optimum sales are achieved. Seasonal buying must be completed to the following timescales:

Christmas: Completed by June

Easter: Completed by November (previous year)



FARM SHOP FOOD PLANNING



3D VISUAL EXAMPLE





EVERY STEP OF THE WAY

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.



BRANDING





CASE STUDY: WALKERS GARDEN CENTRE

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.



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 re-costing 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.



TESTIMONIAL

Graham Bode, Owner
Walkers Garden Nursery Group

"Robert has advised us for a number of years now, opening our new deli with some great fresh foods and local cheeses, as well as ranging the shop with some great kitchen cupboard lines. Advising on menus, suppliers, costings and margins and training staff in our restaurants, making a significant positive impact on food standards, turnover and profit. Walkers would highly recommend his services for any new & existing venture."



CASE STUDY: PUGH'S THE ORANGE TREE RESTAURANT

THE CLIENT

Pugh's is a garden group, with two sites one in Radyr and one in Wenvoe. The garden centre's is 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.



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 making sure all front of house staff had the training and skills they needed to complete their role to the highest standard.





CASE STUDY: PENLLYN ESTATE, FORAGE FARM SHOP

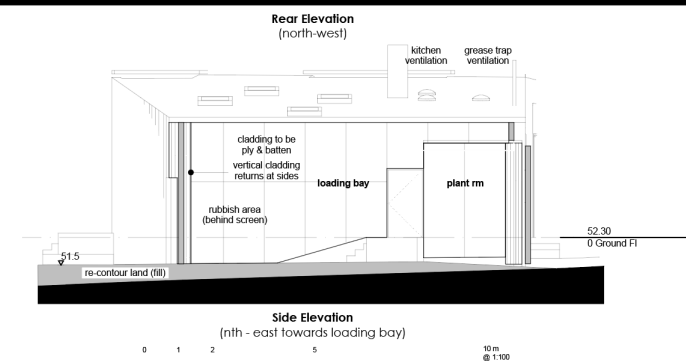
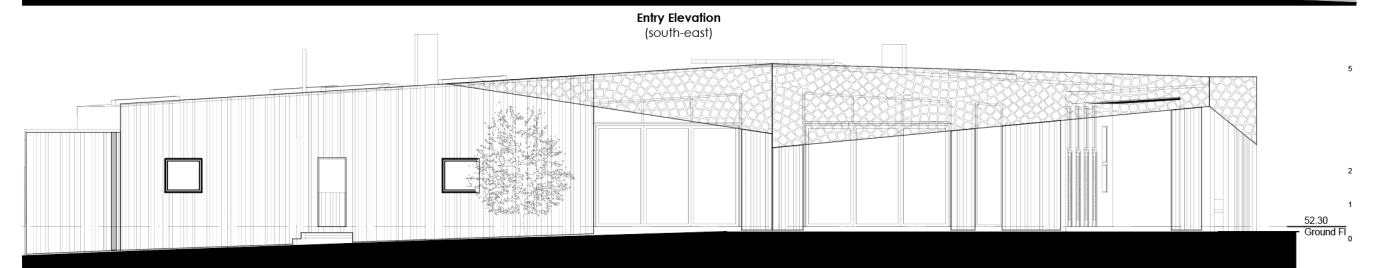
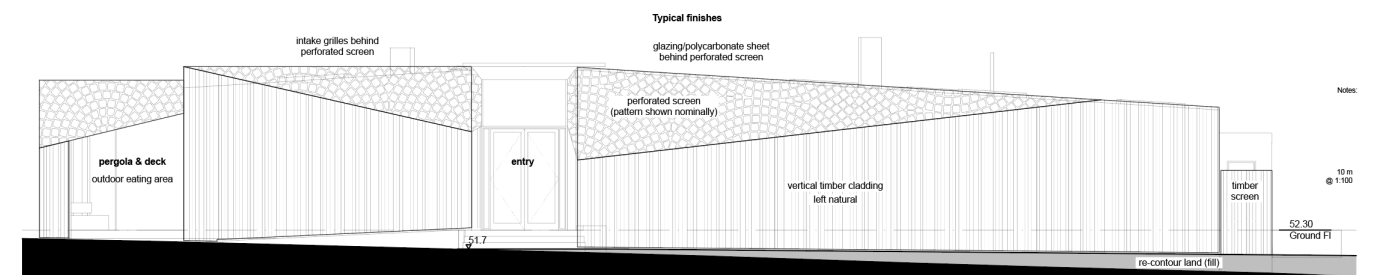


THE CLIENT

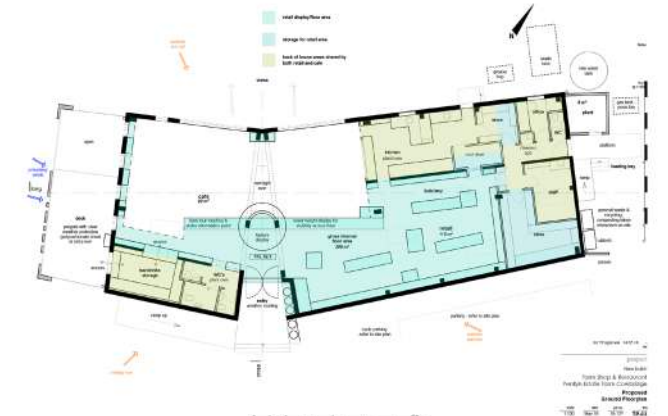
The 1,200ha (3,000 acre) Penllyn Estate outside Cowbridge in South Wales has changed considerably in recent years, with farming just part of the overall diversified business, which now also includes a large composting business (Cowbridge Composting), accommodation (Cowbridge Cabins), storage and other non-agricultural businesses. Penllyn Estate Farm will be opening a farm shop and restaurant in early 2020.

WHAT WE DID

Appetite Me were commissioned to create the new Forage Farm Shop and Kitchen in its entirety. We procure all stock for the shop and organise all staffing requirements. We have designed the branding for every aspect of the business from logos to menus, from own food labels to the website. We have also designed the websites for all of Penllyn Estate Farm's other diversification businesses, including Cowbridge Cabins.



for TP approval 14.05.18
rev
project
New build:
Farm Shop & Restaurant
Penllyn Estate Farm Cowbridge
Proposed
Elevations
scale 1:100
date May 18
page no 16-127
drawing no TP-05





CASE STUDY: WENTWORTH: THE BOTHY



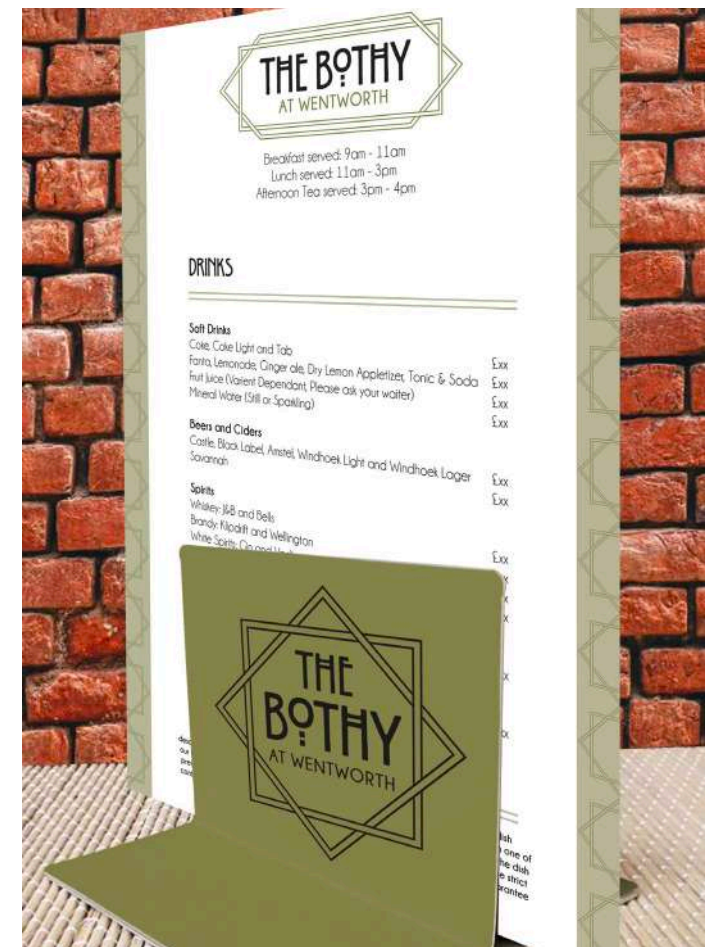
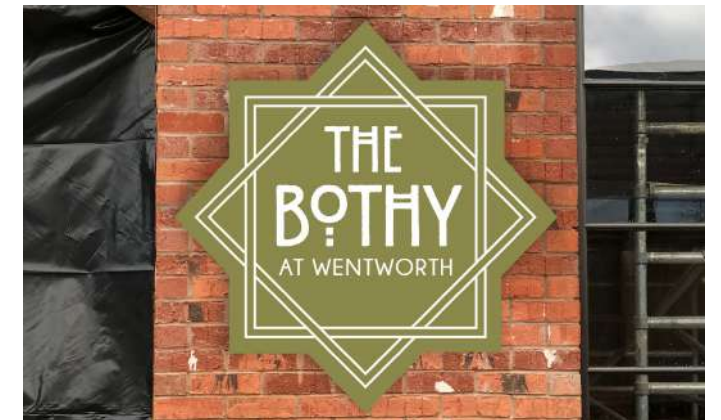
THE CLIENT

Wentworth Garden Centre is a long standing, family owned independent business and as such care passionately about their customers and their satisfaction. It's a policy that has seen the centre evolve from a tiny village operation into one of the largest garden centres in Yorkshire today. The Garden Centre not only boasts a fantastic selection of plants and flowers, it also has a wonderful restaurant and petting farm which is a great day out for the family. They are not a member of any buying group or garden centre chain.



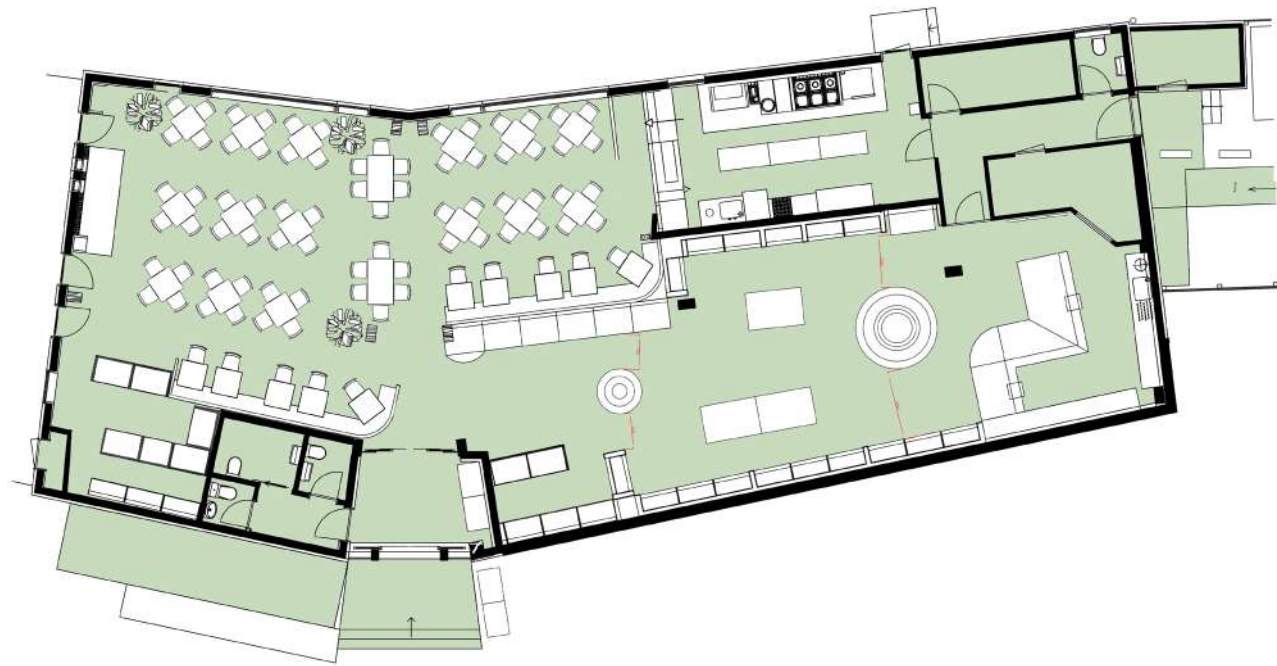
WHAT WE ARE DOING

Appetite Me have designed and created, in full, all aspects of the branding for the new restaurant called, The Bothy. This includes logos, internal and external signage, menus and uniforms, while also advising on the new build which opens in November 2020. Appetite Me are now re-developing the food offer through both the food hall and a new deli/patisserie takeaway – while advising on upgrading the incredible successful existing restaurant at Wentworth. All to be actioned for late Spring 2020





RESTAURANT FLOOR PLAN



RESTAURANT VISUAL



FARM SHOP VISUAL



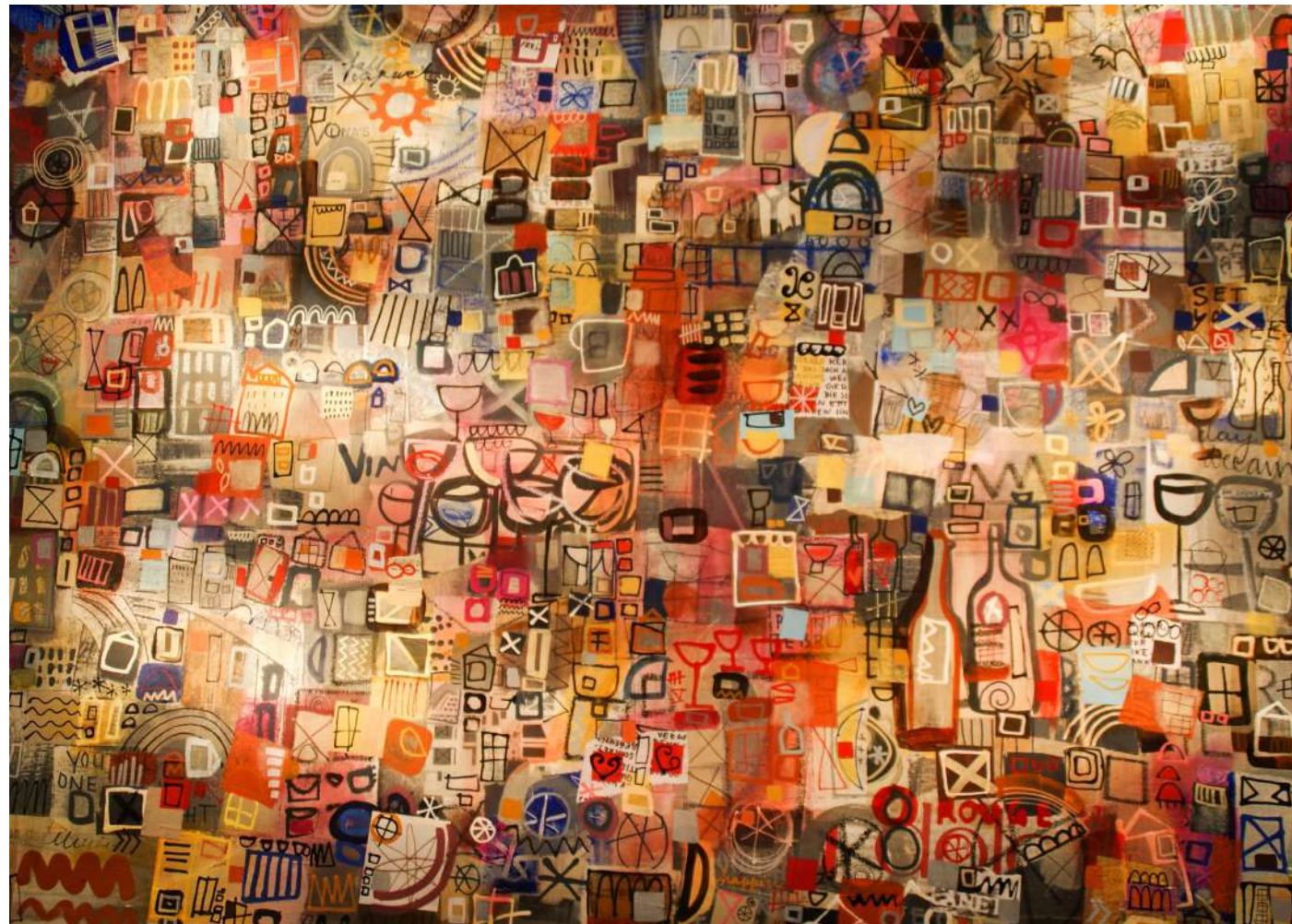
OVERALL VISUAL



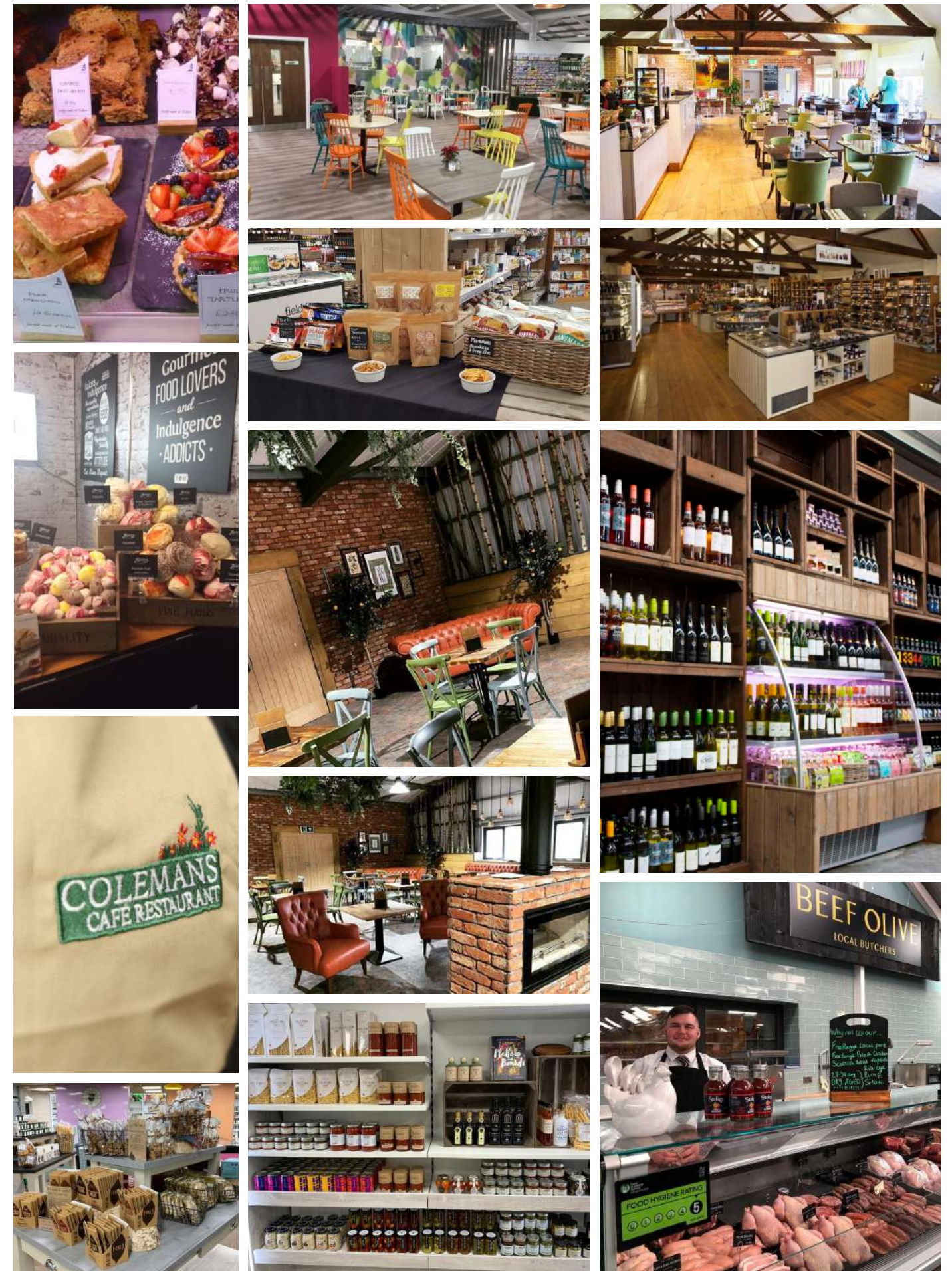


DESIGN MOOD BOARDS

- A OUR WORK
- B FARM SHOP RUSTIC DISPLAYS
- C FARM SHOP SERVE OVERS
- D FARM SHOP TEXTURES
- E RESTAURANTS
- F GREENERY
- G LIGHTING & FLOORING
- H BRANDING



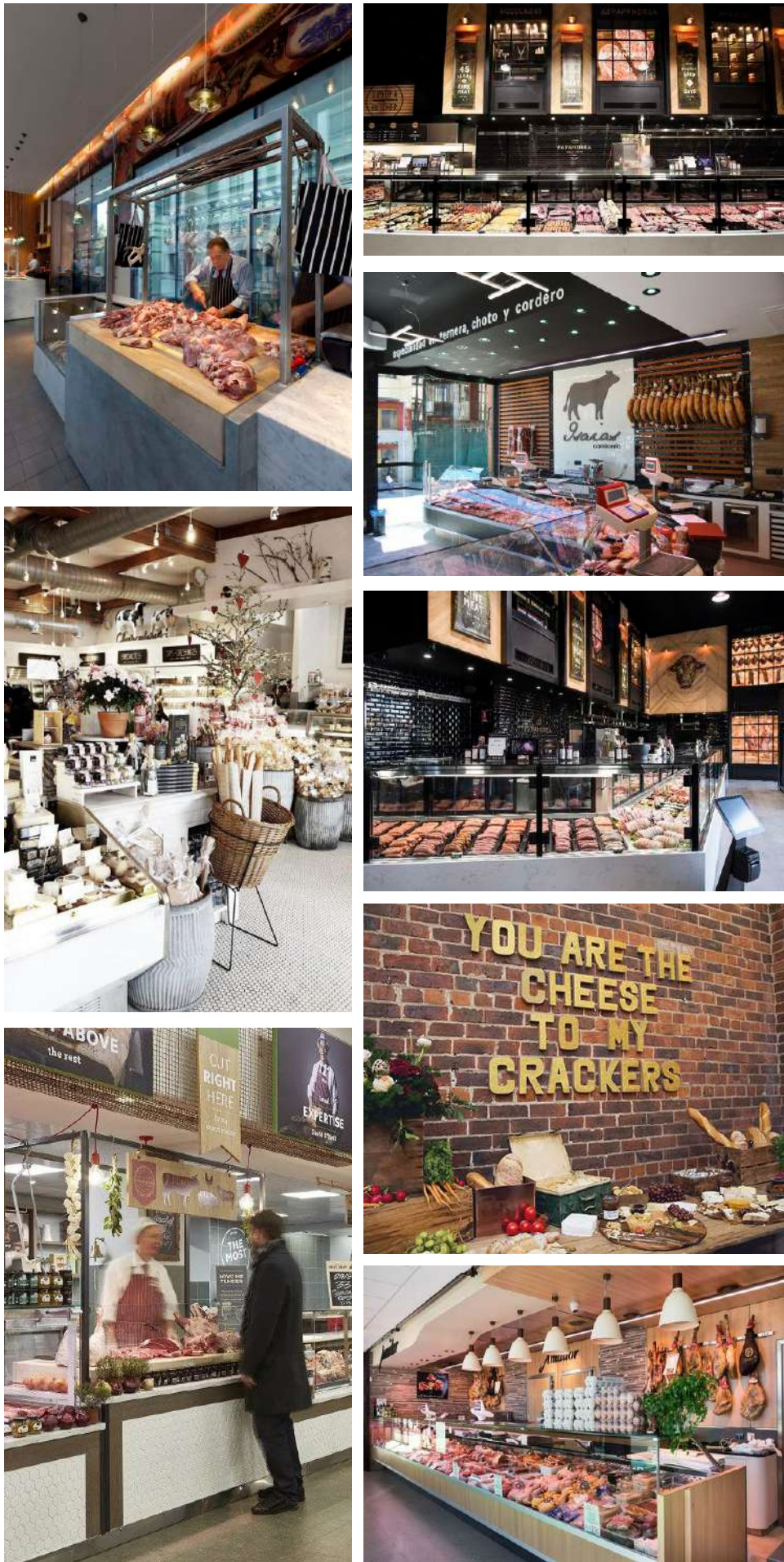
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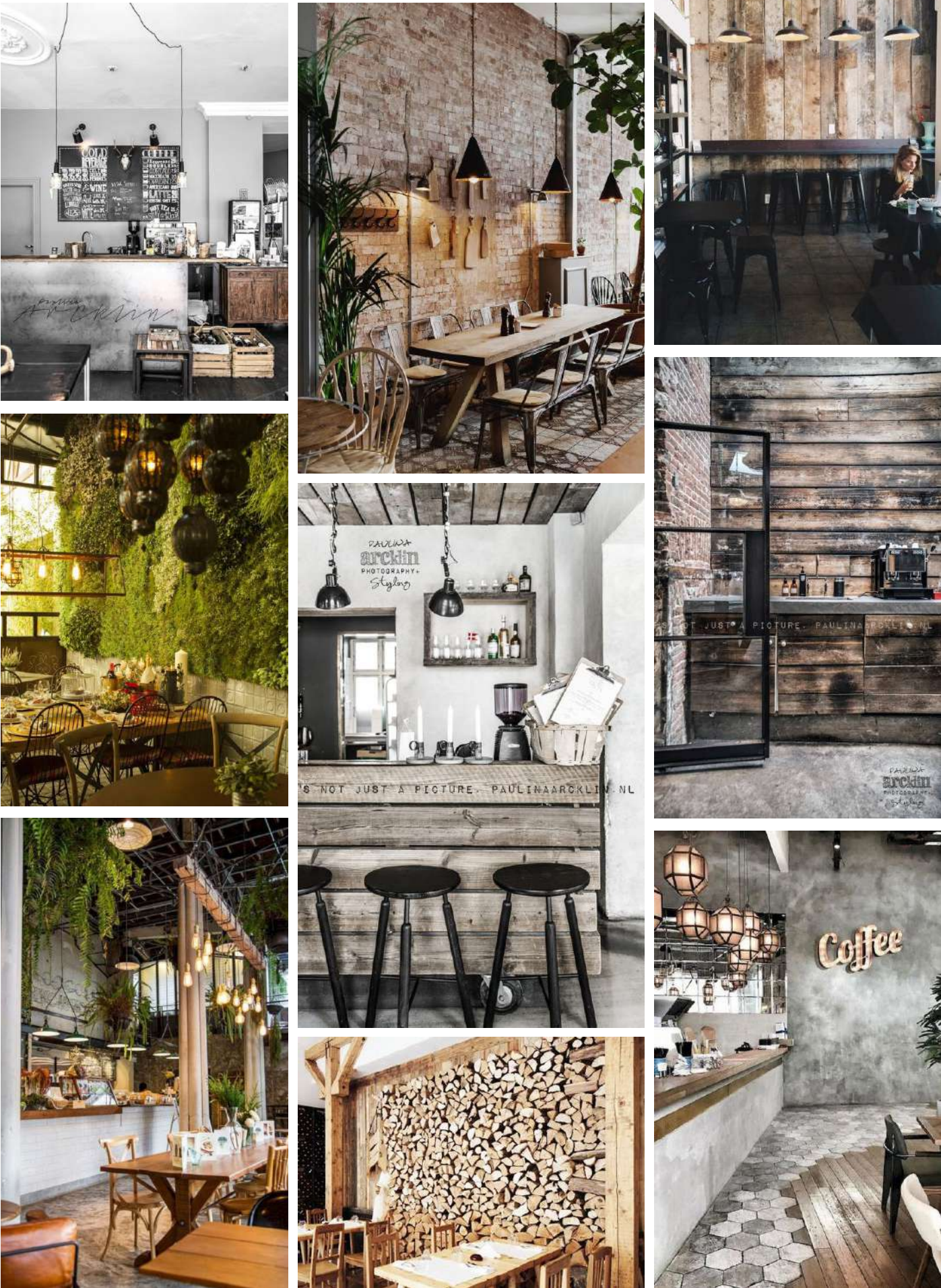
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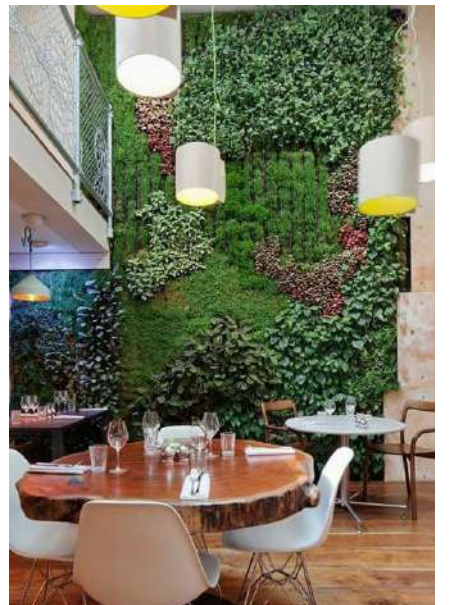
D FARM SHOP TEXTURES



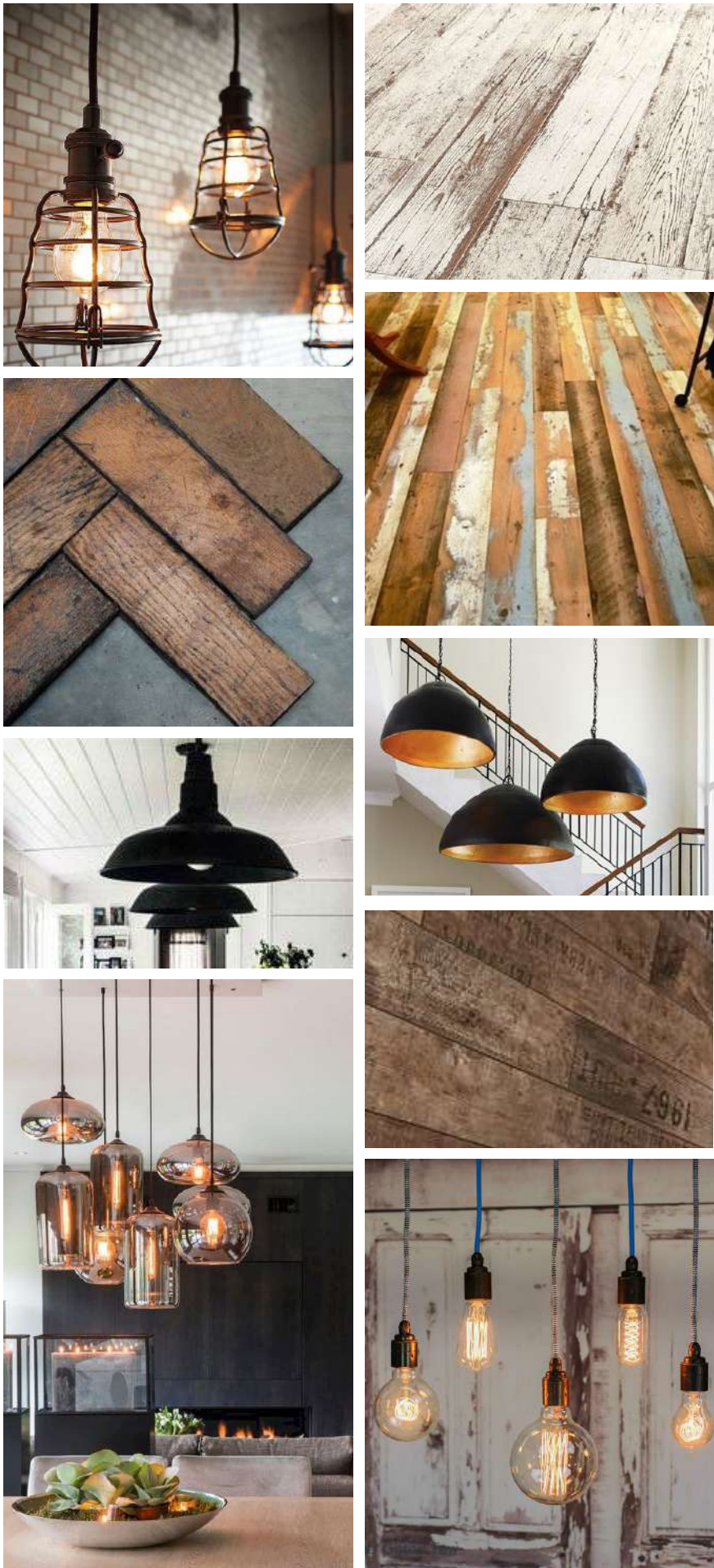
E RESTAURANTS



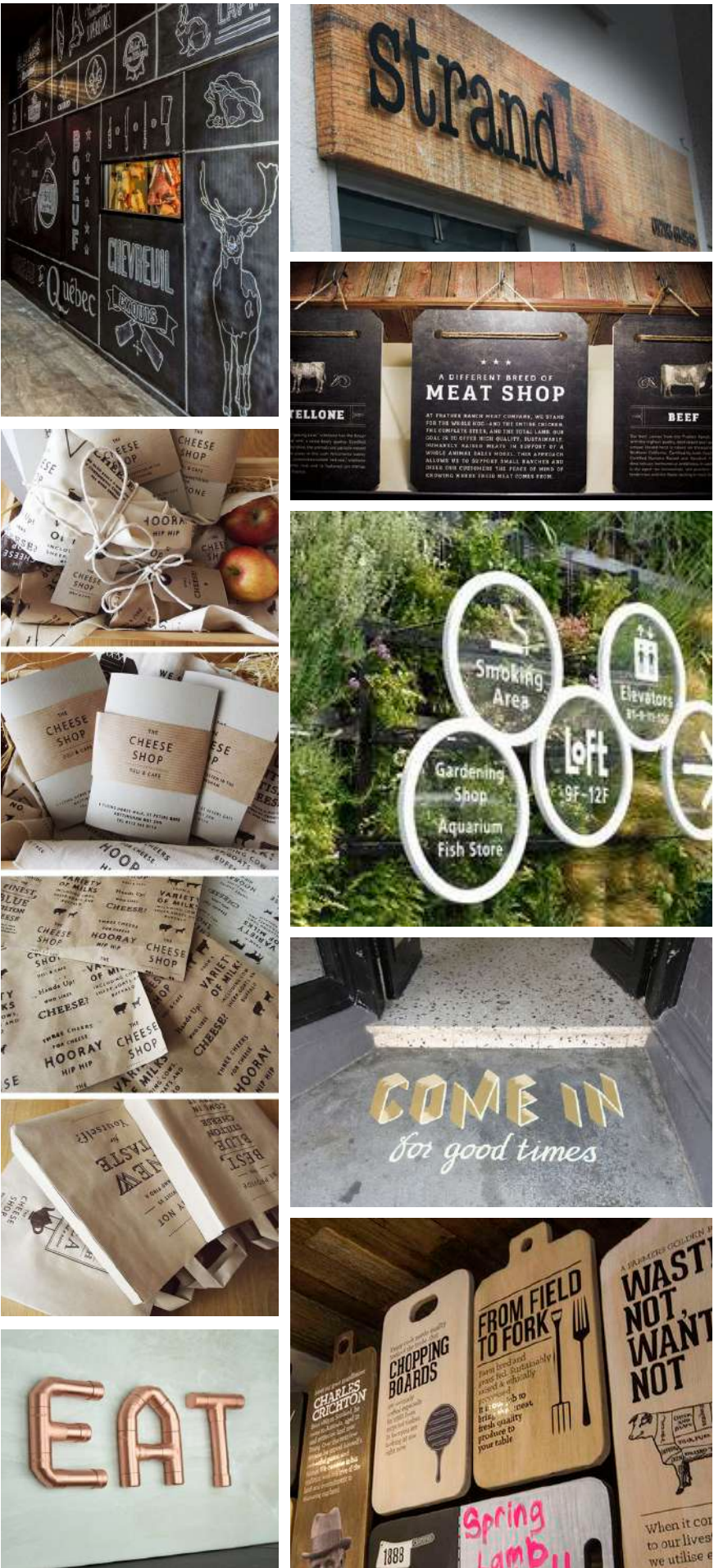
F GREENERY



G LIGHTING & FLOORING



H BRANDING





appetite.me.uk
robert@appetite.me.uk
Direct Dial: 01284 630327
Mobile: 07879218981