

What makes a good coffee shop work for your customers and your bank



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Agenda



- Approach to shop layout and design, creating the right atmosphere
- Aligning the food and drink offer to the market
- Staff recruitment and training
- Management controls
- Examples of multi-site businesses and individual cafes

Café Context

- **Total of 15,723 stores, including 5225 branded coffee shops in UK**
- **Market has doubled in the past 6 years**
- **1 in 5 visit a coffee shop daily**
- **Potential for 7,000 branded units in 2017, potentially 10,000 beyond**

Source Allegra Strategies

Approach to shop layout and design,
creating the right atmosphere, adding
points of humour and interest

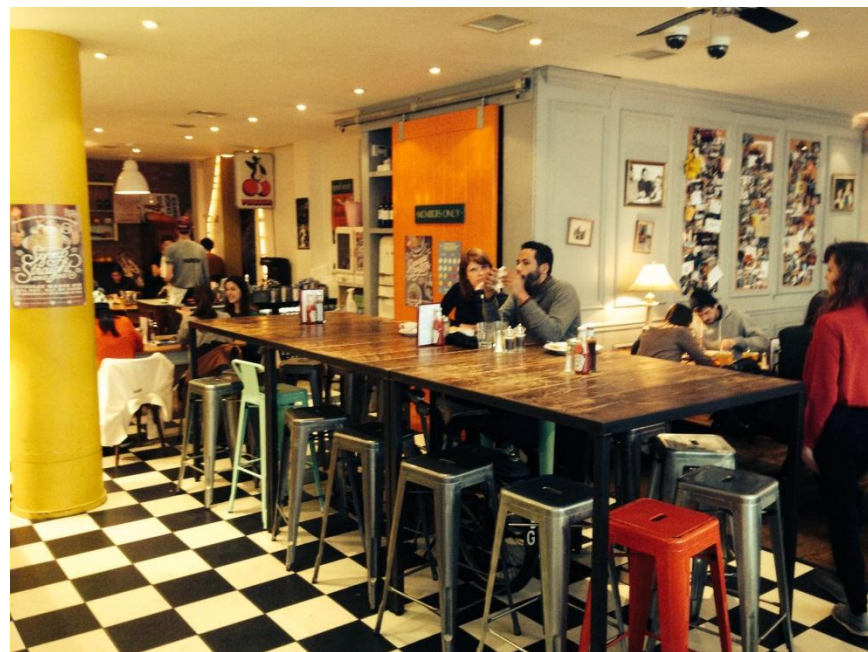


Taste – Environment - Experience









Special Interest Groups



Cater for every known group

- ☕ WiFi
- ☕ Babies
- ☕ Gluten-free
- ☕ Lactose intolerant
- ☕ Dogs
- ☕ Cyclists
- ☕ Smokers



Story



Menu Signage



Marketing & Personality



Aligning the food and drink offer to the market

Display & Playing on the Senses



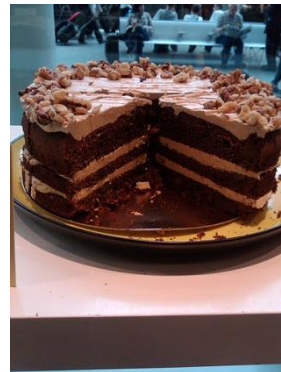
Great display and taste



Local suppliers With Integrity



Cakes & Traybakes – Mid AM / PM



Staff recruitment and training,
so important to get right

Management Controls

- Select staff on personality
- Provide good uniforms
- Provide staff lockers and facilities
- Staff training 'shadowing' a MUST!
- Food safety training
- Incentivise & Recognise
- Make it fun – charity / events





Management controls, a
necessary evil!

Management Controls



- Track sales / average spend versus budget and last year – like for like are important measures
- Work out the gross margin on each menu item
- Prepare for Allergens menu information later this year
- Use your till management reports (EPOS)
- Benchmark your cost / selling prices
- Continually challenge / flex your labour levels
- Base labour on weather / last years sales / forecast
- Review your performance regularly
- Always look at the competition
- Track and respond to Trip Advisor

Adding Value



Examples of multi-site businesses and individual cafes

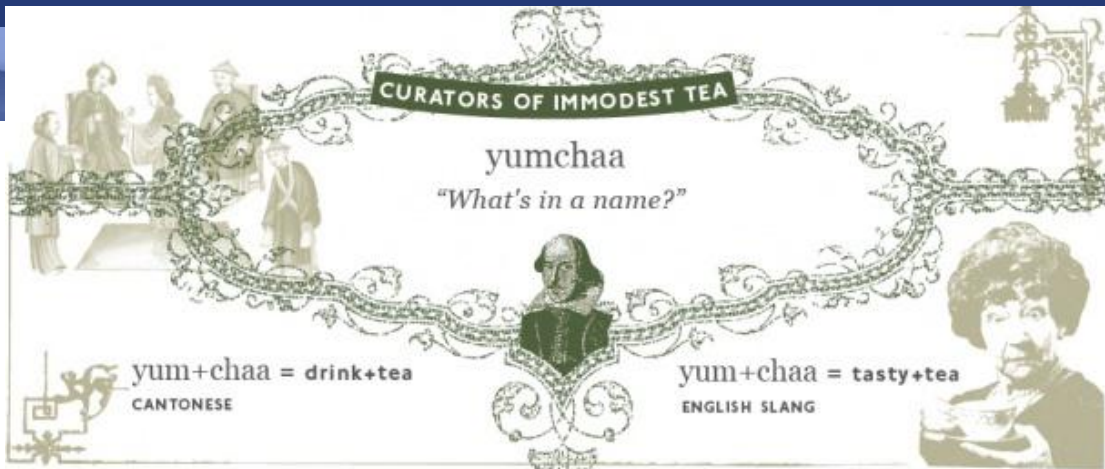
Benugo



Tesco Watford



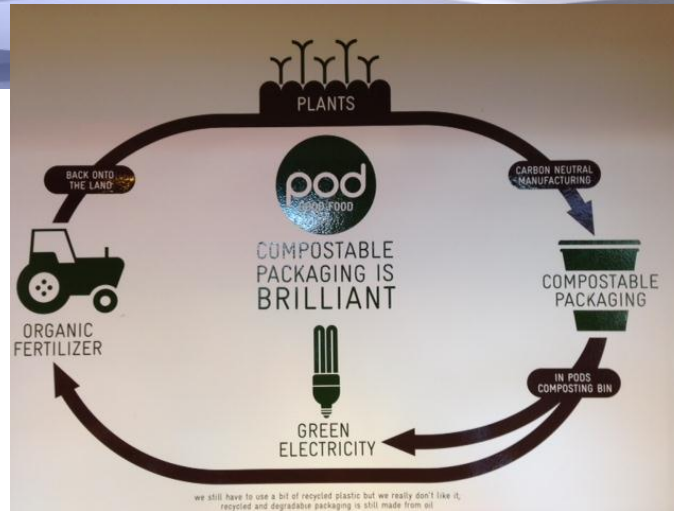
Yumcharr – ‘drink loose leaf tea’



CREATING TEA (CHAA) THAT TASTES YUM



Pod



26 – Tap Coffee



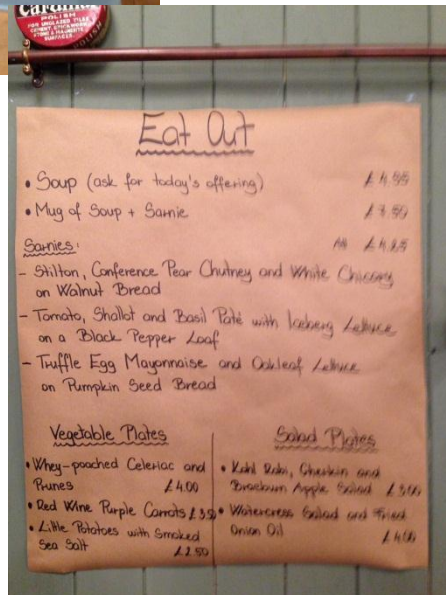
Brew Lab – Edinburgh ‘artisan coffee bar’



Betty Blythe Tea Rooms



Orchard High Holborn



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