

@TheCoffeeshed

*Hands On Coffee
Just for you*

@TheCoffeeShed

- ▶ Iconic and Unique Italian Style Coffee, Hot Drinks, Cold Drinks, Pastries and Cake Proprietary
- ▶ High Quality Drinks, traditionally made by a highly experienced Barista
- ▶ Affordable Prices

@TheCoffeeShed is a mobile hot and cold drinks and cakes facility that provides a professional service for shoppers, local personnel and visitors on the go.

We intend to supply a wide range of professionally barista made hot and cold drinks with a variety of speciality cakes at competitive prices.

@TheCoffeeShed uses traditional Italian lever coffee production; this time proven method of espresso extraction produces great tasting coffee and is guaranteed to be an attraction within the town centre.

Our goal, beyond becoming a profitable business, is becoming a local Cotswold's favourite.

Just for you



Design

@TheCoffeeShed is a fully converted, traditionally styled, Piaggio Ape 50. The Piaggio has been imported from the continent and retains it's traditional style with only minor adjustments.

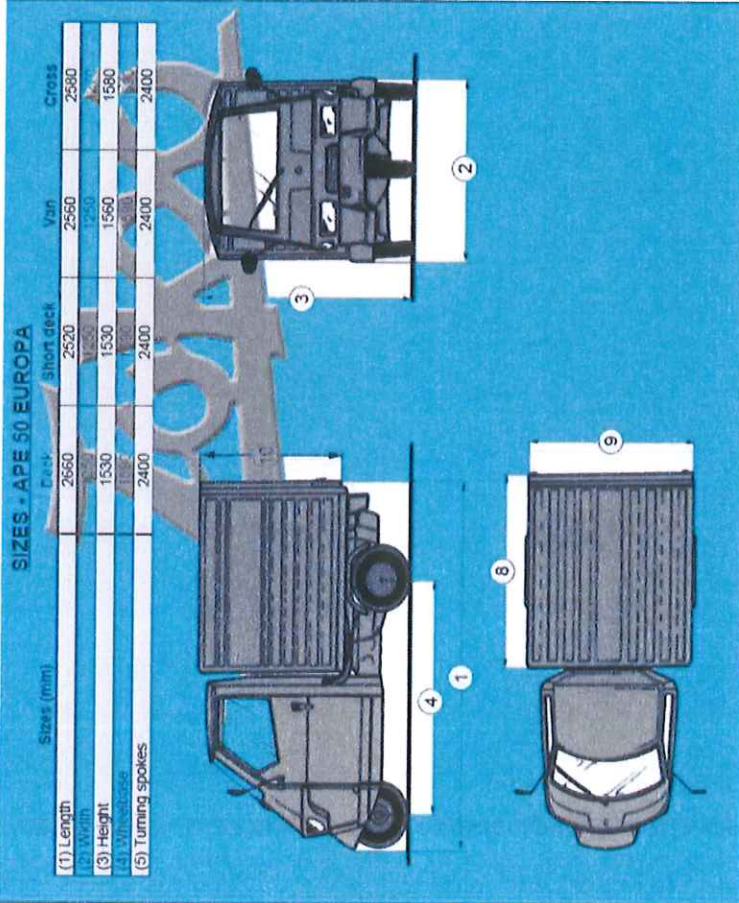
The Piaggio has been preserved in it's traditional white colour to fit in with the architectural style of Cheltenham Town Centre.

The back of the Piaggio opens up on all three sides. The back has been transformed to hold a traditional lever espresso machine to create hands on coffee, with the sides providing access to cakes and condiments that may be required.

The only addition to the Piaggio is a square brown umbrella to protect our barista and our customers from the elements.

Just for you

Design



Just for you

*Image for illustration purposes only – Design has not yet been finalised and can be influenced by Cheltenham Town Council if required.

Hands on Coffee

@TheCoffeeShed is unique in its production of coffee, using a lever espresso machine.

The most hands on form of creating espresso is, without a doubt, a lever espresso machine. This is where the classic phrase of 'pulling a shot' comes from. There is a lot more knowledge and input required from the barista to create the perfect shot, but when used correctly, these machines are capable of producing the most beautiful shots you have ever tasted. The use of this machine is a lot more to do with the 'feel' of the coffee, it is almost romantic in its production as the barista has so much more affect on the resulting drink.

The most amazing and probably the most surprising thing that makes a lever machine so special is the fact that it is silent. As there is no motor forcing the water through the coffee it is completely quiet. Until you experience this for yourself, we can not begin to describe to you who truly beautiful this is. Observing an extracting shot without any noise... its enough to make you smile every time a drink is made.

Another important point to think about is the impact the lever machine will have visually on the visitors to the town centre. A traditional lever machine will definitely create a wow factor. They are strikingly beautiful and will always lead to lots of questions from visitors as to how it works. We will explain, demonstrate and share; watching their eye's widen as their coffee knowledge grows.



Just for you

Menu

Decaffeinated
Coffee and Tea
available



Soya Milk
available

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Description	Medium (8oz)	Large (12oz)
Americano	1.70	1.80
Latte	2.00	2.10
Espresso	1.30	1.60
Cappuccino	2.00	2.10
Flat White	1.50	
Mocha	2.20	2.30
Chai Latte	2.00	2.10
Hot Chocolate	1.90	2.00
Hot Chocolate with Cream and Marshmallows		2.30
Caramel Cappuccino	2.30	2.40
Specialty Latte	2.30	2.40
Macchiato	1.50	
Tea	1.30	1.30
Fruit Tea (Variety of Flavours)	1.40	1.40
Syrup (Variety of Flavours)		0.30
Marshmallows		0.30
Whipped Cream		0.30
Morning Pastries / Granola		1.00
Cakes		1.00
Cake of the Day		1.50
Choice of Cake and Any Hot Drink		2.30
Shmoo Milkshake (Chocolate, Strawberry, Banana and Vanilla)		2.00
Variety of Cold Drinks (Individually Priced)		

Treats and Teasers

@TheCoffeeShed also sells a wide range of Treats and Teasers to keep customers on the go.

- ▶ A wide variety of cakes, muffins and cupcakes make a tasty snack.
- ▶ We also do a cake of the day to bring a bit of pizzazz back into your life.



Just for you

Breakfast

@TheCoffeeShed will cater for the local workforce as well as shoppers and visitors. We know the best way to start the day is with a hearty breakfast to keep you going.

- ▶ A part of the European culture is the continental style breakfast pastries. Fresh and filling for breakfast, brunch or lunch
- ▶ The slightly healthier breakfast option is Granola. Served with hot or cold milk, this will keep hunger at bay and set you up for a productive day.



Just for you

What can we bring to Cheltenham?

- ▶ @TheCoffeeShed aims to attract shoppers and visitors to remain within the town centre with their hot drinks and snacks, allowing them to continue enjoying the town centre and it's shops without the need to stop or leave.
- ▶ @TheCoffeeShed is not your typical Café; we are not keen to attract customers to sit and stay, we want to provide them a high quality service that will keep them on the go.
- ▶ Our winter menu is superior than most of our local contenders and at more affordable prices. We use only the highest quality 100% Arabica coffee beans (Lavazza) and the fullest flavoured tea bags.
- ▶ With the iconic style of the Piaggio Ape and the traditional lever espresso machine, @TheCoffeeShed will become an attraction in itself, drawing people to the town centre and adding to Cheltenham's charm.

Just for you



Location

Our preferred trading location is outside H Samuel's High Street entrance, High Street, Cheltenham, GL50 1DF (Pedestrianised Area).

The ideal space would be between the Bicycle storage racks (without restricting space for access) and the seating benches.

This would not impede the pedestrian flow down the high street (the benches and bicycle storage already restricts this) or emergency and any other authorised vehicular access.

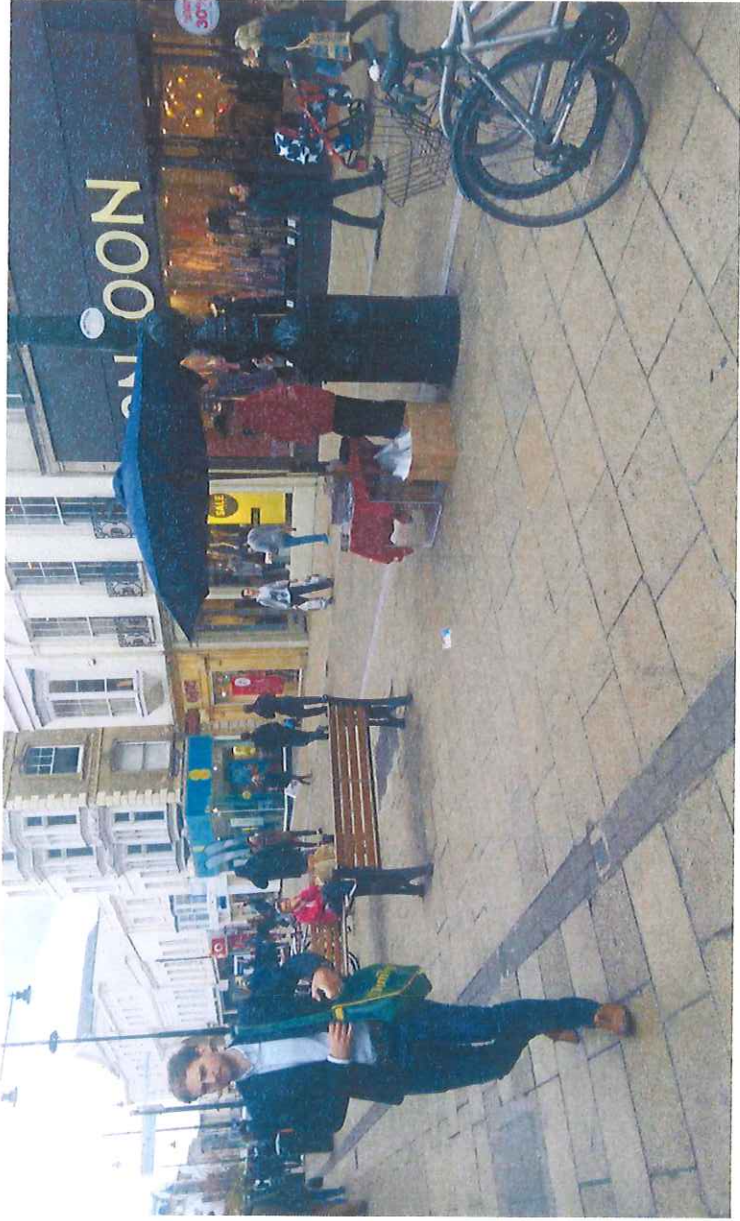
This space is occasionally used by adhoc traders, demonstrating how it would not affect High Street thoroughfare.

@TheCoffeeShed would be able to cater for pedestrians already within the busy town centre area, and entice those travelling by bus who alight at the bus stops on Pitville Street.

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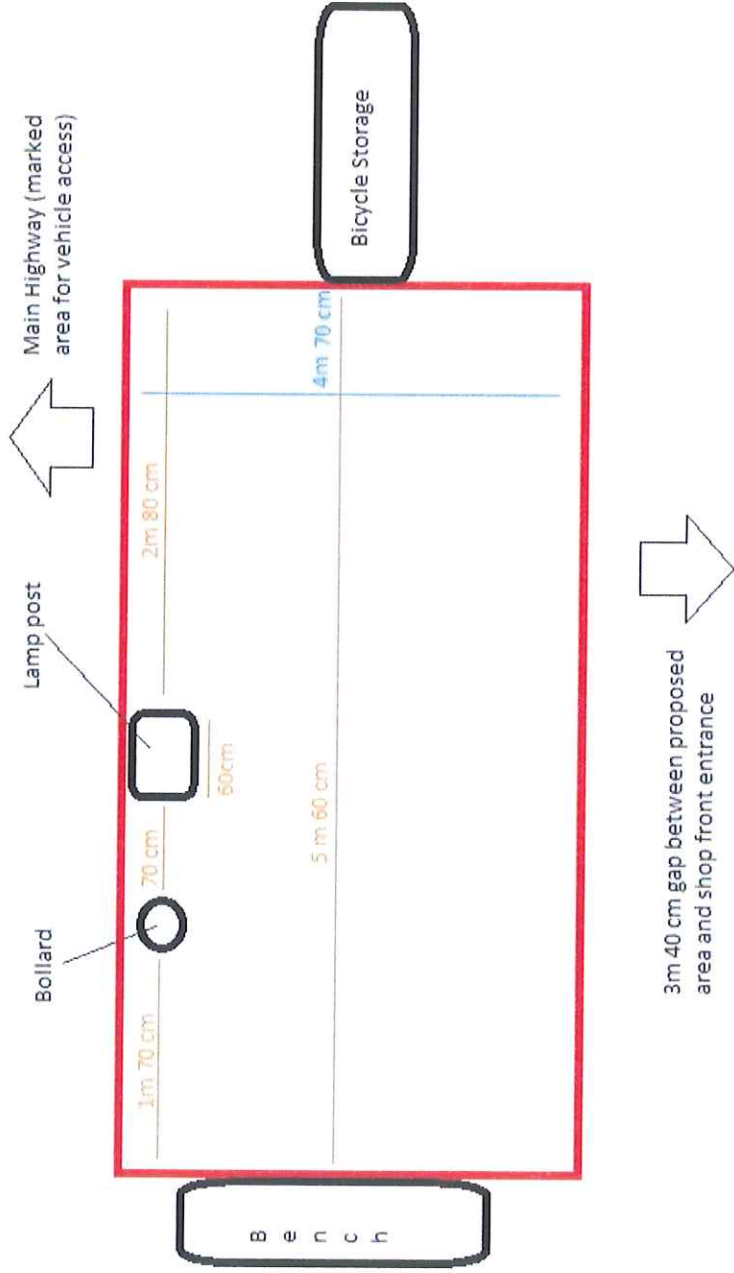


Location



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Location



The Piaggio Ape will fit within the proposed Red area without impeding on any pedestrian access whilst leaving space to enter and exit H Samuels.

There will still be plenty of room to access the bicycle storage facilities as well

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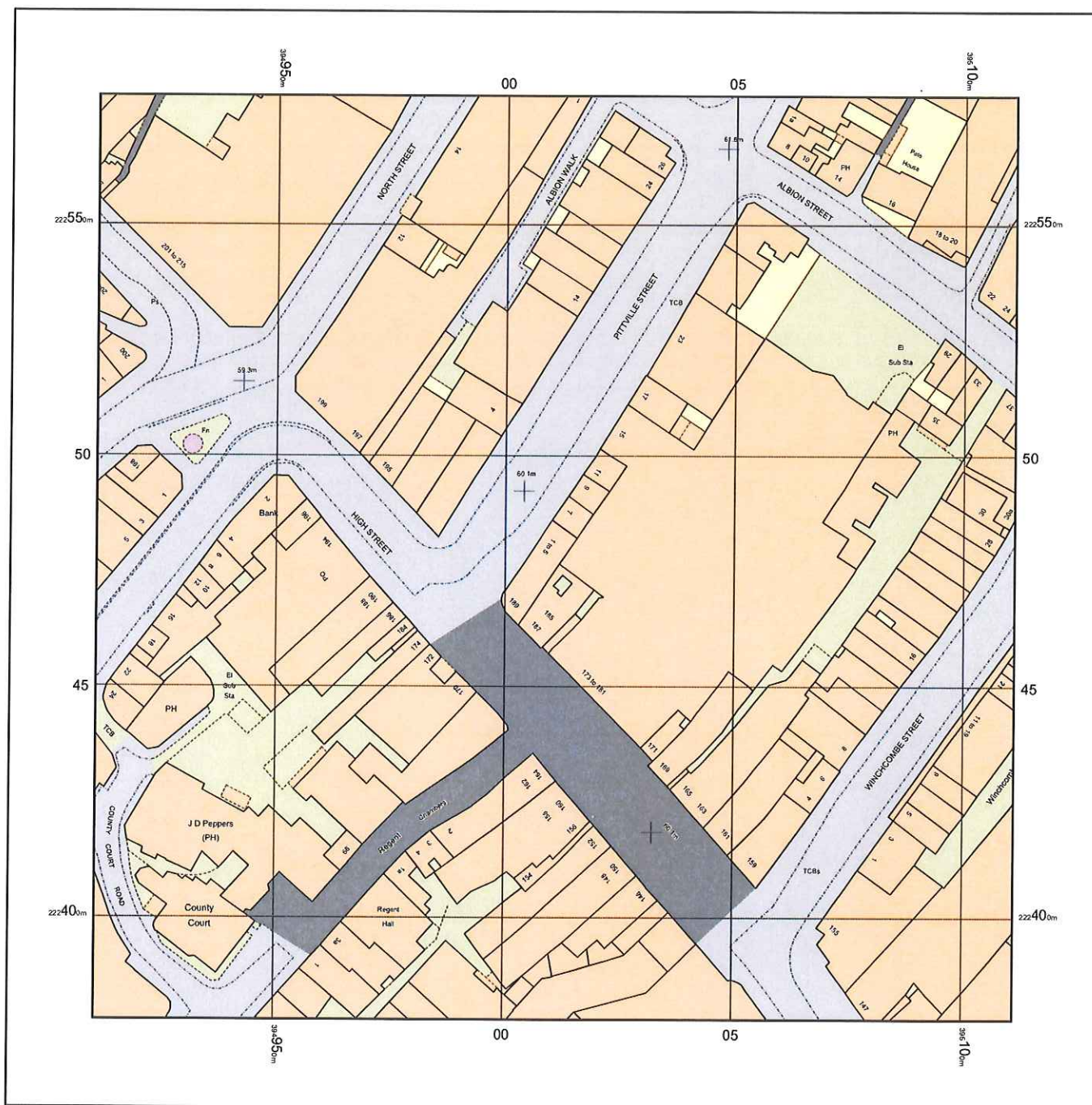
*Plan not to scale.



Location



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Impact Assessment

- ▶ @TheCoffeeShed is self contained; requiring no access to running water, a waste removal service or an electricity supply. @TheCoffeeShed is battery and gas powered with no emissions produced.
- ▶ The Piaggio will be towed to and from the town centre. The vehicle will be registered within the UK, and have a valid MOT, Tax and Insurance prior to trading. If required, a drip tray could be provided to avoid potential oil damage to the public highway.
- ▶ @TheCoffeeShed will supply a waste receptacle, with the ability to empty this during trading hours should it become full, which will be removed with Piaggio at the end of every trading day.
- ▶ @TheCoffeeShed wouldn't impact on other shops or cafés near by as it has a unique style that would compliment other services that are already within the town centre.
- ▶ @TheCoffeeShed will be registered with Environmental Health prior to trading. The barista is qualified and highly experienced with a level 2 Health and Hygiene Certificate. @TheCoffeeShed also has Public Liability Insurance as required.
- ▶ @TheCoffeeShed, through its design, can be easily adaptable and able to flexibly support Cheltenham with any events, developments or attractions.

Just for you



Any Questions?

Please feel free to contact us for any more information that you may require:

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