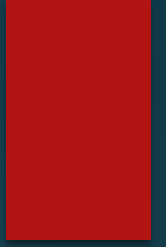


# Top nourish

BITE RIGHT

BY TRUPTI PANDYA

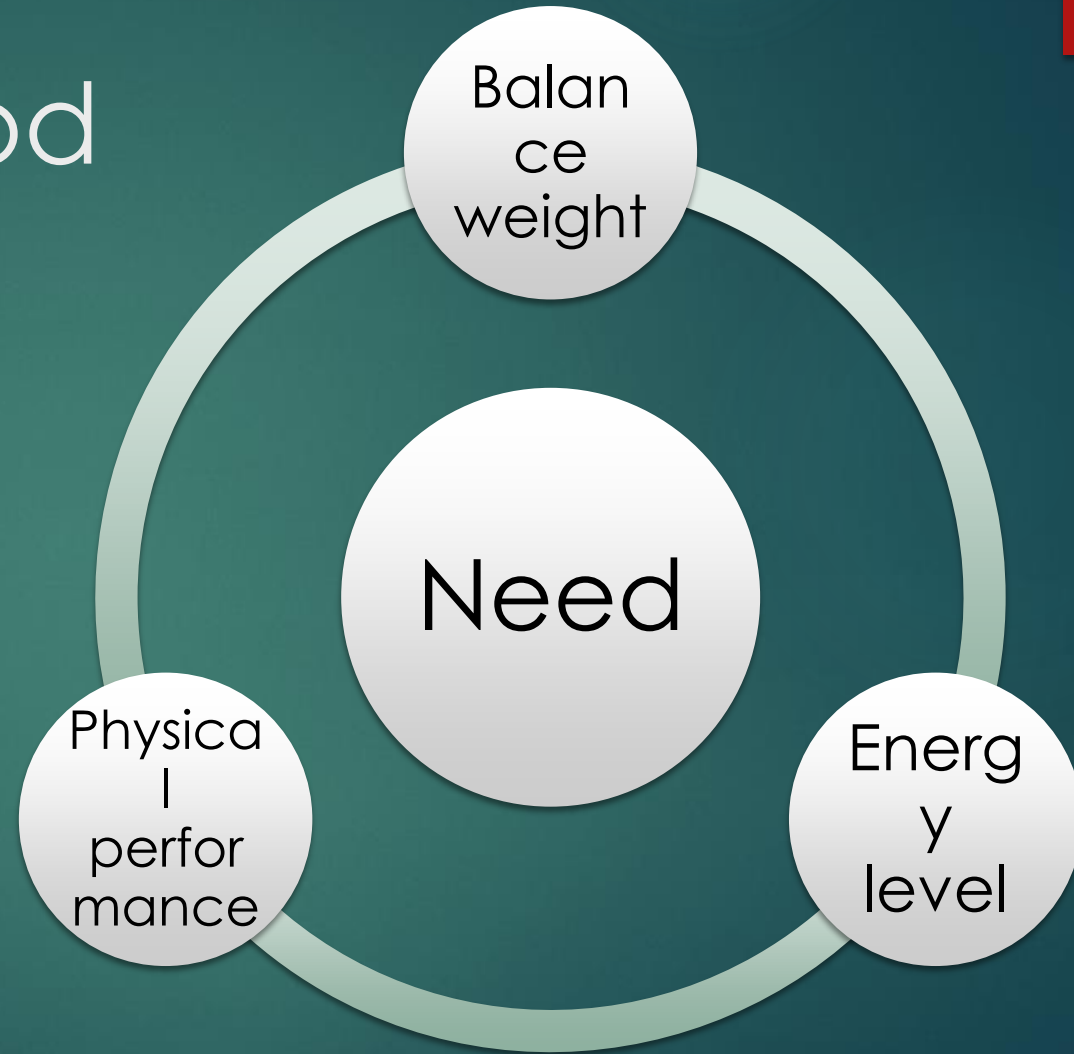


# Mission & vision

- ▶ To offer delicious , nutrient-rich meals that cater to various dietary needs.
- ▶ To make healthy eating enjoyable.
- ▶ Serve organic ingredients, vegan and keto friendly.
- ▶ Menu is delicately designed for weight loss / gain and healthy living.

# Current problems & need of soul food

- ▶ Not easily available
- ▶ Not pocket friendly
- ▶ Limited cooking time & busy working patterns
- ▶ Less healthy options in nearby areas.





# The one stop solution

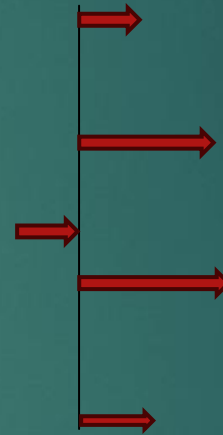
- SHOPS LIKE SUBWAY , JOE THE JUICE , THE SALAD PROJECT, ETC PROVIDE NEARLY SAME CONCEPT AS WE ARE BUT SOUL FOOD IS ONE STOP SOLUTION FOR ALL.
- IN DAILY ROUTINE PERSON NOT ONLY NEEDS SALAD BUT ALSO NEEDS DETOX DRINKS, SMOOTHIE, WRAPS, SNACKS, DESSERTS PROTEIN BARS ETC.

# Unique selling points:-

- ▶ Variety of detox / wellness drinks
- ▶ Live customised smoothie
- ▶ Fusion food in healthy manner
- ▶ Diet catering
- ▶ 21 days non repeating menu for subscription

No

Sugar  
Plain flour  
Frying  
Preservatives



# Menu :-

1. Detox drinks / ACAI bowl
2. Juice/ smoothies / shakes / mocktails
3. Salad bowls
4. Wraps / Sandwich
5. Fruit cream
6. Live sugarcane juice /Tender coconut water.
7. Waffle /creps/ pancake
8. Natural ice cream (5)
9. Tea / Coffee

# Wellness shots:- (twice a week)

1. (Hair/Skin/ nails):- Moringa, Lemon, curry leaves, apple ,
2. (Cough fighter )Lemon, Amla, Turmeric, Black pepper
3. Ginger shot :- ginger , lemon, Honey
4. Wellness shot :-Orange, ginger, black pepper

# Coffee :-

1. Espresso
2. Americano :- (E + hot water )
3. Machiato :- (E + milk foam )
4. Flat white :- (E+ Hot milk )
5. Late :- (E + milk less foam)
6. Capachino :- (E + Milk + foam equal )
7. Mocha :- (E + chocolate powder + late milk)
8. Turmeric late :- (Turmeric water +late)
9. Espresso tonic :- tonic water + ice + expreso at last )
10. Cortado :- (double espresso with equal floath milk)
11. Chai late :- Chai late syrup ,late milk
12. Nourish Special Herb drink (Kavo)
13. Green tea
14. Matcha late
15. Masala tea



# Juices:- £3.99

1. Herb N tonic :- apple ,spinach, celery, mint, coriander, moringa, lemon, black salt.
2. Turmeric spice infusion:- (green apple, Pineapple , carrot, turmeric, Ginger, black pepper) :- turmeric has anti-inflammatory property, black pepper enhance turmeric absorption, good management
3. Magic glow :-Beetroot, celery, cucumber , apple.
4. No Tension :- apple, ginger, orange, honey,
5. Good bye DOC :- apple ,carrot, ginger, ice, olive oil, lemon

# Mocktails :- £3.99

- ▶ Mango mule :- lemon , cucumber juice, ginger juice , mango puree, ice , soda
- ▶ Sunset moito :- Mint , lemon crush , orange juice, ice cubes, watermelon juice
- ▶ Coconut N Pomogranate :- Lemon , pomogranate juice, coconut water, mint, ice cubes, shredded coconut
- ▶ Virgin moito :- lemon chunks, mint (crush), sugar, half t spoon of peppermint, black salt 2 pinch, crushed ice, soda
- ▶ Watermelon Margarita :- frozen watermelon cube , lemon, organic agave , salt, watermelon chunks

# Smoothie :- £4.99

1. Acai energizer :- mix berry, banana, whey , dates / honey. (fiber, healthy fats, skin & brain), chia seeds, water.
2. Sports ready :- banana, peanut butter, oats, dates, almond milk.
3. Muscle builder :- banana, date, apple ,walnut, almond, whey, oats
4. Greens N Broccoli :-Green Apple, avocado, brocoli, ice, spinach , lemon,
5. Health sorted :- Apple, ginger, ice, olive oil, black pepper, pineapple, red bell pepper, turmeric
6. Bounce back :-Avocado, banana, date, plant protein, raw cacao, plant based milk, ice
7. Coco Fit :- vanila ice cream, Mango, coconut milk, ice, dates.

# Cheat Shakes :- £4.99

1. Blueberry cheese shake:- blueberry, 2 tbs cream cheese, sugar, milk, top with whipping cream, crumbled biscuits.
2. Cookie N Cream :- vanilla ice cream, Dark chocolate, oreo biscuit, ice blend & add whipping cream , oreo crumble.
3. Strawberry Fusion :- strawberry sauce followed by chopped strawberry, ice cream , strawberry whipped cream, chopped strawberry, strawberry cream & ice cream sprinkle strawberry powder (red food colour with powder sugar)
4. Rochers story :- ferreo rocher, hazelnut , vanilla ice cream, milk.
5. Choco love :-Galaxy chocolate, strawberries, banana, chocolate brownie, ice, milk as per choice.

# Bowls:- £5.99

1. Vegan Harissa flower :- harissa roasted cauliflower, broccoli, hummus, pickled onion, roasted pepper, cucumber, mint tahini dressing, mixed greens.
2. Poke crunch :- Supergrain & Camargue red rice, roasted salted cashew, tomato, roasted peppers, crumbled parmesan, mixed seeds, Tofu/paneer Tikka / chicken tikka, Pickled Onion, balsamic vignaratte.
3. Mexican bowl :- Herb rice, honey chipotle chicken, guacamole, black beans with lemon & taco seasoning, spicy caesar sauce, corn, tomato, onion kachumber, crumbled parmesan, lettuce, chipotle sauce, sour cream.
4. Katsu curry :- Basmati rice, katsu curry, roasted salted cashew, pickled onion, cucumber, crunchy lettuce, grilled chicken, rainbow slaw, broccoli.
5. The Caesar :- mixed greens, tomatoes, lettuce, crispy onions, spiced chicken fillet, crumbled parmesan, Chipotle Caesar dressing, focaccia crutons.
6. Mr. Bean :- mixed green, rainbow slaw, corn, cucumber, black beans, focaccia crutons, spiced chicken fillet, lemon, crumbled parmesan, chipotle caesar dressing.

# Sides

- ▶ Greenie Tahini :- Smoked almonds, harissa Cauliflower, Green tahini dressing
- ▶ Hell Caesar :- chicken tikka, crispy onions, chipotle carsar dressing
- ▶ Corn-Ation chicken :- Roasted corn, spiced chicken fillet, Garlic & herb



# Make your own

Base :-

- ▶ Supergrain, Camargue red rice
- ▶ Herb rice
- ▶ Basmati rice
- ▶ Mixed greens

Protein :-

Black bean

Chicken tikka

Spicy chicken

Paneer tikka

harissa roasted cauliflower

Sauce :-

BBQ

Lemon vinaigrette dressing

Dill dressing

Garlic & herb

habenaro

Pesto oil/ basil oil

# Breakfast (7.30-11.30 am)

## Sandwich/bowl:- £3.99

1. Freshly Scrambled :- chunky avocado ,scrabbled egg grilled chicken, tomato, spinach, omega seeds
2. EGGCADO :- Avocado, 2 boiled eggs, focacisa crutons, parmesan , Caesar dressing, lemon juice.
3. ACAI Granola:- ACAI, almond butter, banana, granola
4. Club sandwich :- pesto, slice chicken, avocado, salt , pepper, arugula
5. Spicy chicken :- sriracha, spicy chicken tomato slice, pesto, mozzarella, arigula.
6. Eggcado :- scrabled egg, gucamole, spinach, tomato, salt, pepper.



# sandwich:-

1. Medeterian sandwich :- wheat cibata bread, hummos, cucumber, roasted pepper, feta cheese, mixed greens
2. Egg Mayo :- Scrambled egg, spinach, mayo.
3. Chiken Avocado, basil, yogurt mayo
4. Caprese :- tomato, burrata cheese, pesto

# Wraps :-£5.99

1. Peri peri wrap :-Chicken tikka/ panner tikka, cheese, lettuce, peri peri sauce tomato, cucumber, onion
2. Falafel wrap :- Falafel, hummus, cheese, lettuce, tomato, cucumber, pickled onion
3. bbq rainbow wrap :- pickled veg, rainbow slaw, onion, protein of choice
4. Mexican Wrap :- herb rice, beans, glocamole, salasa, cheese, chipotle sauce
5. Paneer wrap :- paneer tikka,onion, roated pepper, chat masala, lemon ,mayo

# Smoothie bowl:-

1. Frozen mangoes, almond milk, first layer soaked chia seeds second layer, topping of strawberry, blueberry, banana, coconut slices(yellow base)
2. Banana, dates, walnuts, peanut butter, cacao powder, garnish with granola, choco chips ,chia seeds (brown base)
3. Banana, blueberry, almond milk, dates, avocado, garnish with almonds, chia seeds, maple syrup (Purple base)
4. Spinach, banana, almond milk, vanilla essence ,almond butter, hemp seeds, chia seeds ,raspberry, coconut shredded. (Green base)
5. Banana , strawberry, grapes, dates, maple syrup, almond milk, garnish with strawberry, banana, hemp seeds, sunflower seeds. (Pink base)

# Waffles / Creps/ Pancakes :- £6.99

- ▶ Chocolate chips :- Strawberries, blueberries, Nutella, Ice-cream, whipped cream, coco powder, chocolate chips.
- ▶ :- Vanilla ice-cream , Ferrero , crushed Oreos, hot chocolate, whipped cream
- ▶ Safe Craving :- Peanut butter, frozen yogurt, Hazelnut, almonds, Maple syrup,
- ▶ Fruit Beauty:- Frozen yogurt, hazelnut, banana, orange strawberry, blueberries, mango sauce
- ▶ Maple , almond chunks, coconut ice cream, Pumpkin seeds
  
- ▶ Batter :- Beetroot Multigrain, Normal batter ,protein

# Ice cream

- ▶ Carrot pudding with ice cream , saffron, nuts

## Equipment needed :-

1. Cold press juicer
2. Blender -2
3. Salad stand 2(salad ,fruits)
4. Fridge & Freezer
5. Display freeze
6. Electric Gas
7. Food processor
8. Weighing M/C
9. Griller
10. Cutting & chopping machine
11. Combioven
12. Oven & microwave





# Packaging materials:-

1. Salad box (600ml)
2. Small salad box (250 ml)
3. Plastic bowl for Dessert
4. PET Bottles (60ml) or cups
5. Bottles (200ml)
6. Sticker to cover salad box
7. Dessert bowl sticker
8. Dip box small
9. Straws
10. Carry bags with branding
11. Spoon/ fork/ knife
12. Tissue with branding



# Investment required

Expenses	Amount (£)
3-Months Rent & Deposit & Bills	£7,500
3 Months Salary	£15,000
Equipment Cost	£15,000
Setup Cost	£3,000
Packaging (Takeaway Containers)	£3,000
Marketing	£1,000
Licence & Permits	£5,000
Other	£1,500
Total	£,000



After 3 Months Recurring cost:-

Expenses	Amount (£)
Monthly Rent & Bills	£2,500
Monthly Salary	£5,000
Packaging (Takeaway Containers)	£2,000
Marketing	£1,000
Tentative Maintanance	£200
Raw Material	£1500
Total	£12200

	Initial Duties	status
1	Menu designing finalising items to be sold in take away	Done
2	Tasting / finding out date of expiry	Ongoing
3	Feedback review/Pricing(H&T)	None
4	Website Designing/Company formation(T)/ Business Account open	Assigned
5	Opening offers & Promotions	None
6	Licence & Permits for business	Assigned
7	Set up kitchen	Assigned
8	Study & decide packaging items / Packaging of bottles & bowls Supplier	Assigned
9	Sticker Printing for packaging /Banners & Posters Printing	None
10	Raw material Supplier finding	None
11	Share dividends / salary structure	None

	On going duties:-		
Purchasing raw material	Social media handling	Menu designing for catering	Brand Awareness
2 chefs	E- commerce website	Product development	Branding & marketing daily
Total operation management	Content writing	Feedback survey & campaign	Weekly menu designing
Customer service	Strategic planner	C0-operate meeting arranging	Catering menu creator Daily innovation
Customer negotiation	Campaign designer	Finance & accounting	Cost effective & cost minimising
Supplier handling	Offers & Promotion	Daily Purchasing list creating	Backup for chef
Food delivery	ROI Planner	Product innovation	Maintainence handling


# Marketing & Strategy Manager :-



1. Strategic planning
2. Campaign management
3. Brand Awareness
4. Content creation
5. Blog Management
6. Social media Management
7. Design & promotion
8. Cost optimization
9. Collaboration reporting

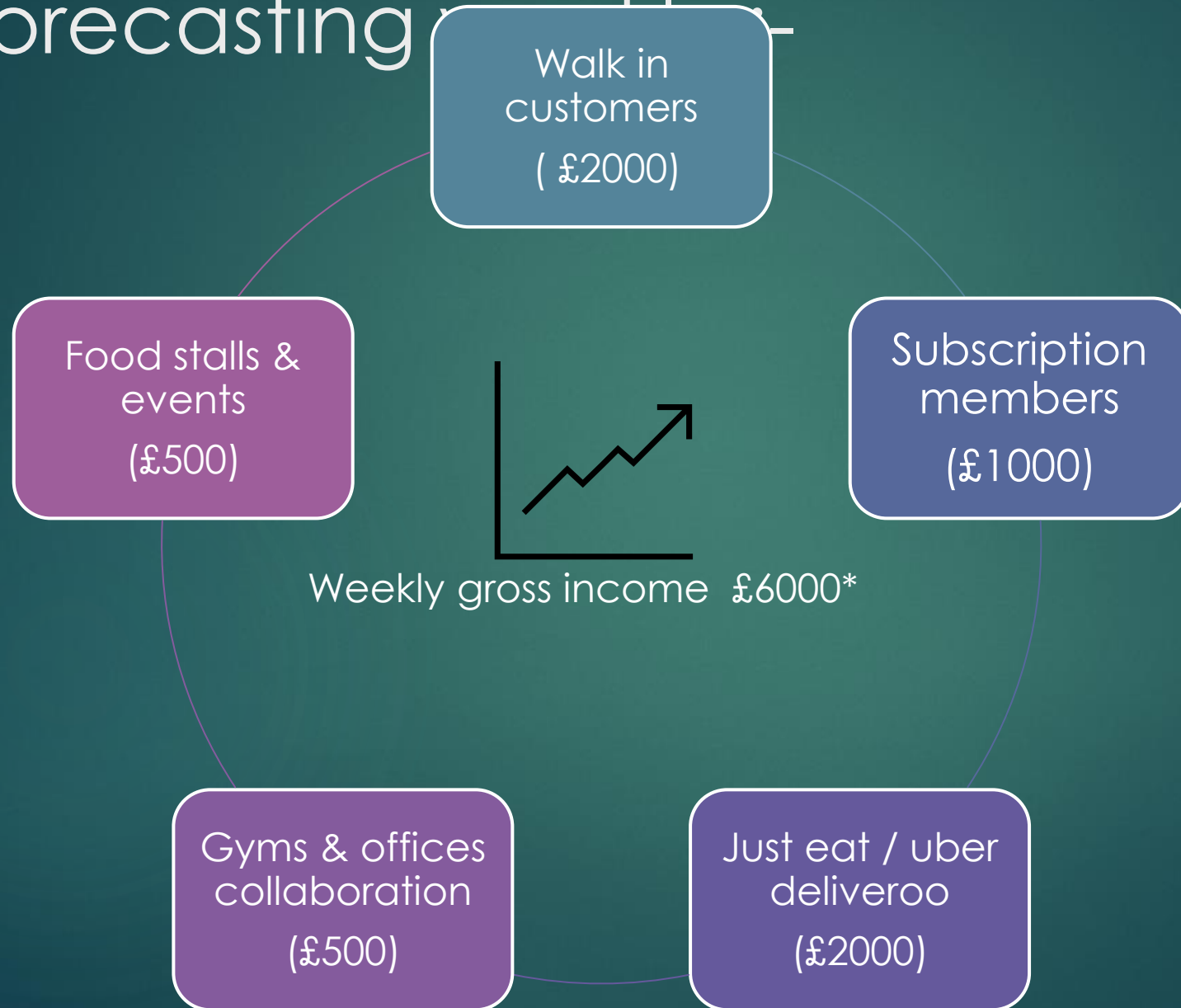
# Staff requirement:- total hours a week 106.

- ▶ Investor & Director (harish) (remote job 10 hours a week):- staffing, inventory, managing finance, payroll
- ▶ Founder & Chief executive officer (CEO) (Trupti) (7am-3pm):- customer handling , social media handling with hired employee Order taking through online, helping hand for team member, Mon- Friday 40 hours.
- ▶ team member (8am -4pm):- food prep, customer service, taking orders, tidying shop when needed.(Mon/wed/ fri/ sun) 32 hours.
- ▶ Team member (8am -4pm):- food prep, customer service, taking orders, tidying shop when needed. (Tue/thur/sat) 24 hours.

- 
- Per day minimum customer spend £200-300 hence monthly £6000-£9000 for instance if in one day I have 20 customers in one day if their average spent £10-£15.
  - Subscription income £300-£400 per customer monthly so average subscription income £2400-£4000 if 8-10 customers register for subscription.
  - Online customers per day 20 head minimum 1 smoothie/salad a day minimum spend £10-£15 per person so average spend £6000-£9000
  - If collaborate with gyms & offices for weekly meals per week £500-£800 hence monthly average income £2500-£4000.

## Profit forecasting :-

# Graph minimum gross income forecasting



# Money making Module:-

- ▶ Business will then be divided in 4 major sectors
  1. Regular Tiffin/ Meals.
  2. Whole day take away shop / food sold through uber eats
  3. Wellness catering upto 100 people only.(cloud kitchen with 30% profit sharing)
  4. Juice / wellness shots / desserts /salad sold in off licence.



# 1. Regular tiffin Daily meals:-

► Daily meals divided into 2 types

1. One time meal :-

generous sized salad box & smoothie (£10-£14\*)

2. Breakfast & lunch :-

Bowl + dessert + juice/ smoothie+ wellness shots (£20\*)

## 2. Cloud kitchen cum Take away place :-

1. 7am – 7pm live cloud kitchen cum take away place
2. Breakfast menu 7-10am (Toasts, Breads.)
3. Customised smoothie will be sold entire day
4. Bowls , Wraps, salad boxes fully customised
5. Other readymade snack like detox shots, ACAI bowls (dessert bowl)
6. Customised fruit salad plate.

### 3. Wellness catering Indian fusion food:-

(will start from 3 months of starting)

1. Fusion or premium catering starts from 15 people till 100 people for birthdays/ co-operate events / after wedding or pre wedding events.
2. Healthy fusion food (£ 25 per person onwards)
3. Wellness food to offices & different get togethers with individual packaging

## 4. B2B module :-

1. Initially will be connected to local off licence shops for reselling Booster shots, Juices, salad boxes & desserts.
2. No customisation available strictly 2-3 options each bestseller one.
3. Creating collection points for tiffin module in exchange of percentage share on number of tifins.