

Wholesale Coffee Solutions Web Page Design

This document outlines the structure and design plan for the Wholesale Coffee Solutions page on the Heimdall Coffee website. The page will be targeted towards potential clients such as cafes, restaurants, hotels, and offices. The design should inspire confidence and highlight Heimdall Coffee's ability to meet the professional needs of these businesses with custom coffee solutions, machine servicing, and support.

Page Structure:

1. Hero Banner (Main Visual Section):
 - Visual Concept: A professional barista preparing coffee or a table setup showcasing Heimdall Coffee's premium coffee offerings. Visuals should convey premium quality and professionalism.
 - Main Heading: "Heimdall Coffee – The Perfect Coffee Solutions for Your Business"
 - Subheading: "Wholesale Coffee Services for Cafes, Restaurants, Hotels, and Offices"
 - Call to Action (CTA) Button: "Get a Quote" or "Contact Us"
2. Why Choose Heimdall Coffee? (4 Columns Layout)
 - Introduction: Brief text introducing why Heimdall Coffee stands out as a reliable wholesale partner for businesses.
 - Column 1: Superior Quality & Variety
 - Text: Highlight the range of coffee beans from top regions, fresh roasting, and sustainability.
 - Icon: Coffee beans or world map.
 - Column 2: Machine Supply
 - Text: Espresso machines and grinder solutions for businesses in need of new equipment.
 - Icon: Coffee machine.
 - Column 3: Regular Delivery & Easy Ordering
 - Text: Weekly delivery services, online or WhatsApp order options.
 - Icon: Delivery truck.
 - Column 4: Barista Training & Support
 - Text: Barista training, machine calibration, and ongoing customer support.
 - Icon: Training/handshake.
3. Industries We Serve (3 Columns Layout)
 - Introduction Text: Brief overview explaining that Heimdall Coffee tailors solutions for different types of businesses.
 - Column 1: Cafes
 - Visual: Café interior or coffee shop counter.
 - Text: How Heimdall Coffee offers single-origin and specialty blends for cafes to create unique menus.
 - Column 2: Restaurants
 - Visual: Coffee being served at a restaurant.
 - Text: How Cold Brew options and coffee for cocktails elevate restaurant offerings.
 - Additional Point: Highlight that Cold Brew is perfect for coffee-based cocktails.
 - Column 3: Hotels
 - Visual: Coffee being served in a hotel setting.
 - Text: Emphasize Nespresso capsules and Cold Brew in 0.25L and 0.7L bottles as perfect options for guests.
 - Additional Point: Highlight the 24-hour cold drip method used to create the ready-to-drink Cold Brew, available in soft yet intense flavors.
4. References (Slider Format)
 - Text: Showcase logos of businesses that are currently partnered with Heimdall Coffee to establish credibility.
 - Slider Design: Allows users to scroll through various logos of satisfied clients.

5. Quick Contact and Order Form
 - Heading: “Enhance Your Coffee Offering with Heimdall Coffee”
 - Text: “Leave your details below to receive a custom quote and learn more about our products. We'll get back to you shortly.”
 - Contact Form Fields:
 - Name
 - Business Name
 - Postcode
 - Email Address
 - Phone Number
 - Weekly Coffee Consumption (in kg)
 - Message
 - CTA Button: “Send Inquiry”
 - Visual: Clean and professional form layout to ensure ease of use.