

Breakfast Cafe Brief

Local restaurant-cafe serving all day breakfasts & brunches



Definition

Local restaurant-cafe serving all day breakfasts & brunches.

* It's not a diner, it's not nostalgic or old school, and it's not a fancy restaurant.

Values: Fresh, Fast, Casual, Affordable, Sit & indulge or Grab-n-Go (portability), Friendly vibe.

Owners: Young management who likes to keep it simple and invest in quality products.

Menu is divided to Sitting / Takeaway. Includes American & French classics alongside healthy options, Juices & Quality Coffee.

The **customers** are at all ages, but mainly millennials and boomers.

They like a local friendly atmosphere (no hipsters). They Appreciate freshness, good coffee, healthy options (mostly women). The takeaway customers - Stopping on the way to work, take coffee and prefer healthy foods & snacks to go.

Why Breakfast? Why now?

- Breakfast menus are on the rise since end of 2015.
- McDonald's announced better-than-expected earnings in Q1 of 2016, driven by the runaway success of the new all-day breakfast platform launched in October 2015.
- According to a topical report by the National Restaurant Association (NRA), 7 out of 10 customers say they want restaurants to serve breakfast throughout the day (Feb 2016).
- [The NPD Group forecasts](#) (May 2016) that consumption of breakfasts and morning snacks, both in and away from home, will outpace growth in the U.S. population over the next few years. Total breakfast occasions are forecast to grow by 5 percent through 2019.

PAGE / SECTION	ELEMENTS / APPS	TEXTS
Home - Header	Navigation bar + social icons + address	Nav bar: Home, About, Menu, Gallery, Contact Social bar: facebook, instagram, twitter, foursquare, yelp Address: full address dummy text
Home - section 1 - Welcome		H1: Loren’s Cafe H2: Breakfast, Brunch, and some more breakfast BUTTON: See our menu
Home - section 2 - About	Paragraph + photos of the place	H1: This is Us Text: short dummy paragraph
Home - section 3 - food	2 Titles + representative photos	H1: Sit-n-Indulge > H2: Great Breakfasts, Hearty Brunch, Summer Cocktails > menu H1: Grab-n-Go > H2: Coffee & Fresh Juices, Bakery Goods, Healthy Sandwiches > menu
Home - section 4 - Instagram gallery	Instagram gallery	Photos from the this breakfast cafe’ Instagram profile
Home - section 5 - Contact	Address & map	Full Address, phone number, e-mail + map
Menu Page	2 Menus	Menu 1 sections: Restaurant: Breakfasts, Brunch, Salads, Coffee & Juices, Cocktails Menu 2 sections: Takeaway: Bakery, Sandwiches, Salads, Coffee & Juices Dishes: use short dummy texts

LOOK & FEEL - INSPIRATION BOARD



APPENDIX

Inspiration from real restaurants:

Cafe Patachou (Indianapolis) - <http://cafepatachou.com/>

Ruby's Cafe (New York City) - <http://www.rubyscafe.com/>

Russ & Daughters Café (New York City) - <http://www.russanddaughterscafe.com/>

Blacksmith (Hueston, TX) - <http://www.blacksmithhouston.com/>

Curio Cabal (London) - <http://curiocabal.co.uk/food-drink/>

Cafe Pistou (London) - <http://cafepistou.co.uk/>

East Embassy (London) - <http://embassyeast.co.uk/>

Bakers and Roasters (Amsterdam) - <http://www.bakersandroasters.com/>

Iron Rooster (Annapolis) - <http://www.ironroosterallday.com/>

Jack's Wife Freda (New York City) - <http://jackswifefreda.com/>