**5.0 MENU DEVELOPMENT**

**5.1** **Signature Beverages**

Develop a few unique drinks exclusive to APH Coffee that showcase creativity and uniqueness, like a house blend, a flavored latte, or a seasonal special.

Menus :

**APH Sunrise Latte**: A vibrant latte with hints of orange zest and honey, symbolizing a fresh start to the day. It can be served hot or iced.

**Golden Espresso Bliss**: A turmeric-infused latte blended with a shot of bold espresso, offering health benefits and a creamy texture.

**Lavender Mocha Dream**: A luxurious mocha with a subtle lavender syrup, creating a relaxing and aromatic coffee experience.

**5.2 Catering to Dietary Preferences**

Offer milk alternatives like almond, oat, soy, and coconut milk. Include sugar-free and vegan-friendly options to attract a broader audience.

Details :

**Milk Alternatives**: Offer a variety of non-dairy milk options such as almond, oat, soy, coconut, and cashew milk.

**Vegan Pastries**: Include items like vegan muffins, cookies, and croissants made without eggs, dairy, or animal products.

**Vegan-Friendly Beverages**: Use plant-based syrups and toppings. Highlight drinks like vegan hot chocolate made with dark chocolate and non-dairy milk.

**5.3 Customization**

Allow customers to customize their drinks, including sweetness levels, add-ons like syrups or whipped cream, and the type of milk or coffee intensity.

**Sweetness Levels**:

i) Allow customers to choose how sweet they want their drinks (e.g., no sugar, half sugar, or extra sugar).

ii) Provide natural sweeteners like honey, agave, or maple syrup.

Iii) Offer sugar-free syrups for health-conscious customers.

**Flavor Syrups**:

i) Provide a wide range of syrups (e.g., vanilla, caramel, hazelnut, mocha, lavender, pumpkin spice).

ii) Offer seasonal or unique house-made syrups to add an exclusive touch.

**Caffeine Strength**:

i) Allow customers to customize their caffeine intake by choosing single, double, or triple espresso shots.

ii) Offer decaffeinated options for those who prefer less caffeine.

**5.4 Pricing Strategy**

Research competitors’ prices and set a menu that balances affordability and perceived value. Include premium options for customers willing to spend more.

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