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# BADDHA'S TUK SHOP

NUTRIENT DENSE SUPER FOOD



Raw is best!

proposal - buddha's tuk shop

Small retail food chain business selling natural unprocessed nutrient dense plant food. The main core food offer centred around Buddha bowls and super smoothies.

Buddha's bowl is a meal in a bowl combining vegetables, salad, legumes, grain, nuts, pickles, yoghurt, dressings etc. A tasty delicious full meal in a bowl, with the emphasis on raw unprocessed food, nutrient dense, free range food, organic where possible no sugar added, as close to nature as possible.

Super smoothies embraces being totally natural and unprocessed to increase the fibre content, no added sugar, totally delightful and empowering. Super smoothies only use banana, date, prunes, and fruits to sweeten; combine this with special plant protein extracts and exotic seeds.

To this offer we add a few unique pressed juices, Fairtrade coffee and a breakfast menu to complete the full offer.

The offer is structured to be site specific, determined by site size, demographics, shopping centres or street sites, or cooking or no cooking.

This is the development of the brand, "BUDDHA'S TUK SHOP". It is design to be a scalable operation from the design of the menu, to the operation and the cost of set up. Designed to be be franchised or licensed, to create a chain of stores.

This is a natural goodness pitch to the market.

Operation structured toward small sites in shopping centres and street sites; to be a low cost operation to set up. Operation is simple so that any home cook or student can do it. The menu is set for easy of preparation and day to day running.

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## Trends

The market is now moving toward healthy unprocessed food, there is a general rising level of awareness in the community that we consume too much processed food, sugar, salt and carbohydrate. This can be seen with McDonalds, the king of fast food trying to selling healthier burgers and salads to their customers. The customer is now more informed and wants real healthy food, not just a red tick on the packet saying its healthy for you heart.

There is a trend toward raw food and local sourced produce. We know that Australian produce is some of the worlds best, low pesticides, organic, natural farming techniques and locally produced.

Healthy food is the new fast food. It takes very little time to process it - , chop it, steam it, blend it, juice it!

Australians and the western world are addicted to coffee. It's become a sport to talk about your favourite cafe, your barista and their single origin coffee. So if your going to put an espresso machine on the counter then you need to be serious about it and develop the barista style to sell it.

The world is addicted to sugar, juice and smoothies is a way of tapping into this market while offering something really good for you. Smoothies can taste great without putting in loads of ice-cream (sugar).

## Operation

Eight Buddha's bowls will be presented on the front counter as a display under a glass canopy, so the customer can see it. The bowls are assembled on the back counter or in back of house. Ingredients are prepared and stored ready for assembly. Assembly time is just a few minutes. Buddha bowls served in hand made ceramics bowls. For take away bowls we will use hard shell compressed rice bowls - natural looking.

6 Juices in glass bottles ready to go on the counter, with swing tags display on count top in ice well.

8 Super Smoothies in blenders ready to go on the front counter. Served in plastic bubble cups and/or glass jars.

“You buy with your eyes” before you even look at the menu board! This is a truism in retail and works every time. Menu board are there just to provided extra information. The display and presentation of the Buddha Tuk Shop is critical to making sales, so counter design the presentation of the buddha bowls and Super smoothies is critically.

The preference is for hand made ceramic bowls for presentation and the serving of the buddha bowls. For take away and shopping centres that don't allow crockery, we will use hard shell compressed rice container. These have a natural look, are a good bowl shape and good with hot food.

Coffee machine on the front counter, with organic fair trade coffee display to back wall. This fits into our boutique natural story. To make good coffee you need a good barista and you need to look like a hipster dude

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to be taken seriously, so this is a limiting factor to the coffee business. We view the coffee segment of the business as a minor play and will be a site specific operation.

Equipment required, salad mandolin, steamer, oven, freezers, fridges...depending on the shop type and the offer.

As the menu is set, it requires little preparation, easy to assemble and can be operated by any home cook or student. The business model is therefore scalable.

Cooking by steaming, oven roasting and grilling. Buddhas bowls are generally vegetarian but meat like chicken or trout may be provided in the future if there is demand for it.

## Branding pitch

Buddha's Tuk Shop is an all natural goodness pitch. Natural unprocessed foods, smoothies and juices with a natural 'goodness' interior design pitch. The interior and branding positioning is to look and feel boutique, home made and to be a little quirky. we don't want it to feel like a commercial formula. It needs to look and feel like a quirky local street site shop.

## Brand Positioning

- Raw is Best
- Nutrient dense plant based foods
- Nutrient dense super foods
- Close to nature

## Brand Values

- Natural / unprocessed
  - quality food
  - colourful food
  - Happy and relaxed
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