

PROPOSAL FOR ESPRESSO CART PLACEMENT

THE OPPORTUNITY

The Europa Espresso Cart installed on your Commercial Property will:

- maximize earning potential by using otherwise empty space creatively
- provide a service for existing tenants which will set you apart from other buildings
- create goodwill for the tenants in the building and visitors
- provide a draw for prospective tenants

THE BUSINESS

Europa Espresso Bars is a Bay Area Company which specializes in the placement and operation of custom-designed Espresso Carts. These high quality Espresso Carts are placed in upscale locations with sufficient foot traffic to create attractive revenue opportunities. The components, colors, and materials of the cart are carefully selected to enhance the upscale image of your property. The Espresso Cart provides a convenient access for your tenants to indulge their desire for the "espresso treat".

THE PRODUCTS

Our menu consists primarily of coffees and teas, such as: Cappuccino, Caffe Mocha, Caffe Latte, and various flavored coffee drinks, English Breakfast Tea, Earl Grey, Herbal teas, and many other varieties. Our baked goods will include simple but elegant items, such as : muffins, croissants, bagel, scones and cookies. Fresh squeezed juices and Italian sodas will also be available.

THE STAFF

Europa Espresso Carts are staffed by responsible, knowledgeable individuals who are committed to Quality, Professionalism and Customer Service. At Robusta Espresso Bars we know our cart operators are the key ingredients to our success. Our carts are staffed by BARISTAS. BARISTAS are highly trained specialists who master the preparation of a fine and consistent espresso drink and they deliver this quality drink with a touch of personality and extra service.

SAFETY

Our carts are installed and operated to conform to Local Building , Fire and Health Department Codes. Europa Espresso Bars has complete insurance covering business personal property, commercial general liability, personal injury and worker's compensation.

REQUIREMENTS

Space: Optimum space=10 feet by 8 feet. In addition, adequate front clearance for patrons should be available.

Location: Centralized to majority of foot traffic

Power: 220 volts / 50 Amps

Water A water source is required in the vicinity. The cart has a self-contained 30 gallon tank

Storage: On site dry storage would be beneficial but not necessary

TERMS

Europa Espresso Bars has, prior to execution of a lease agreement, completed a preliminary foot traffic study. This study indicates potential sales volume. In exchange for the above requirements Europ Espresso Bars will agree to a higher than market value base rent plus a percentage of the revenues above a fixed amount. Actual figures will be discussed at our first in-person meeting.

THE COMPANY

Brooke McDonnell, President and Helen Russell, VP Operations, have a track record of 9 years running a successful business in San Francisco. They also have a 2 year track record of successful real estate investments in the Pacific Northwest. The principals are affiliated with a coffee cart company currently operating in San Francisco and have personal experience as cart operators.