

# Appetite Me services guide

The ultimate solution for your  
diversification project



Appetite Me  
— SINCE 2002 —



# Contents page

Appetite Me services guide

## About Appetite Me..... 4

## Project development..... 7

Business plans.....	8
Financial studies.....	11
Grant applications .....	12
Planning applications.....	15
Project management .....	16
Land management .....	20
Mystery shop .....	25
Senior recruitment .....	26

## Architectural & interior ....29

External & internal building layout plans.....	30
Moodboards .....	33
SketchUp design .....	34
V-Ray rendering.....	38
Interiors & equipment....	41
Shop-fit, fixtures & fittings.....	42

## Buying.....47

Food retail space planning .....	48
Product procurement & ranging .....	51
Retail training.....	53
EPOS systems .....	54
Six months buying aftercare .....	57
Product development & own brand .....	58
Menu development.....	60

## Visual merchandising ..65

Display plans.....	66
Visual Merchandising.....	69
Three months visual merchandising aftercare.....	70

## Creative ..... 73

Branding & design.....	74
POS & signage .....	87
Packaging & label design .....	90
Website design.....	92
Social media & marketing guide .....	94
Six months marketing support package .....	96





# About Appetite Me

Your diversification project made easy

At Appetite Me, we specialise in rural diversification, retail, and hospitality projects. We partner with you to transform rural areas into diverse commercial opportunities. Our service offerings span across five departments, each providing unique capabilities to ensure smooth and efficient completion of your unique project.

## Project Development

Oversees rural development, offers guidance, aids in planning, secures concessions, and handles retail and hospitality leasing.

## Interior & Architectural

Creates layout plans, designs 3D models in SketchUp, sources interiors and equipment, and crafts bespoke shop-fit.

## Buying

Delivers food retail strategies, sources product lines, assists in own-brand development, develops menus, trains staff, and establishes EPOS systems.

## Visual Merchandising

Conceptualises and designs engaging product displays and trains your staff for continuity after opening day.

## Creative

Develops your brand, creates promotional materials and signage, builds custom websites, creates product labels, and advises on effective social media strategies.







## Project development

This department effectively oversees rural development, ensuring progress and growth. They provide guidance, aid in strategic planning, secure concessions, and handle retail and hospitality leasing. Their comprehensive management approach significantly contributes to successful rural development.





# Business plans

## Ensure your projects success

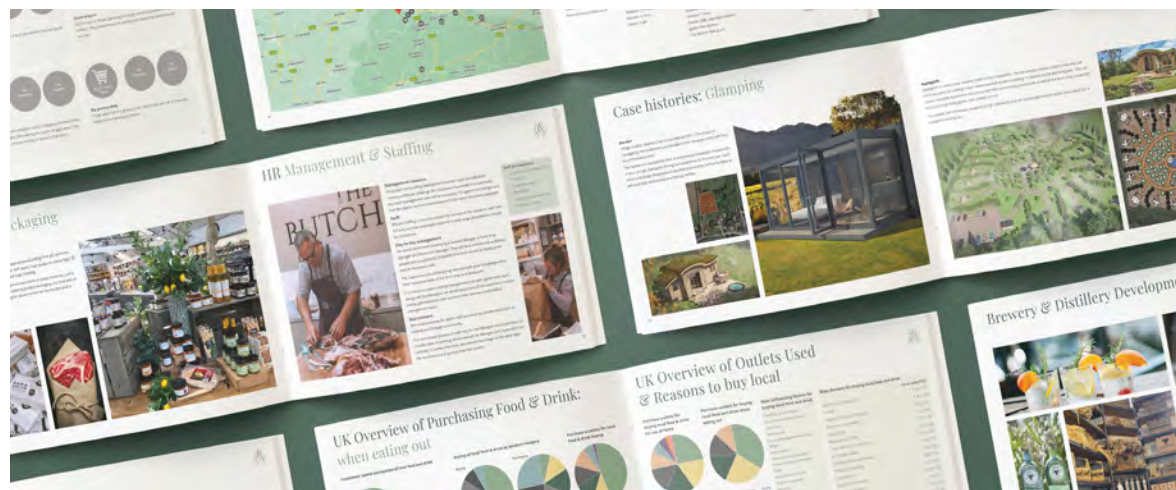
A business plan is a detailed evaluation of a project's viability, practicality, and potential success. It identifies issues and strengths, providing project-specific information analysed by diversification experts. Various factors such as location, planning permission, economic and technical issues, market analysis, competition, and cost versus return on investment are considered.

Lack of planning and research is a common cause of business failure. A business plan provides vital information for decision-making, knowledge of the marketplace, customers, competition, and potential growth. It's an essential tool for seeking funding or pitching investors, forming a strong business model foundation.

If the study supports the project, Appetite Me can guide you through the process, realising your vision with creativity, attention to detail, and profitable solutions.

Our studies are clear, easy-to-navigate, and include sections such as:

- Project overview
- The proposal
- What we do
- Market analysis, planning & demographics
- Competitor analysis
- Funding & grants
- Sustainability & environment
- Design overview
- Project management
- Future development
- Project summary & next steps





# Financial studies

## Unlock your financial potential

Navigating your business's financial landscape can be challenging, but we're here to equip you with a tailored financial study. We deep dive into your capital expenditure, analyse the costs for the proposed scheme, and assess expenses involved in discarding and potentially reselling unneeded items.

We assist in understanding your staffing needs, detailing part-time and full-time requirements and their associated costs. We thoroughly evaluate your retail shop categories, from primary breakdowns to monthly sales per category. Our service also takes an in-depth look at your overheads, professional fees, pre-startup costs, digital marketing charges, membership fees, management expenses, and recruitment costs.

Our study provides a Profit & Loss summary with an comprehensive breakdown of figures and return on investment calculations. We supply multiple P&Ls as needed, along with a consolidated P&L to offer a detailed view of each sector in your business plan. These documents are bespoke, adjustable, and designed to help clients comprehend their total project costs. We can incorporate capital investment repayments into the P&L for more precise returns.

Our financial evaluations can also include competitor research, labour cost analysis, and aftercare packages for additional support.





# Grant applications

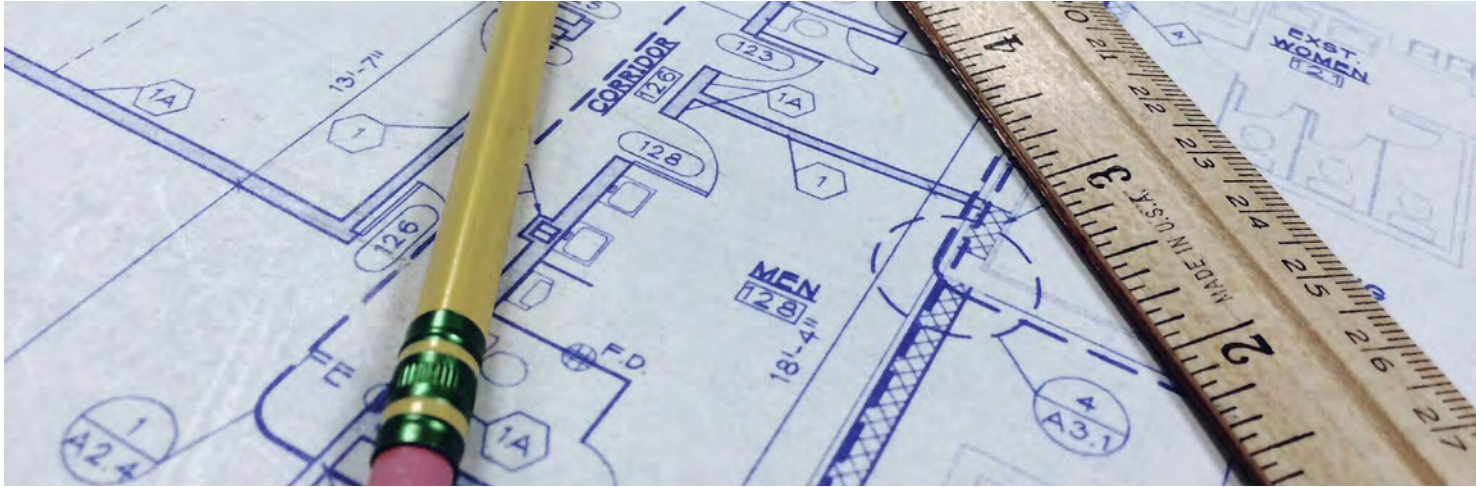
## Support funding your diversification project

Our project development team provides a comprehensive service to assist clients in navigating the complex landscape of grant applications. We understand that these grants are vital for businesses and organisations in rural areas, as they can fuel projects that diversify their operations, create jobs, and stimulate economic growth.

Our experts delve into the specifics of each available grant, ensuring our clients apply for the ones that best suit their needs. For commercial projects, these grants typically cover up to 40% of costs. While applicants may need to demonstrate their ability to finance the remaining costs, our team handles every facet of the application process. With Appetite Me, securing funding for your rural diversification project becomes a seamless experience.







# Planning applications

## Assisting you through the process

At Appetite Me, we offer tailored advice to landowners and developers. Our expertise spans the entire development process, from site assessments, planning applications, contract negotiation, to setting up serviced plots for business use. We partner with you to devise practical solutions, grounded in trusted valuation and investment advice.

### The planning application process:

**Preparation:** We leverage our knowledge of UK planning policies to guide your design decisions.

**Initial design & professional drawings:** Our architectural designers collaborate with you to create initial plans and professional CGI, including site plans, floor plans, and elevations.

**Application & submission:** We handle the completion of the planning application form provided by your local council, including your drawings and supporting documents - then submit your application to the local planning authority.

**Review:** The council will review your application, which may include site visits and consultations with neighbours or other stakeholders.

**Decision:** Upon receiving the council's decision, which may take several weeks or months, you can proceed with your project if approved. If denied, we will assist in adjusting your design for resubmission or appealing the decision.





# Project management

## Assisting you in seamless project execution

Experience seamless rural development with Appetite Me's project management service. We take the reins, overseeing every aspect of your project to ensure all elements are harmoniously coming together. From start to finish, we manage time-lines, ensuring each milestone is met promptly. Trust in our expertise to bring your vision to life, on time and within scope. We act as your central point of communication, liaising with all key parties involved in your rural development project. From engaging with local councils to coordinating with architects, suppliers, and shop fitters, we ensure a streamlined and efficient communication process. Our team expertly navigates through the complexities, allowing you to focus on what matters most.

### Concessions

We provide a thorough concession management service that significantly enhances modern retail while minimising risk. Drawing on our extensive experience in food halls, garden centres, and retail development, we devise customised solutions aimed at increasing turnover and optimising profit margins. Our team will perform an in-depth analysis to boost your business performance and identify new revenue opportunities such as departments, concessions, and eateries. Beyond the initial setup, Appetite Me manages lease negotiations, annual reviews, and relocations, ensuring your retail space consistently reaches its maximum profitability.







Flower concession  
Vine House Farm



Bakery concession  
Van Hage Food Hall



Butchery concession  
Seasons Farm Shop





# Land management

Helping you manage your retail or hospitality operation

## Property tenanting

Unlock the potential of your retail or hospitality operation with our specialised tenanting services. We understand the unique challenges and opportunities in these sectors, and we're committed to finding the perfect tenants for your spaces. Our team focuses on identifying businesses that align with your property's ambiance, ensuring a harmonious blend of offerings that enhance the overall customer experience. From lease negotiations to ongoing tenant relations, we provide a comprehensive solution that makes your property more than just a location - but a destination. Trust us to transform your property into a vibrant hub of retail and hospitality excellence.

## Leasing & retail villages

Experience top-tier agency and letting services for retail villages with our specialist team. Whether you're a property owner or a retailer seeking the perfect spot, we're here for you. Our team expertly navigates retail village dynamics, optimising your development for success.

We provide personalised, strategic solutions aligning with your business objectives. For owners, we do more than fill spaces - we find complementary tenants to create a vibrant retail environment. For retailers, we offer more than just space. We guide you into a thriving community that enhances your brand.

Beyond leasing, we manage lease agreements efficiently, handling every detail for smooth operations. With us, you get a seamless experience from start to finish, allowing you to focus on your core business.











## Mystery shop

Unlock your business's full potential

As leading professionals in the rural diversification and retail industry, our team is fully engaged with various farm shops, restaurants, garden centres and retail villages. Our experience with both successful and commercially challenged businesses gives us cutting-edge insight into what makes them effective.

Our bespoke Mystery Shop service is tailored to meet your specific needs and priorities, with the comprehensive report covering all the essential areas, including:

1. First impressions
2. Strengths & areas for improvement
3. Potential growth opportunities
4. Sales & profit margin strategies
5. Branding & design overview
6. Local & regional competition
7. Project summary

If the results of your Mystery Shop report reveal areas that require attention, Appetite Me is here to help. We offer a range of services, from designing and branding to buying stock and financial modelling, all backed by our attention to detail and innovative approach to problem-solving. Let us help you achieve profitable solutions that will deliver the bottom line.





# Senior recruitment

## Finding the right talent for your business

In the fast-paced business world, finding the right leadership is crucial. Our recruitment service is designed to simplify this process, focusing on sourcing senior staff through a blend of modern and effective strategies. We have the flexibility to work in collaboration with our clients or independently to appoint personnel.

We use the power of online recruitment sites, ensuring your vacancies are visible to a vast audience of potential candidates. This approach is complemented by advertising through various social media platforms, expanding our reach and tapping into a diverse talent pool.

Understanding the importance of timing in recruitment, we initiate the process for Managers and Supervisors six months prior to the proposed opening date. Given the standard 12-week notice periods, this early start allows us to attract and secure the best talent without rush or compromise.

Our commitment to quality is unwavering. Every candidate undergoes a rigorous interview system, ensuring that only the most suitable professionals are appointed to manage your team.

Trust in our strategic approach to senior staff recruitment - we're dedicated to finding leaders who will inspire growth and success within your organisation.







## Architectural & interior

This department specialises in creating layout plans, designing projects with SketchUp, sourcing interiors and equipment, and constructs bespoke shop-fit and fixtures. They focus on precision, creativity, aesthetic alignment, and custom solutions which results in top-quality and unique designs for your diversification project.





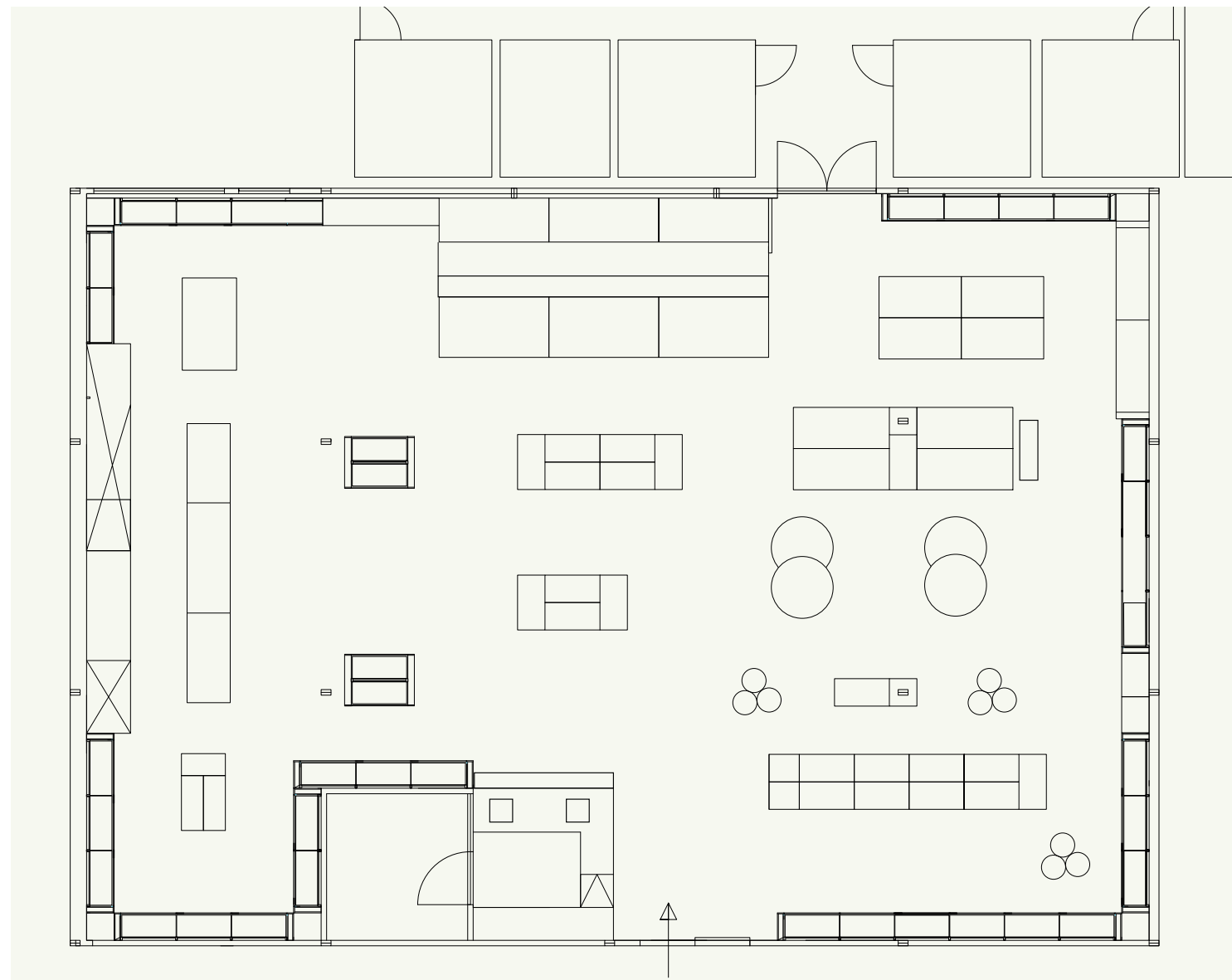
# External & internal building layout plans

## Establishing efficient customer flow

This service provides an all-encompassing solution to layout planning for your business. In close collaboration with the Appetite Me buyers, our interior designers and shop fitters work precisely to develop bespoke external and internal layout plans tailored to your specific needs. These plans aim to optimise customer flow and space utilisation for your operation, whether it's a commercial kitchen development or a compact farm shop.

Our team's primary goal is to devise strategies that strike a balance between maximising profitability and delivering a unique customer experience. We achieve this by integrating innovative shop-fit solutions that allow for impactful displays, thus enhancing the visual appeal of your premises. This thoughtful arrangement not only facilitates smooth operations but also creates an inviting atmosphere that captures customers' attention.

By focusing on these key aspects we ensure your project stands out from its competition - making it more memorable for customers. This approach is designed to encourage repeat visits, fostering customer loyalty, and driving your business's long-term success.







# Moodboards

## Personalising your project to reflect your business

Do you dream of a chic modern café or a cosy rustic farm shop? No matter what your style preference may be, our specialist interior designer is here to turn your vision into reality. We understand that each project is unique and so are its aspirations. That's why we deliver a bespoke design service tailored to your personal tastes and preferences.

Don't know where to start? No problem. We can arrange a personal meeting with our design team where you can explore different interior and shopfit styles. Here, you'll have the opportunity to identify what you love, and even what you don't. This process helps us to understand your aesthetic better, so we can create a space that truly reflects your business.

But it doesn't stop there. From our discussions, we'll craft custom moodboards that not only highlight your preferred style but also showcase potential products that we can source for your project. This way, you get a tangible feel of what your dream space would look like even before we begin.





# SketchUp design

## Bringing your project to life

At Appetite Me, we specialise in offering top-level interior and architectural design services using SketchUp. This enables us to bring your project to life right before your eyes, providing a dynamic and interactive experience. With SketchUp, you can visualise your project in real-time, allowing you to provide vital input on design and style choices. This collaborative approach ensures that the final design reflects your vision and personal aesthetic, creating a space that is truly tailored to your preferences and needs. Our goal is to transform your ideas into reality, and with SketchUp, we make the design process seamless, engaging, and incredibly rewarding.

Our interior designer partners closely with you, curating a selection of furnishings, colours, fixtures, and unique pieces that not only enhance the aesthetic appeal of your space but also echo your product offerings and brand narrative. Every element is chosen with care and intention, creating an environment that beautifully encapsulates your brand's ethos and story. We also work closely with our creative designers, throughout the branding process, to ensure a cohesive visual identity across your entire project. We believe that every space should be a celebration of its identity, and we strive to ensure that yours leaves a lasting impression.











# V-Ray rendering

High quality renders suitable for publishing

Our high-quality V-Ray renders for SketchUp not only bring your vision to life but also serve as powerful tools for PR and print publishing. These detailed representations can be used to promote your project before it's even completed, generating buzz and excitement. Furthermore, these renders can be incredibly beneficial in supporting planning applications. They provide a clear, comprehensive visual of the proposed project, aiding in conveying your concept effectively to planning authorities. This holistic approach ensures that every aspect of your project, from conception to promotion, is handled with the utmost precision and professionalism.

Before:



V-Ray render:







# Interiors & equipment

## Sourcing the finer detail

Choosing the right equipment is not just essential for the smooth operation of your business, it's also a key element in expressing your project's unique personality. Every tangible item, from your crockery to your furniture, plays a role in the story you're telling your customers. However, given the vast array of brands, suppliers, models, and materials available, it can be daunting to identify the necessary purchases and the optimal time to make them. That's where Appetite Me steps in. We maintain close relationships with suppliers across the UK and Europe, giving us access to a global range of products. This enables us to source the finest equipment that aligns with your needs and those of your customers.

Our team uses their expertise to procure the perfect blend of hardware and soft furnishings, capturing the ambiance you envision while respecting your budget. With us, creating the perfect environment becomes a stress-free experience.





# Shop-fit, fixtures & fittings

## Bespoke retail spaces

We provide custom-made, affordable shop-fit solutions for cafés and farm shops, focusing on producing unique fixtures and fittings. Our designs capture your business's personality and ethos, weaving a narrative through the aesthetics of your space. We use recycled materials to add a rustic charm to our designs or create bespoke fittings that not only set your store apart but also resonate with your customers.

Each project receives careful attention to your unique requirements and budget, delivering innovative solutions that enhances both aesthetics and functionality. By integrating repurposed shop-fit materials into café restaurants, we present sustainable design options that impart individuality to your space. Reclaimed timber can be transformed into charming rustic tabletops or attractive wall panels, while retro lighting fixtures establish a cosy, inviting atmosphere. For farm shops, we creatively repurpose old farming equipment and trailers, or utilise stained wooden crates as adaptable display units. These solutions are not just sustainable, but they also narrate a unique story. Our method resonates with the escalating trend towards sustainability and distinctiveness in retail experiences.







The Still  
Marshall's Farm Shop





## Buying

This department formulates strategies for food retail operations, sources product lines from a vast database of over 1500 artisan suppliers and contributes to the development of unique in-house products. They also craft high-quality menus for café restaurants with a focus on local provenance. Additionally, they conduct staff training and integrate EPOS systems, significantly improving service quality and operational efficiency within the food retail sector.

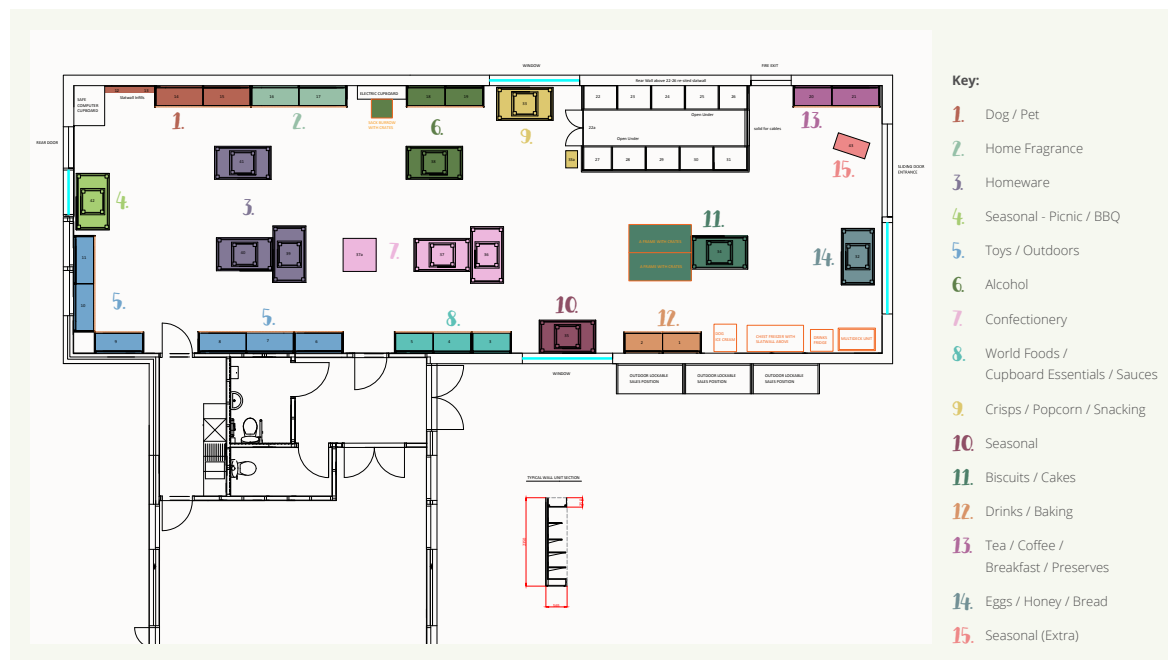




# Food retail space planning

## Elevating your food retail experience

Our team is proficient in providing detailed design and execution services for food halls and farm shops. Using our extensive experience with both independent and group businesses, we take immense pride in our focus on local and regional produce. We are committed to procuring from quality artisans and establishing solid relationships with suppliers. Our broad database helps us keep abreast of market trends and successful product combinations, which guide our strategies for food retail.



We specialise in sourcing products across four key categories: fresh produce, ambient food, kitchen cupboard specialties, and alcohol. Our aim is to enhance your product range with a diverse selection of items that fit these categories, including locally sourced fruits and vegetables, fresh British flowers, regional meats, fish counters, dairy products, cheese and deli counters, fresh chocolate cabinets, and bespoke hampers.

We recognise the importance of seasonal procurement to boost sales. Therefore, we ensure access to the best produce for each season and holiday. To keep shopping engaging, we design dynamic, seasonal areas in your store, encouraging repeat customer visits.







# Product procurement & ranging

## Staying ahead in the food and drink industry

At Appetite Me, we function as an external purchasing department for a diverse range of businesses. We negotiate with carefully selected suppliers to provide you with the finest quality foods, beverages and gifts - ranging from local delicacies, regional favourites and distinguished national brands. Our experienced team specialises in choosing products that drive sales, utilising effective category management systems and merchandising expertise. Using our comprehensive database, we craft product ranges that stimulate customers to link-buy, skilfully pairing complementary products. We are strong advocates for promoting local artisans, sourcing the finest suppliers in your area while emphasising ethical business practices and a low carbon footprint.

### Tasting sessions

With the food and drink industry being a hugely competitive market, it's crucial to stay ahead of the game. To achieve this, our buying department hosts regular tasting sessions with a panel of in-house judges to review potential products for our clients. These sessions don't just include our food and drink buying experts but are company-wide to allow fair reviews and extensive feedback.

Investing time into tasting sessions helps us stay on top of industry trends, allows us to strengthen relationships with our suppliers and provide feedback for improvement.





# Retail training

## Preparing your staff for success

The buying department at Appetite Me offers a informative service designed to ensure staff are well-prepared and confident before product launches. We organise supplier product training sessions, providing staff with the necessary knowledge and skills. Additionally, we supply a range of training documents to further enhance their abilities and provide the tools for delivering outstanding service.

### These resources include:

1. **Retail food training:** Designed to equip you with necessary skills and knowledge for the food retail industry.
2. **Customer service guide:** A valuable resource emphasising the importance of customer service, providing guidelines to uphold your business's reputation.
3. **Delicatessen cheese cutting guide:** A thorough guide detailing delicatessen cheese cutting practices, from storage to serving techniques.
4. **Cheese manual:** A detailed manual available at your deli counter, offering descriptions of all your cheeses, including taste profiles and dietary information.
5. **Tasting sessions & promotional calendar:** This guide outlines how to arrange tasting sessions for customer interaction, identifies important dates, and provides example promotions to enhance sales.



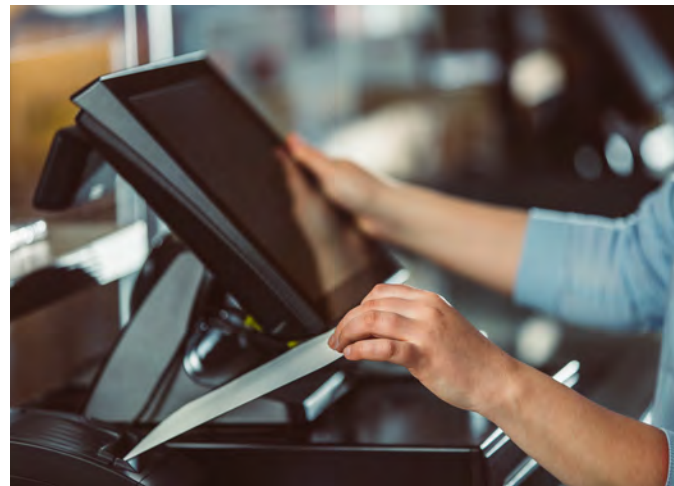


# EPOS systems

## Streamlining your retail operations

An Electronic Point of Sale (EPOS) system in retail is a combination of hardware and software designed to manage transactions and streamline operational processes. It serves as the central component for business management, allowing retailers to track sales, cash flow, and inventory in real time. Additionally, an EPOS system can provide valuable insights into customer behaviour and purchase patterns, enabling retailers to optimise their marketing strategies and boost overall profitability.

Our buying team collaborates with various EPOS providers to streamline your operations. They meticulously prepare a detailed product allocation document that encompasses vital data such as item codes, cost prices, retail prices, and barcodes. This document is sent to your selected EPOS provider for integration into your bespoke system. During the setup stage, we verify that every item is scanned accurately, displaying the correct description and price. This ensures a seamless transition when the system becomes operational, contributing to a successful and streamlined launch.







## Six months buying aftercare

### Supporting you after opening day

Our buying team can provide a comprehensive six-month support package, designed to enhance your enterprise's success and profitability. This bespoke offering incorporates vital pricing updates, regular sales evaluations, and is fully customisable to resonate with your unique business requirements.

Our broad-ranging services cover everything from resolving supplier queries, streamlining the integration of new suppliers, conducting exhaustive range reviews, to handling seasonal purchases as required. We also provide expert guidance on promotional strategies and extend the option of on-site visits for a more personalised support experience.

In short, our mission is to provide a holistic buying support service, exquisitely tailored to meet your specific needs, assuring that your business excels in its market.





# Product development & own-brand

## Creating your own artisan product

At Appetite Me, we are experts in the full spectrum of food and drink development. Our services range from bringing fresh ideas to life and launching novel products to refining existing offerings and offering informed consultations. Our passion and knowledge enable us to design tailor-made packages with flexible pricing, ensuring you get the most value from the development process.

We adeptly guide you through the intricate journey of food product creation from concept to plate, tailoring each creation to appeal to your target market. Our approach includes market research, business plans and financial modelling, ingredient sourcing, recipe formulation and production analysis. Each step is managed with precision to deliver an exceptional experience.

Our tasting panel is equipped to offer thorough product reviews and assist in building relationships with our network of trusted suppliers. Additionally, our creative team can design unique and eye-catching packaging (**refer to page 90**). These combined efforts ensure your product not only tastes excellent but also stands out on the shelf.

Whether you're aiming to launch a new product line or enhance an existing one, our love for taste and relentless pursuit of excellence will propel your brand to new heights.







# Menu development

## Creating unforgettable dining experiences

Our expertise lies in crafting varied menus that spotlight local and seasonal produce. Our offerings range from breakfast, snacks, lunch, dinner to afternoon teas, including exclusive menus for functions and weddings.

We advocate for local artisans and guarantee traceability of all used ingredients, thereby guaranteeing exceptional quality in every dish. Collaborating with your chefs and front-of-house staff, we create unique food and drink concept menus for your review. We work closely with our clients to ensure synergies across their farm shops and restaurants. This includes helping with waste management and also enabling customers to purchase products they've enjoyed within the café.

These menus are specifically designed to both reflect your brand and create memorable dining experiences for your customers. Once approved the menus will be received by the creative team to brand and design them in a visually appealing way.











## Visual merchandising

This department specialises in designing exciting product displays that capture attention and enhance the shopping experience. Upon completion they provide staff training for consistent presentation. Our team of merchandisers have previous experience creating impressive displays for high-profile retailers such as Harrods.





# Display plans

## Enhancing your customer engagement

Our mission is to translate your brand's vision into reality through our all-inclusive visual merchandising plans. We strive to showcase your brand in the most visually striking and effective manner, creating a visual story that aligns with your brand values and attracts your target audience.

Before the launch, we share a concept board with you that captures the desired look and atmosphere of your chosen interior



theme and shopfit. Be it rustic, industrial, or something that's uniquely yours, we ensure your vision is perfectly reflected in the design. We then provide a list of props that aligns with and enhances the chosen concept. But our efforts don't end there.

We strategise the layout for each product category, providing our visual merchandising team with a clear blueprint of where each category should be positioned. This approach not only heightens the aesthetics of your space but also optimises customer navigation and fosters product engagement, ultimately leading to increased sales and improved customer satisfaction.







# Visual merchandising

## Creating captivating displays

### Visual merchandising

Our visual merchandising service is designed to captivate and engage customers. Our team, made up of experienced artisan product merchandisers, excels at constructing vibrant displays that leave a lasting impression and elevate the shopping experience. By incorporating key elements such as tables, crates, POS cards, and unique props, we design displays that are not only visually appealing but also encourage customer purchases. We place products strategically, creating pairings that will increase sales and eye-level arrangements that effortlessly attract customer attention. Our expertise extends to the creation of themed, seasonal displays, adding a 'wow' factor to your store that ensures repeat visits.

### Training

Beyond designing compelling displays, our visual merchandisers also offer in-depth training to your staff members upon project completion. This ensures your team is well-equipped to maintain the high standard of display set-up post initial installation. Our experts provide easy-to-understand visual guides as part of this training, serving as a valuable reference tool for your staff. These guides not only reassure team members but also promote consistency in product display, ensuring that the original effectiveness of the merchandising strategy is preserved. We can help strengthen your team to maintain your retail space's allure and efficiency well beyond our project completion.





# Three months visual merchandising aftercare

## Supporting you after opening day

Experience the difference with our unique visual merchandising aftercare package. Our dedicated professionals don't just set up your displays and leave; we believe in empowering your team for sustained success.

Our service includes two essential site visits post-launch — one two weeks after launch, and another three months after launch. On these visits our experts will rework the displays, ensuring they remain fresh, engaging, and aligned with your brand's evolving needs. We will also use these visits as interactive training sessions for your on-site team. Our goal is not only to create captivating displays but also to equip your team with the skills and knowledge they need to maintain these displays and create new ones.

We provide hands-on teaching, demonstrating the best practices in visual merchandising, from layout planning to colour coordination and thematic storytelling. We're committed to giving your team the tools they need to keep upholding the highest standards of visual merchandising.







## Creative

This department specialises in brand development and creates unique identities for your project. They create resonating promotional materials and design point-of-sale signage to enhance customer experience. Their skills extend to building custom websites and designing distinctive product packaging. They also provide strategic advice on impactful marketing and social media tactics, ensuring your brand's relevancy and engagement in a competitive market.





# Branding & design

## Creating an identity for your business

Creative branding is pivotal to business success, fostering strong audience connections and communicating your brand values. A unique brand identity promotes customer loyalty and sets you apart from competitors. A robust branding strategy resonates emotionally with consumers, leading to increased sales and market share. Our skilled designers are committed to defining your key messages and crafting a distinctive brand that inspires loyalty.

**Our branding services can be divided into two subsequent categories:**

1. **Creating a new brand (page 76)**  
For businesses wanting a complete makeover or new brands.
2. **Refining an existing brand (page 80)**  
Minor improvements to an existing and well-established brand.

To discover the various ways we can apply your brand to create custom designs for your business, please refer to **page 83**.







### Creating a new brand

Launching a business and need a powerful identity? Or are you an established company ready for a total brand overhaul and strategic redirection? Our branding service is for you. We offer custom solutions for new identities or brand transformations. From concept to strategy, we guide your brand's evolution. Through questionnaires and consultations, we tailor brands to your audience, ethos, and aesthetic. Working with our interior designer, throughout the design process, we ensure a cohesive visual identity across your entire project. Using our hospitality and retail knowledge, we create a unique brand story that sets you apart from your competitors.

#### The branding process:

1. **Questionnaire & initial consultation:** To kickstart the creative process, we'll send you a brief questionnaire designed to get your ideas flowing. A meeting with our creative team will then be scheduled to explore your thoughts and discuss your aspirations for your new brand.
2. **Initial design concepts:** Based on your brief, our team will develop 3-4 unique concepts for your review, followed by a meeting for feedback and concept selection.
3. **Chosen concept refinement:** Based on your feedback our team will tweak and amend your chosen concept for final sign-off.
4. **Brand handover & stylesheet:** Post-approval, we compile your files and create a stylesheet detailing logo use, fonts, and brand colours for future marketing use.











### Refining an existing brand

We offer a service to modernise and elevate your existing brand, aligning it more closely with your core values and target audience. Our team of creative designers will assess your current brand identity, identify areas for improvement, and suggest slight changes that enhance your image and strengthen customer connections without losing recognisability. This strategic process can increase recognition, boost customer loyalty, and contribute to long-term success by striking the right balance between preserving your brand's current essence and making necessary adjustments to resonate with today's consumer preferences.

#### 5 factors hindering the success of your brand:

1. **Inconsistency:** Inconsistent use of logos, colours, and typography can confuse the audience and dilute brand recognition.
2. **Complexity:** Overly complicated designs can be hard to replicate across different platforms and may not be easily understood by the audience.
3. **Irrelevance:** If a brand design doesn't resonate with its intended target audience or doesn't reflect the company's values and mission, it may fail to connect and engage.
4. **Imitation:** Copying or heavily borrowing from another brand's design can harm a brand's reputation and fail to establish a unique identity in the market.
5. **Poor Quality:** Low-quality graphics, images, or typography can make a brand appear unprofessional and can negatively impact the audience's perception of the brand.



#### Previous:



#### Refined:







We can also incorporate your unique branding and design the following materials to meet the specific needs of your project:

**Menu design** Menu design is an essential aspect of the restaurant business, aiming to creatively present offerings in a way that is attractive and easy for customers to navigate.

**Loyalty cards & hot drink reward cards** Designing loyalty and hot drink reward cards encourages repeat business by offering visually appealing and easy-to-use incentives for your customers.

**Leaflet & flyer design** Our designers can create compelling leaflet and flyer designs, tailored to capture attention and effectively communicate your message to your target audience.

**Branded uniforms** We design and source branded uniforms, ensuring your team represents your brand consistently and professionally, enhancing both team unity and brand recognition.

**Bespoke illustrations** We can craft illustrations that enhance your brand's image over various platforms. This includes creating illustrated maps, patterns for furnishings, and unique signage.

**Exhibition & stand graphics** Our team can create engaging, visually striking spaces that effectively showcase your brand or product, drawing in attendees and making a memorable impact at any event.

**Vehicle graphics** We can transform your company vehicles into mobile billboards, creating eye-catching designs that promote your brand and message wherever you go.









## POS & signage

Enhancing your customer experience

### POS (Point of sale)

The design of your shop's Point of Sale (POS) is key in reinforcing brand identity and enhancing customer experience. POS that aligns with your brand's aesthetic ensures a unified visual experience. Clarity in displaying prices, offers, and dietary notes will also facilitate informed purchases. Promoting local products strengthens community ties and enhances your brand identity.

Our team will design and print all your branded POS for the shop opening in a high quality Adobe InDesign format. If required, we can also create editable PowerPoint versions of the POS for your staff to update and print in the future, along with a detailed training guide. We can also work with your EPOS supplier if you have the equipment to print these in-house.

### Interior & exterior signage

Signage design is an essential component of brand visibility and customer experience. Working closely with shop fitters, we craft exterior and interior signs that reflect your brand's aesthetic. From cut signs to window vinyl's, each element is designed to guide customers effectively. We also work with sign painters who can create bespoke wayfinding, ensuring a seamless navigation experience within your shop, further enhancing the customer journey, and reinforcing your brand identity.









# Packaging & label design

## Creating products that capture attention

Well-designed packaging and label design are crucial aspects of a successful product, as they have a significant impact on its shelf appeal and ability to stand out from competitors. A thoughtful and eye-catching design not only captures the attention of potential customers but also effectively communicates the brand's essence and values. By ensuring consistency between the packaging and the overall brand identity, businesses can create a cohesive and memorable experience for consumers, ultimately leading to increased recognition and loyalty. In today's highly competitive market, investing in exceptional packaging and label design is essential for differentiating your product from the rest, making it an indispensable element in the search for long-term success and customer satisfaction.

Our team of talented designers are here to create eye-catching packaging for your labelled products, sleeves for your packed fresh and ambient items, and branded takeaway goods.



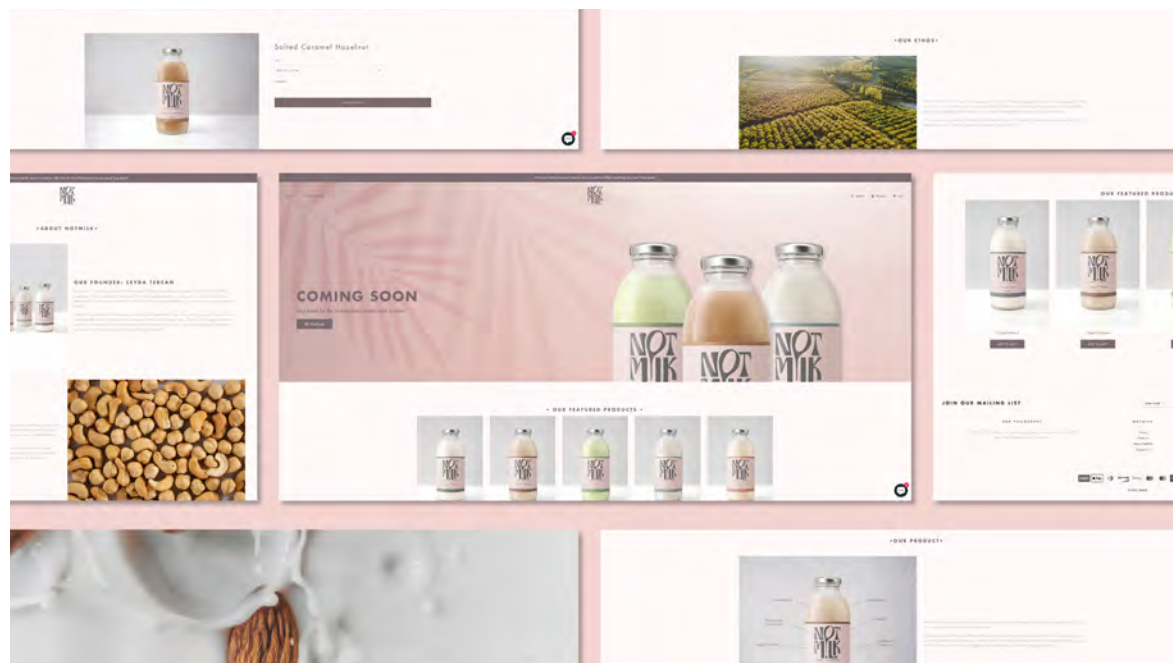




# Website design

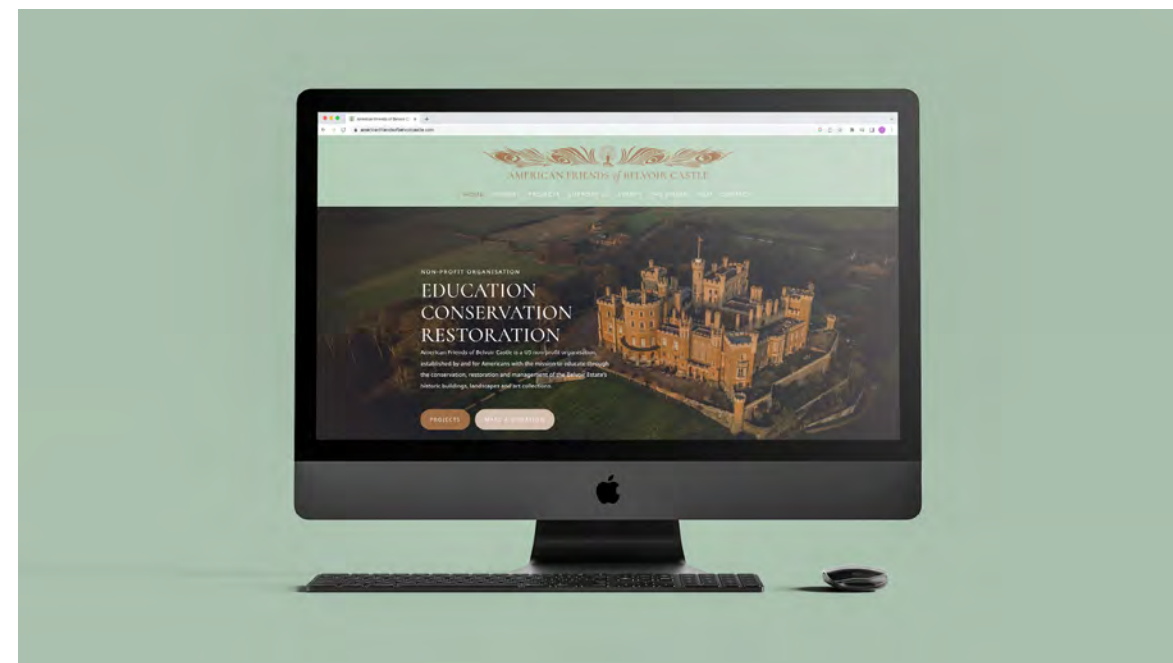
## Boosting your brand recognition and revenue

In today's fast-paced digital world, having a strong online presence is crucial for the success of any business, especially in the food and drink industry. A well-designed website not only helps you showcase your company or products and boost brand awareness, but also serves as a powerful tool to drive sales and increase revenue through eCommerce and online bookings.



A visually appealing and user-friendly website can make all the difference when it comes to attracting customers and keeping them engaged. People judge websites within seconds of landing on them, and a poorly designed site can leave a negative impression, driving potential customers away. A clean, professional, and appealing website design will not only capture the attention of your target audience, but also help build trust and credibility for your brand.

At Appetite Me, our team is equipped to design aesthetically pleasing websites that maintain the unique look and feel of your brand. This consistency in design aids in strengthening your brand's recognition and awareness.







# Social media & marketing guide

A thorough guide for effectively promoting your product

Ready to unlock the full potential of your business? Our all-encompassing marketing guide is here to help your team navigate the complex world of promoting your products and services with ease. We'll hand it over to your team for execution, facilitating a smooth marketing journey.

Should you require further assistance, our team can alternatively provide six months of support (**page 96**). This includes creating content and executing marketing strategies on your behalf, ensuring your brand's successful promotion and growth.



Our expertly crafted guide covers everything you need to know for a successful marketing campaign, including:

Business initiatives	Understand your company's goals and objectives, aligning your marketing with your vision.
Customer profiles	We will create detailed customer personas to better understand your target audience.
Demographics & target market	Identify specific segments interested in your offerings to optimise efforts.
Competitive analysis	Analyse competitor strategies to find growth opportunities and differentiation.
Market strategy	Advice on how to reach your audience and achieve marketing objectives.
Tone of voice	Develop a consistent brand voice that engages your audience across all platforms.
Channels & technologies	Suggestions on effective platforms and tools to maximise marketing impact.
Key first post examples	Get inspired by our examples of first posts that will captivate your audience.
6-month timeline	Begin your journey with a 6-month content plan full of ideas and suggestions.



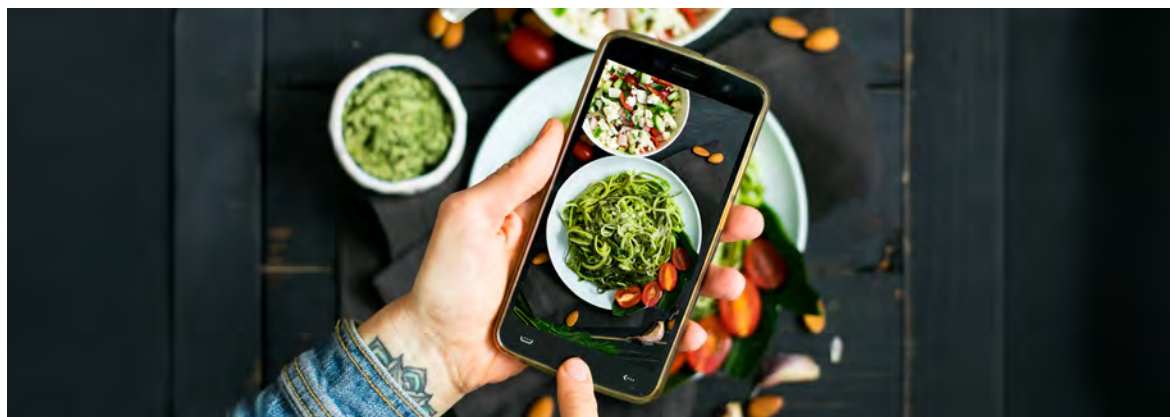


# Six month marketing support package

## Comprehensive support to suit your specific needs

Our partners are prepared to offer six months of comprehensive support, which includes creating content and implementing marketing strategies to ensure the successful promotion and growth of your brand. This package is fully customisable to suit your specific needs.

Services we can provide range from PR creation, influencer collaborations, social media scheduling, and online customer engagement, to organising professional photography sessions, launching events, and writing engaging newsletters. Our aim is to provide a holistic marketing solution tailored to your brand's unique requirements.



Your 6-month package can include the following:

<b>Review</b>	A thorough review of your marketing assets.
<b>Press releases</b>	Creation, distribution, and follow-up of news releases, event support and targeted coverage.
<b>Influencer partnerships</b>	Collaborations with influencers, online & offline.
<b>Social media management</b>	Post creation, scheduling, audience interaction & partnership development.
<b>Network access</b>	Entry to The Food & Drink Marketing Experts (TFME) network.
<b>Newsletters</b>	Creation and distribution of regular newsletters.
<b>Database expansion</b>	Growth strategies to increase your database size.
<b>Networking</b>	Support for business partners & networking opportunities.
<b>Customer Engagement</b>	Organising collaborations, competitions, sharing reviews & testimonials.
<b>Copywriting</b>	Creation of customer newsletters, blog writing & proofreading of marketing materials.
<b>Events</b>	Inclusion in Grub Club Events for company exposure.
<b>Marketing opportunities</b>	Leverage environmental credentials with our partner, Creating Nature's Corridors.



# The journey begins



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