



# Fuel Cafe

presented by Jaskaran Kaur, Haritima Singh, Emma  
Giesbrecht, and Kim Kasirer



# Agenda

- + About Our Team
- + About Fuel Café
- + Suggested Actions
- + Marketing Letter
- + Media Release
- + Brochure



# *About Our Team*

- + Jaskaran Kaur
- + Haritima Singh
- + Emma Giesbrecht
- + Kim Kasirer





## *About Fuel Cafe*

A one-stop, all-natural place for all your fuel needs: smoothies/smoothie bowls, salads, organic bowls, tea or coffee. The cafe's mission is to provide completely natural and wholesome ingredients and promote an affordable healthy lifestyle.



## *Suggested Action*

Host a promotional yoga workshop at Yyoga Downtown Flow.

- + Have additional information available at a complimentary salad bar to promote the company
- + Supply loyal customers with complimentary entrance to show appreciation



# Marketing Letter

917 Hastings Street  
Burnaby, BC  
V8U 9J2

May 10th, 2018

4849 Woodland Drive  
Vancouver, BC  
V6H 3M2  
jackhallman@gmail.com (email address)

Dear Jack Hallman, (top tier customers)

Because you're a valued Fuel Cafe customer, we would like to offer you free entry to our upcoming summer kickoff yoga workshop, where we will offer both a group and personalized yoga experience. Along with this, there will be a complimentary salad and smoothie bar and our products for sale. (gain attention) All regular ticket proceeds and 20% of product sales will go to the Greater Vancouver Food Bank, a cause we are truly passionate about.

To redeem your free ticket, simply contact us at [info@fuelcafe.ca](mailto:info@fuelcafe.ca) with your RSVP and the ticket will be delivered to you. (ease of contact/payment)

We at Fuel Cafe would also like to offer you a complimentary smoothie or salad customized by you, at your next visit to our cafe. As a whole-food lover, you know it can be very challenging to find wholesome 'fuel' options on the go. Even more challenging can be finding a truly affordable option, instead of settling for the price tag. (resonance, gain interest)

By providing the public with transparency and value, we aim to redefine healthy options on the go. You can finally find superfoods such as kale and quinoa at an affordable price and conveniently, and no, it doesn't cost extra.

Some of the new nutrient-packed superfoods and ingredients we offer:

- ❖ Kale
- ❖ Quinoa
- ❖ Spinach
- ❖ Lentils
- ❖ Spirulina
- ❖ Goji berries
- ❖ Hemp seeds
- ❖ Chia seeds
- ❖ Flaxseeds
- ❖ Wheatgrass (bullets)

We are genuinely passionate about allowing people to feel and eat the best. This is a mission we have embarked on due to our own struggles with being on the go and maintaining a healthy diet, without having to compromise knowing what is in the food we eat, affordability or convenience.

Our menu is customizable and constantly evolving, whether you're a vegetarian, vegan or eat meat. Our in-house holistic nutritionist researches, tests and tastes on a regular basis, and we find ways to bring them to you. In addition, we always welcome your special requests or feedback –

found an intriguing superfood you want to try without committing to including it in your grocery list? Want to try a new flavour, ingredient or combination? We can help. We provide free samples of each ingredient we offer – from beverages to food, so that you are able to see what works for you. Every option is customizable according to your own preference, at no added charge.

Our mission? To make it easier for people to live better by both eating healthy and loving what they're eating. We are truly passionate about paving the way for a focus on foods your body will love, instead of what it should avoid. This means spending less time and energy on decision-making, and a lot more time to live your best life. (short paragraphs)

Sincerely,

*Eleanor Watson*

Eleanor Watson

Owner

Fuel Cafe (signed by owner)

P.S. If you download our app 'Fuel Cafe' today, you can immediately be eligible for a free customized smoothie or juice in-store, order in advance for pick-up or delivery via Uber Eats and Skip the Dishes, and view all nutritional information and menu items. (afterthought, motivate action)



# *Marketing Letter*

- + In order to reward and maintain relations, a letter is mailed to each loyal customer, personally customized
- + The offer: free ticket to the wellness and yoga workshop kickoff, and complimentary in-store smoothie or salad, with option of customizing
- + Emphasis on the cafe's continued passion for offering healthy, convenient and affordable foods
- + Promotion of new app, partnered with UberEats and Skip the Dishes



# Media Release

## START YOUR SUMMER IN TREE POSE

### STRATEGIES

- Date
- Contact Info
- Headline
- 5 W's and H
- Purpose to organize the event
- Goal
- Event Details
- Corporate Social Responsibility
- Quote
- Community Benefit through Media
- Mission Statement

April 10, 2018 (date)

For Release May 15, 2018 (release info)

Contact: (contact info)

Eleanor Watson, Owner

778-689-4444

info@fnackafe.ca

#### Start Your Summer in Tree Pose

Fuel Café is going to kick off summer with a yoga workshop that will take place at Yoga Downtown Flow on July 8, 2018. (Who, What, When, Where) This workshop will introduce attendees to an alternative method of staying fit and increase awareness of the benefits of a healthy lifestyle. (Why)

There will be yoga experts on-site for providing proper guidance and personal recommendations beginning at 12:00pm. Moreover, a complimentary salad and drink bar will be on the premises.

Fuel Café wants to allow people to live better by both eating healthy and loving what they're eating. It is truly passionate about paving the way for a fitness routine your body will love, instead of what it should avoid. This means spending less time and energy on decision-making, and a lot more time to utilize in your everyday life. (mission statement)

At Yoga, they are dedicated to creating communities that bring yoga and fitness to anyone seeking a healthy, balanced life. They believe that through movement, they ultimately create happier, healthier people, connected to themselves and others.

For more information, please contact:  
Eleanor Watson, Owner  
778-689-4444  
info@fnackafe.ca

[Note to Editors: photos and special press opportunities for interviews/photographs/videos available] (note to editors)

Attach: itinerary for press use (attachment)

-36-



along with information about how organic products are grown and supplied from the producers and suppliers themselves. (How events can benefit people or how they are plans to organize)

According to Jake Leighton, certified holistic nutritionist, "a healthy journey begins with a healthy attitude and an open mind." (quote) Fuel Café and Yoga are partnering to help you kick-start your journey the right way.

The event will have an energetic start with an upbeat, easy-to-follow yoga routine for all attendees to partake in. At the salad bar, which will be open for the duration of the occasion, experts will be available for discussions about healthy eating and sustainable goals. Yoga mats and fresh, organic produce will be available for sale, and there will be a draw at the end of the day for a free yoga mat and travel-planning consultation. (details)

The entry fee for the event is \$25 per person over 16 years and \$15 below, with available student discounts at \$20. Full profits from the event and 20% of revenue generated from the sales of fresh products will be given to the Greater Vancouver Food Bank (GVFB). Art Schumann Hess, CEO of the GVFB, will speak at the event, explaining the organization's purpose and the use of the donations. (Corporate Social Responsibility) The goal is to supply \$10,000 to those requiring use of the food bank.

About the Companies:



# Brochure Exterior

## Strategies

- Loyalty program
- Coupons
- Location
- Involve audience
- Utility

**FREE** medium tea with the purchase of any health bowl.  
Expires 5/31/2018. Valid in-cafe only. Not valid with any other offers or coupons.

**\$9.99** Any health bowl with 6 ingredients and a medium tea.  
Expires 5/31/2018. Valid in-cafe only. Not valid with any other offers or coupons.

**\$2 off** on any smoothie bowl.  
Expires 5/31/2018. Valid in-cafe only. Not valid with any other offers or coupons.

**20% off** on purchase of \$20 or above.  
Expires 5/31/2018. Valid in-cafe only. Not valid with any other offers or coupons.

One app. Endless perks.

**fuel**

- Get a \$5 gift card on download.
- Update your loyalty points.
- Get notified instantly about new offers.

Scan the code in our store to find out if you are the one of our 20 lucky customers and get a free drink.



Where can you find us?  
917 Hastings Street, Burnaby, BC V8U9J2



**FUEL CAFE**

**CONTACT US**  
778-689-4444  
604-999-0000  
www.fuelcafe.com

Yes, we deliver!



Download our app today!



Follow us



www.fuelcafe.com



# Brochure Interior

## Strategies

- Colourful
- About Us
- Eye-catching captions
- Pictures

*Create your own healthy bowl or make a salad*

**Protein**  
Eggs  
Beef  
Quinoa  
Chicken  
Seafood  
Lentils  
Tofu

**Veggies**  
Carrots  
Broccoli  
Cauliflower  
Green Beans  
Tomatoes  
Olives  
Spinach

**Complex Carbs**  
Corn  
Brown Rice  
Wheat Berries  
Sweet Potatoes  
Buckwheat  
Barley  
Peas

**Sweet**  
Apples  
Blueberries  
Strawberries  
Raspberries  
Papaya  
Mango

**Crunch**  
Cucumber  
Red Peppers  
Sesame Seeds  
Snow Peas  
Chia Seeds  
Edamame  
Nuts

**Base**  
Lettuce  
Watercress  
Swiss Chard  
Soba Noodles  
Leafy Greens  
Kale

**Flourish**  
Chives  
Cilantro  
Hummus  
Peanut Sauce  
Avocado  
Tahini  
Basil

**Smoothie Bowls**  
Dragon Fruit  
Coconut  
Mango Pineapple  
Pumpkin  
Blackberry Banana  
Green Pistachio  
Apple Pie  
Mixed Berry  
Blueberry Avocado

**Coffee Addict?**  
Espresso  
Cappuccino  
Latte  
Flat White  
Americano

**Tea is your therapy**  
Turmeric Tea  
Green Tea  
Chamomile Tea  
Chai Tea  
Honey & Lemon Tea  
Ginger Tea  
Peppermint Tea

**Who are we?**  
We are a one-stop health-food café, offering locally-produced and organic food. We aim to make your life better by helping you eat healthy and love what you are eating. We are truly passionate about paving the way for a focus on foods your body will love, instead of what it should avoid. This means spending less time and energy on decision-making, and a lot more time to live your best life.

**L O C A L**

**F R E S H**



*Thanks!*

**Any questions?**

