



# NOT JUST COFFEE SINCE 1998

**YOUR KEY TO ETHICAL, COMMUNITY CENTERED COFFEE**





**MORE THAN JUST COFFEE**  
**WE ARE A COMMUNITY EXPERIENCE**

**OUR MISSION:**

**TO SERVE EXCEPTIONAL COFFEE WHILE FOSTERING A SENSE OF  
COMMUNITY AND SUPPORTING ETHICAL, SUSTAINABLE PRACTICES  
THROUGHOUT OUR SUPPLY CHAIN**





NOT JUST COFFEE

SMITH PLACE

WE USE ONLY  
SQUID

Schwartz's





# OUR VISION

TO ESTABLISH A NETWORK OF FRANCHISES THAT  
PRIORITISE QUALITY, COMMUNITY, AND SUSTAINABILITY,  
WHILST OFFERING A MEMORABLE CUSTOMER EXPERIENCE  
THAT ENHANCES THE COFFEE BREAK JOURNEY







**NOT JUST COFFEE IS MORE THAN A TYPICAL COFFEE SHOP; IT'S A LIFESTYLE BRAND THAT BLENDS QUALITY WITH A MODERN, SOCIALLY-CONSCIOUS ETHOS**

**WE AIM TO CREATE A UNIQUE EXPERIENCE FOR OUR CUSTOMERS BY OFFERING A VARIETY OF ETHICALLY SOURCED, EXPERTLY CRAFTED COFFEE, FOOD AND BEVERAGE OPTIONS IN WARM, INVITING SPACES**





# BRAND VALUES

**QUALITY: EVERY CUP IS CAREFULLY CRAFTED WITH THE FINEST INGREDIENTS, ENSURING A HIGH STANDARD FOR TASTE AND PRESENTATION**

**SUSTAINABILITY: WE BELIEVE IN MINIMISING OUR FOOTPRINT ON THE PLANET, FROM FARM TO CUP**

**COMMUNITY: OUR SPACES ARE DESIGNED TO BRING PEOPLE TOGETHER, ENCOURAGING INTERACTION AND ENGAGEMENT**

**INNOVATION: WE CONSTANTLY SEEK NEW WAYS TO IMPROVE OUR OFFERINGS, INCORPORATING HEALTH TRENDS AND CUSTOMER PREFERENCES INTO OUR PRODUCT DEVELOPMENT**









**OUR PRIMARY AUDIENCE INCLUDES MILLENNIALS AND GEN Z CUSTOMERS WHO PRIORITIZE ETHICAL CONSUMPTION AND WELLNESS ADDITIONALLY, WE CATER TO STUDENTS, YOUNG PROFESSIONALS AND HEALTH-CONSCIOUS INDIVIDUALS WHO LOOK FOR A PREMIUM COFFEE EXPERIENCE**

**CUSTOMER PROFILES:**

**THE COFFEE ENTHUSIAST: A PASSIONATE CUSTOMER WHO SEEKS OUT HIGH-QUALITY, ETHICALLY SOURCED COFFEE**

**THE HEALTH-CONSCIOUS CONSUMER: SOMEONE WHO VALUES WELLNESS AND ENJOYS OUR PLANT-BASED OPTIONS AND SPECIALTY WELLNESS DRINKS**

**THE COMMUNITY CONNECTOR: A CUSTOMER WHO USES OUR SPACES TO WORK, RELAX, OR MEET FRIENDS, VALUING THE SENSE OF COMMUNITY WE FOSTER**











# CONNECTING COMMUNITY WITH A GROWING SOCIAL BASE

WE'RE BUILDING AN ORGANIC BASE OF 7000+  
FOLLOWERS THAT HAVE SEEN INCREASES  
IN FOOTFALL AND SALES ACROSS  
THE PORTFOLIO







**BY JOINING NOT JUST COFFEE, YOU ARE NOT ONLY INVESTING IN A BUSINESS BUT ALSO BECOMING PART OF A MOVEMENT THAT VALUES ETHICAL PRACTICES, COMMUNITY ENGAGEMENT, AND HIGH-QUALITY PRODUCTS. TOGETHER, WE CAN CONTINUE TO GROW THIS BRAND AND BRING EXCEPTIONAL COFFEE EXPERIENCES TO CUSTOMERS EVERYWHERE**







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