

BLENDLY.CO.UK



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INFORMATION PACK
FOR PARTNERS AND DISTRIBUTORS
FOR GLOBAL GROWTH

Prepared by:

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MARKETPLACE

ABOUT BLENDLY.CO.UK

Blendly.co.uk Marketplace allows transparent access to fresh coffee production for the global coffee consumer by giving them the components that make up everyday coffee products.

Blendly.co.uk take a decentralised approach to commercial coffee roasting allowing commodity purchasing, production manufacturing, and distribution to be commissioned independently adding greater flexibility to the current mass production models built around larger batch size.

Blendly.co.uk builds its production based around smaller more flexible batch sizes that can be supplied directly to end users without the need for additional user storage and redistribution costs.

Blendly.co.uk give the global coffee consumer the tools to create more dynamic and customisable service and products that are fresher and unique to themselves.

Blendly.co.uk focused on growth through investment in production distribution and digital integration, allowing our partners easier access to production manufacturing and distribution.

Allowing greater growth of opportunities to build new global networks and opportunities around the growth of fresh coffee.



EXECUTIVE SUMMARY

With approximately 70 million cups of coffee consumed in the UK each day according to the UK Tea Council. And Europe coffee market accounting for around 30% of the global consumption. The market for hot beverages can be considered extremely robust. Blendly.co.uk developed the tools that also allow a new type of distribution partner to manage the local baristas to help build the local distribution to new growing consumer base, that is looking for more transparent and secure food products.

OUR TARGET MARKET

Our target market have focused firstly on the growth of independent coffee shops, home users and commercial customers, local government and e-procurement.

Blendly.co.uk allows local distributors to build on local opportunities with the development of the barista plans that allow coffee blends to be developed and managed over the internet, and local distributors to build, develop and take the role of a new type of distribution. Helping business users on volumised coffee that would traditional purchase the coffee from wholesalers and coffee resellers to access their own custom blended products and to integrate these coffee blends to buying groups such as hotels, vending, restaurants and coffee shops.

WE ARE IN LOVE WITH COFFEE

The commercial coffee world continues to see growth as the world engages a new type of global coffee consumer - a customer looking for more transparency around their coffee. Customers that are looking for more choices in the products they consume and the ability to create and brand their own bespoke product.

Blendly.co.uk business model allows a greater number of customers to access the coffee blending process, and allow the industry to move away from static pre-blended product, allowing greater economies of choice.

Blendly.co.uk increases access to blended fresh, transparent traceable coffee as well as create new ways of allowing coffee blends to be sold to the growing market of consumers where there is a demand for high-quality, barista-style coffee.

YOU ARE A MODERN TYPE OF DISTRIBUTOR

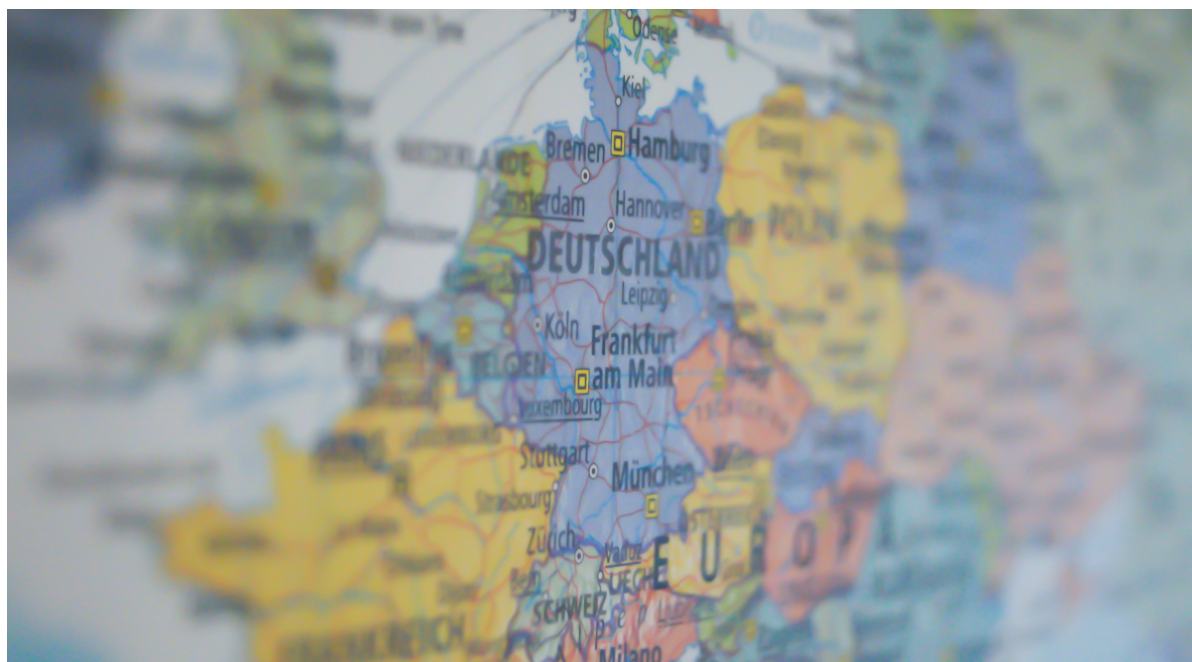
Blendly.co.uk understand the current market and share the commercial significance of a business model that decentralised current commodity purchasing, production, manufacturing and distribution, allowing them to be commissioned independently of the current mass production models built around larger batch size.

In contrast to a volumised production based around smaller batches that can be supplied directly to end users without the need for additional user storage and redistribution costs.



SUPPORT YOU IN YOUR AREA FRANCHISE

Blendly.co.uk Area Franchise start from £25,000



As a Central distributor you will have the ability to work in your area and build support and relationships through coffee and coffee blending as part of your success. Blendly.co.uk works with Central distributor promoting you as the area distributions with support services to build your success.

- Training and support
- Access to Blendly.co.uk tools to help local management of accounts
- Lead generation and marketing support
- Finance of the initial capital sum over 3 to 5 years subject to status
- Technical training
- Access to stock and green beans
- Access to distribution tools
- Funding and support
- Handover training to existing accounts
- Business development and admin and billing support
- Central Call Centre and customer support

APPLICATION PROCESS

Support to move when you need it



As a Central Distributor we offer support to move you into your area as well as the developing of your local market we offer a range of finance options that can be used to move your area forward depending on your area and on your circumstances.

In principle decision for support can be established early in the process depending on your expectations and subject to status if you have been trading over three years an application can be made for support for an area

- Latest full accounts
- Management figures to date

If you are looking at moving into a new area then working with blendly.co.uk we would help you prepare your new area plan the following information if you have not been trading for three years and based on your Blendly.co.uk Area distributor plan application for support can be made with the following information

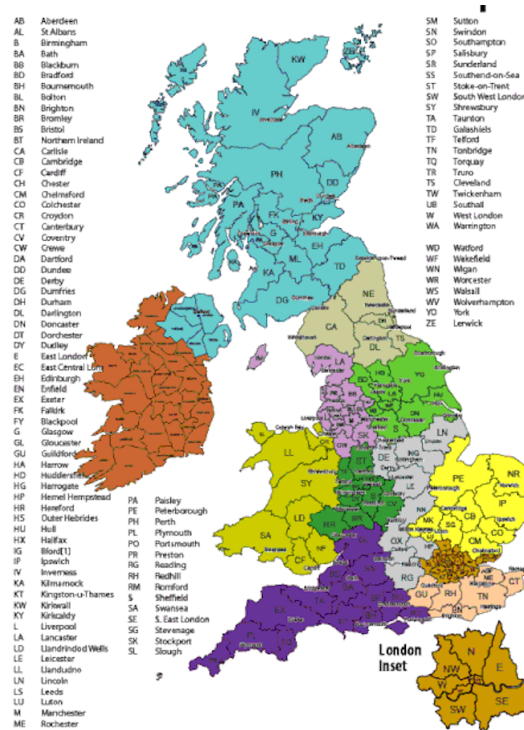
- 3 months bank statements
- Net Worth Form completed to be supplied
- Guarantees - must be a UK home owner, details required for each Director (s) - Full name(s), Address & Date of birth.

Typical funding application can take around 7-10 days and the following example is subject to status and are an Indicative costs for £25,000 +VAT for a Franchisee who has been trading for over 3 years and has a net-worth of above £50,000 would be £833.25 +VAT and over 5 years which would be our maximum terms would be £562.75 +VAT.

For more information contact us www.blendly.co.uk

AREA FRANCHISE

start at £25,000



Barista Distributors are at the heart of the Blendly.co.uk Coffee Marketplace. We offer a great support in the running of your area - putting you in charge by letting you manage your customers. Working as a regional distributor will allow you to manage and distribute Blendly.co.uk brand to a growing number of coffee consumers and build your income and area.

For more information on how you can build an income from the growth in fresh coffee then why not reach out and we will be happy to discuss further.

Barista Distributors are based on current operations for more information visit www.blog.blendly.co.uk

WWW.BLENDLY.CO.UK

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**COFFEE
FRESHER, QUICKER, BETTER**

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