

# Bread & Butter

Our prospectus for sale

August 2023



# A unique proposition

This is an opportunity to buy the largest and busiest independent café in Cornwall's capital.

One that has a following of locals who return again and again, and visitors who come to us every time they're in Cornwall.

A café that has many reviews with as close-to-perfect scores and words as we could hope for; and that has won numerous awards.

Yet it's also a business that has so much opportunity still untapped.

A turn-key business, ready for someone new to step in and take it forwards...

# The current owners

We are Kate and Charlie Snell, in our early 50s and in 2019 we bought a café called Emily's. During lockdown we changed its name to Bread & Butter which we felt reflected a business that's down to earth, reliable and comforting.

When we bought it we said we'd own it for five years, and so here we are, 4½ years later putting it out there for its next owners with new energy, ideas and perspectives to take it on to the next level.

Under our tenure we have doubled its turnover, but still believe there is more available. You'll see our thoughts on the opportunities on later pages of this presentation.

We've adored owning, nurturing and growing this place. It's going to be a hard wrench when we finally walk away, but know that we'll have chosen good hands to pass it on to...



# The current business

The business operates as a largely daytime café, from 8.30am to 3pm (with some variation for days and takeaway). It operates over two sites, directly opposite each other in River Street. The kitchen of the larger site produces food for both sites, supplemented by pastries and sourdough from local bakeries.

Approximately 60% of the takings are at the larger, eat-in site, and 40% at the takeaway/shop.

Bread & Butter is most famous for its fluffy American pancakes, and people beat a path to our door for these!

But people also love our brownies, the St Agnes sausage rolls, smokey beans, frittata, carrot cake, bacon roll – ALL of which have been described as ‘the best I’ve ever had’ by many customers.

For further financial details please contact [mike@veritas-sales.co.uk](mailto:mike@veritas-sales.co.uk) or call him on 01872 306 450.





## Two businesses for the price of one!

As we became busier and busier, we started to outgrow our original site, so we took over a shop right opposite our café and moved all our takeaway there, filling the window with wonderful pastries sourdough loaves which make passers-by stop and drool.

We also created a retail space along one wall – a space for a variety of uses from Cornish goods to delightful delicacies.

The new shop has expanded our takeaway offering massively – but still has huge growth potential, with the right mix of killer products and dishes to complement fantastic coffee.



# an award-winning cafe



# with incredible ratings & reviews

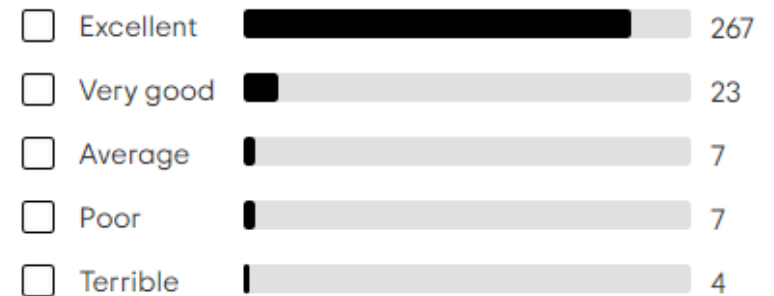
Google

4.8 ★★★★★ 417 reviews

 **Tripadvisor**

 307 reviews

### Traveller rating



●●●●● Reviewed 31 May 2023

### Great food and a lovely atmosphere

Excellent food, particularly good vegetarian and vegan breakfast selection and the garden at the back feels like the Mediterranean. The 10% off in the takeaway on the same day is also a genius move and we really enjoyed the cake we took home for later!

●●●●● Reviewed 27 May 2023

### Fab all round!

Everything in the bread and butter café was brilliant - the food, the decor, the staff! Will definitely go back and would recommend to anyone - we had the pancakes and they were simply delicious!

●●●●● Reviewed 27 May 2023

### I'll be back for another pancake stack!!!!

The best pancakes ever, I chose the apple & cinnamon which were amazing!! Great coffee, lovely cosy atmosphere and extremely friendly and attentive staff. Thank you.

●●●●● Reviewed 15 May 2023  via mobile

### Food, atmosphere and service all great

Fab food and gorgeous relaxed atmosphere in their garden. Service very friendly too. Highly recommended for a lunch date.



# A unique outdoor dining spot in Truro

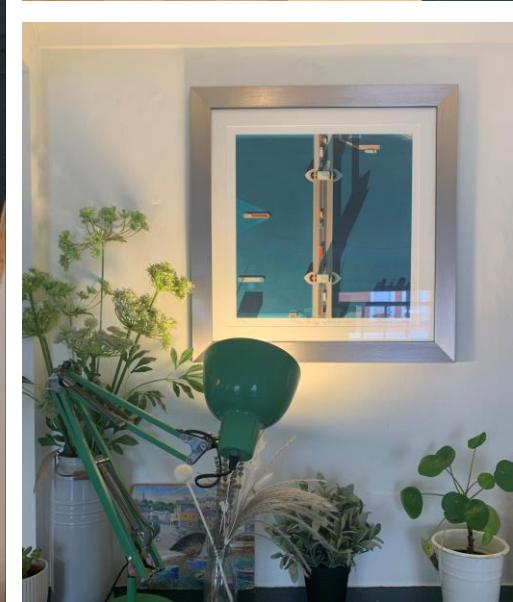
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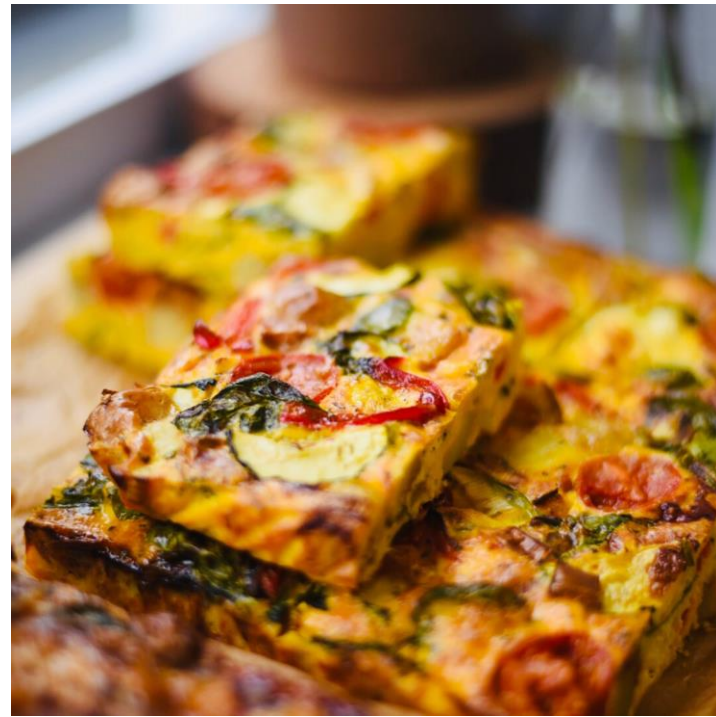
With very little outdoor dining in Truro, our courtyard garden is one of our biggest selling points.

Often described as a 'hidden gem', people book tables here all year round!



'oh it's so  
cute'  
we often hear  
customers say!





**INCLUDED:**  
our popular recipes



## **INCLUDED:** hand-picked team

Because we are a well-known and sought-after place, every job ad receives 80-100 applicants, allowing us to choose the best people available at the time.

Our reviews often mention how good the team and service are.

The team at the time of handover will of course be TUPEd across to the new owners' company.

Their skill and know-how with running this place will be hugely valuable to the new owners.

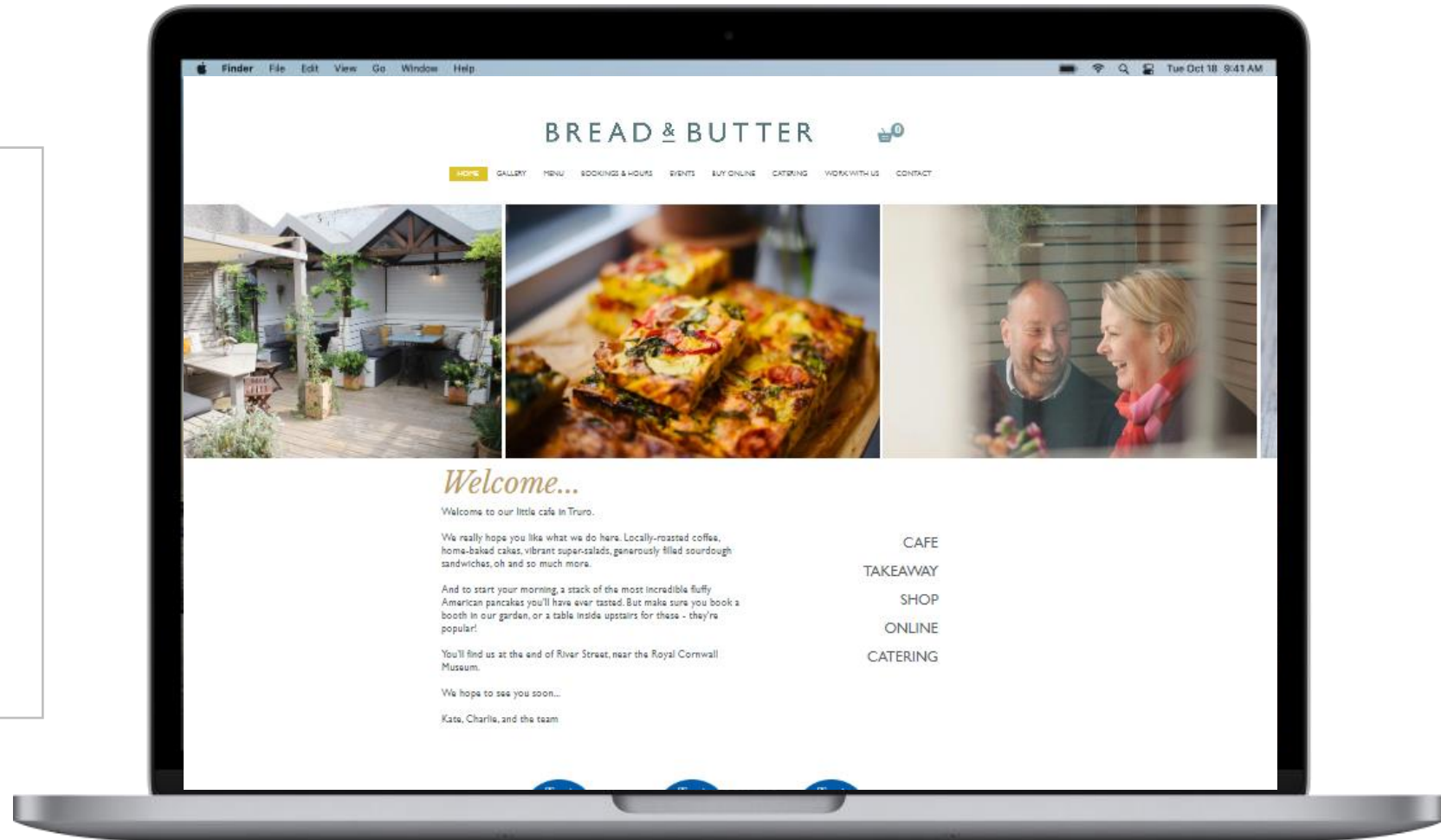
# INCLUDED: robust processes

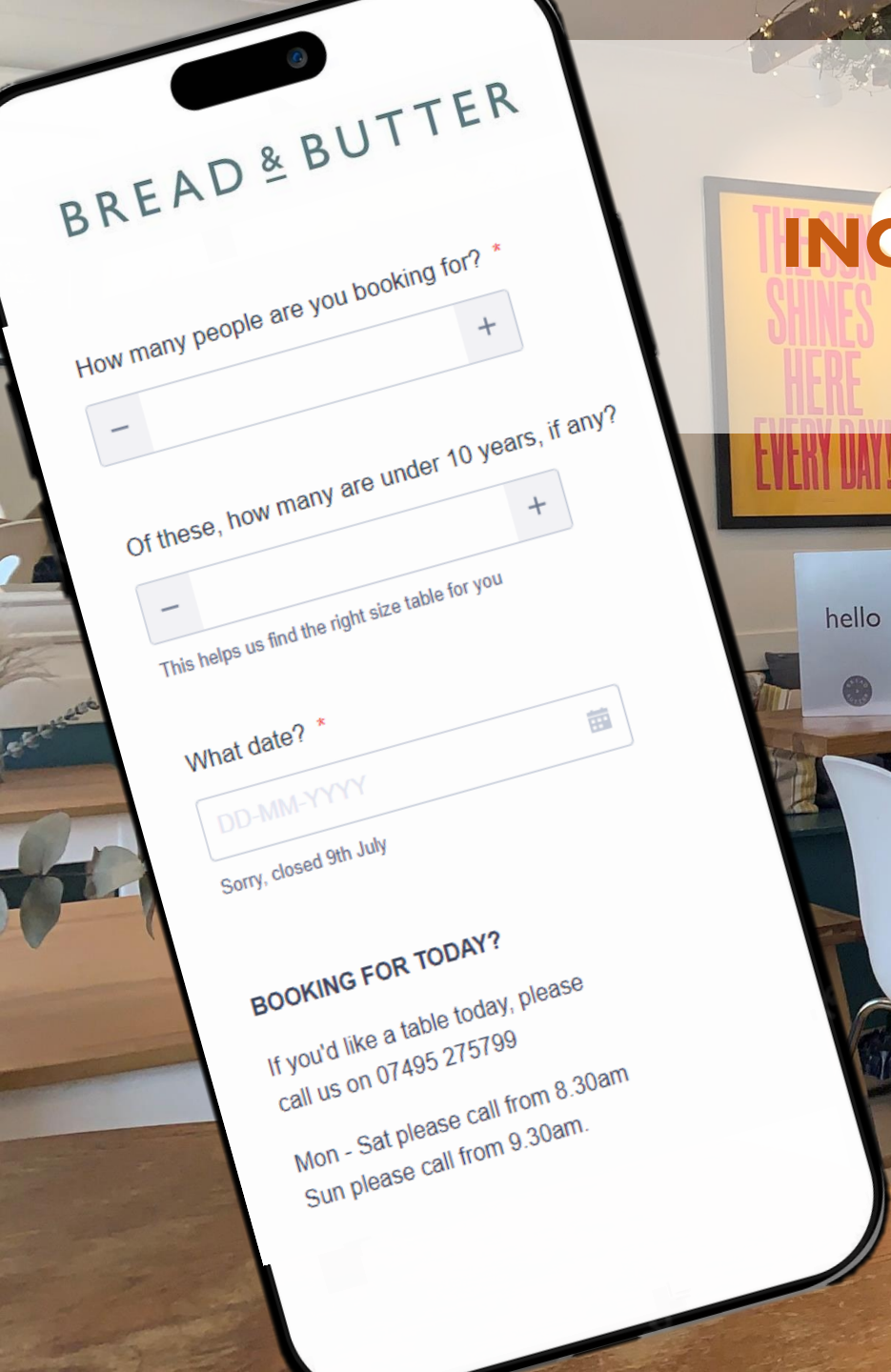
- Every job-role has a checklist to ensure consistency day to day
- Full training pack for onboarding new joiners.



# INCLUDED: all digital assets

- Accomplished website
- Breadandbuttertruro.com web address
- Photo library
- Instagram account – 9k followers
- Facebook account – 4k followers
- Email addresses – 5k
- Mobile phone numbers – 10k





# INCLUDED: online booking system



**OPPORTUNITIES FOR GROWTH:**

## **EXPAND EVENING TRADE**

We have been running Greek Feast Nights every Friday this summer, in collaboration with local Greek chefs.

Every evening was sold out, at £36.50ph.

We believe this shows the huge potential for more evening trade.





## OPPORTUNITIES FOR GROWTH: BOOST ONLINE SALES

- We have a small operation sending out our incredible brownies by post.
- Customers purchase off the website
- It's rarely promoted, but we believe could fly with some push



### TripAdvisor review

panini, bagels, daily frittata and more. If you're craving chocolate or a sweet delight, the brownies and millionaire shortbread are like no other.



## OPPORTUNITIES FOR GROWTH: INCREASE EXTERNAL CATERING

We've catered for eminent organisations such as

- The Royal Cornwall Museum
- the Royal Institute of British Architects
- Cornish Lithium
- Truro & Penwith College
- Cornwall Council
- Francis Clark Accountants
- Bishop Fleming Accountants
- Coodes Solicitors
- as well as many wakes and parties.

There is an opportunity to do more with some promotion.

## **OPPORTUNITIES YET TO BE EXPLORED...**

- Expanding to other locations
- Franchising the brand
- Expanding to different formats – pop-ups / festivals / street food...
- Weddings at Bread & Butter?
- And many that we haven't even thought about yet...!



# Truro: Cornwall's capital of:

## RETAIL

- five banks
- many national, regional & local brands

## ADMINISTRATION

- the council's main offices

## HEALTHCARE

- The county's main hospital

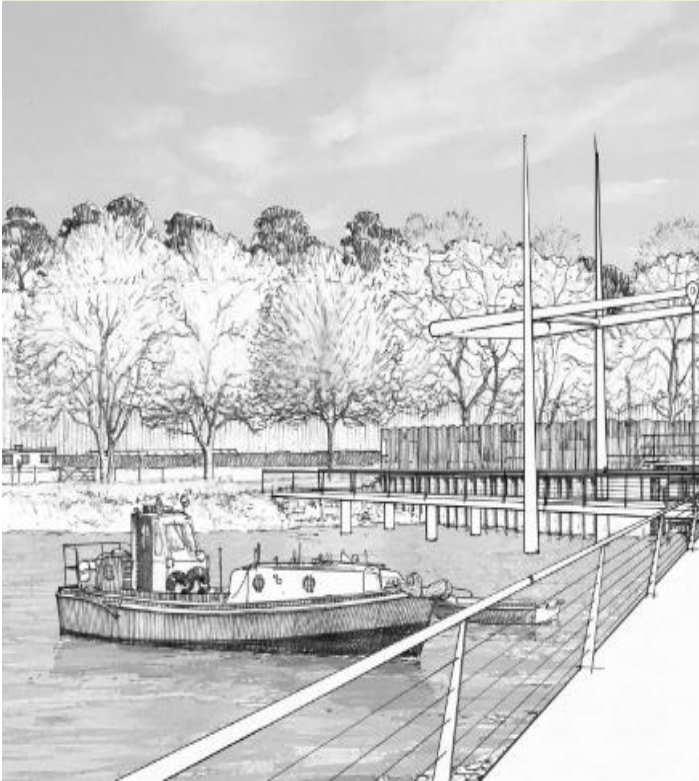
## CULTURE

- Hall for Cornwall
- Old Bakery Studios

## EDUCATION

- The county's main college
- three private schools
- two good secondaries

# Truro: a growing city



## Towns Fund

£48m to be spent  
enhancing the city



## Pydar development

A major city centre  
development



## Langarth

4000 new homes to  
be built in Truro

## SUMMARY

# A unique prospect

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- Strong brand
- Loyal customers
- Popular recipes
- Robust procedures
- Fantastic team
- Good digitals
- Growing city
- Untapped opportunities



If you're a genuinely interested buyer we'd love to show you round.

Please contact [mike@veritas-sales.co.uk](mailto:mike@veritas-sales.co.uk)

or call him on  
01872 306 450

for more information or to book a viewing.

