

Artcaffè

coffee & bakery

MARKET

Artcaffè is a full service bakery, coffee shop, bar and restaurant that targets customers who care about quality, ambience, community and value for money in the products they consume and their experience.

With freshly baked artisanal bread and pastries, real Kenyan coffee, signature cocktails and a continental style restaurant menu, Artcaffè leads the way in modern dining and coffee culture.

Artcaffè is aspirational, catering to a mid to upper socioeconomic demographic in urban Nairobi.

Artcaffè Group turned over more than KSh 1 billion in 2015 and continues its expansion into 2016 with ambitious targets for sales growth with higher average spending per customer and increased footfall.

Artcaffè have targeted the mid to upper end by offering a new level of quality in the market. Their restaurants have a strong geographical presence at top shopping centres throughout the city, with a fresh and modern design aesthetic that brings the urban community together for business and pleasure. The branches offer free reliable WIFI and a relaxed space to enjoy world-class cuisine, coffee and drinks, served by a dedicated team of chefs, baristas and mixologists.

Increased dietary awareness and a shift to healthy living has created more demand for their premium bakery products, which use the best local ingredients, wholewheat flours and rye, superfoods like chia and gluten free goods.

Meanwhile, developments in WIFI and other technologies have revolutionised our working



lives, making Artcaffè an attractive hub for business meetings, working on the go and networking.

ACHIEVEMENTS

Artcaffè has been consistently rewarded by their industry peers for food and service, cuisine and being the best café and bakery. Some of these awards are:-

Taste Awards 2015-16

- Most Popular Continental WINNER
- Most Popular Café or Coffee House Runner Up

- Most Popular Vegetarian Runner Up
- UP Readers Poll 2015
- Best Dinner with a Friend
- Best Breakfast/Brunch
- Best Place for First Date

Artcaffè was the first in class to bring a European standard of baking excellence to Kenya, that remains unrivalled. Their bakers use traditional techniques and the finest local ingredients to proudly bring to life their Art Bakery range – sold at their branch bread shops and within the restaurants.

Artcaffè are the first turnkey café, bakery, restaurant and full service bar to be open from 7am to 12am (or later in some branches).

Artcaffè's Oval branch is the first restaurant in Kenya to be open 24 hours on the weekend.

HISTORY

In 2008, Artcaffè opened its doors in the brand new Westgate mall, in Westlands, with a flagship location bringing the first truly European model standard of coffee and bakery to Kenya. From there, they developed new levels of service

and attention to detail, consistent and delicious signature dishes and cocktails and world-class bakery products. Artcaffè's primary focus has always been to surpass expectations and deliver on quality. From a relatively small team fuelled by passion to achieve excellence, the fledgling company soon formed firm roots and gathered a loyal following of fans.

From just one venue that opened in 2008, Artcaffè has expanded across the city, with prime locations drawing in tens of thousands of customers a week in eleven restaurants:-

Artcaffè Grand at Westgate, The Kiosk at

Westgate, The Oval, Junction, Lavington, Karen Crossroads, Galleria, Thika Road Mall, Garden City, Village Market and Yaya.

Each branch has its own unique demographic and their restaurants reflect this through their own style, premium offers and events calendars.

Artcaffe Group now has five brands under its wing – Artcaffe, Dormans (four coffee shops acquired in 2014), Urban Gourmet Burger (opened 2013), Tapas (opened 2015) and OhCha (2015) – with twenty restaurants and further expansion plans for 2016-17.

Artcaffe have more than 1,300 employees – and they're still growing!

PRODUCT

The Artcaffe brand is designed to create a community based experience for their customers with high quality food and beverages, service, ambience, music, environment and entertainment.

Provenance and quality lie at the heart of all their menu offerings. Healthy, good food is key to Artcaffe and this now includes healthy wholewheat loaves and 100% rye bread, gluten free products, almond and soya milk alternatives. Artcaffe Grand also boosts a full vegan menu – an innovation on the café scene here in Kenya.

A fast and efficient delivery service with a team of eager riders and a full menu is now available from the majority of branches of Artcaffe, operating from 7am to 9pm daily.

The sister brands under the Artcaffe umbrella are also pioneering and fresh.

Urban Gourmet Burger elevates the humble burger to superstar status and is the first of its kind in Kenya, offering more than twelve types of high class burger sandwiches, a family friendly atmosphere with a lean to sports fans with giant HD TVs with live screenings of all the latest



sporting action.

Tapas is an experience of the passion and flavours of the Latin world, bringing together the heartbeat of Flamenco with sharing plates of beautifully crafted tapas dishes, Sangria and refreshing cocktails. It is the first restaurant to showcase the best of Latin food in a romantic and warm environment.

Meanwhile, newly opened **OhCha** delivers a street food vibe – Fast, Fresh and Delicious – a South East Asian inspired kitchen and Nairobi's first Noodle Bar.

RECENT DEVELOPMENTS

Recently Artcaffe have opened a 30,000 sq foot logistics hub in the city's industrial area, housing their sophisticated bakery, preparation kitchens and stores – centralising operations as they expand and grow.

Artcaffe partners with key local brands to bring new and exciting offers to their customer base, including sponsored entertainment, billing options (MPesa, credit cards).

PROMOTION

Artcaffe's social media and email marketing highlights special offers and promotions to add value to the Artcaffe experience. They have also used their free in house magazine/blog Artlife to market ArtCaffe.

The brand is heavily focused on digital media, through social network sites and email marketing, but also has a print media presence in food and lifestyle magazines (eg Yummy, Go Places) and some outdoor media.

Inhouse POS and a mailing list make sure their clientele are kept up to date with the latest offers and new innovations.

Artcaffe has weekly live bands and DJs to entertain their evening crowds, along with a very successful happy hour and drink specials across all their branches.

Artcaffe also have bakery and coffee offers weekly across all branches – discounts on breads, special offers on pre orders of mini pastries and whole cakes.

Holidays are celebrated with offers and house specials – and their delivery service gives serious added value with drinks and food deals.

BRAND VALUES

Art Bakery philosophy -We bake with love and passion.

“Le pain nous a nourris, le vin nous a illumine” – fits their French style café ethos

Artcaffe's vision can be summed up thus:-

- Value for money
- Quality
- Made in Kenya
- Design orientated
- Warm and inviting ambience
- World class service
- Unique and customer driven
- Innovative
- Market leaders
- Committed and progressive

Artcaffe promise to deliver high value for money in their products, service standard and design-oriented environment. Supporting and growing their staff, their skills and providing an elegant but inviting dining and service experience for their customers.

The logo is simply elegant and classic - accessible to everyone. Their name is easy for



all cultures to pronounce and read, reflecting their international cosmopolitan clientele and inclusive environment.

www.artcaffe.co.ke



Things you didn't know about Artcaffe

Artcaffe have a 30,000 sq ft logistics centre where they have centralised all baking and much of their food prep to ensure consistency across all branches. Their chefs are regularly supervised and they provide ongoing evaluation and training.

SOPs and controls are paramount across the organisation, from procurement to delivery, kitchen to plate. Artcaffe's staff benefit from top notch training and development. Restaurant know-how sets them apart.

Superbrands