

(w)espresso

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Vision and Mission

Specialty coffee and whimsical films.

Two interests that spark conversation and create niche communities.

...So what if we were to combine them?

Introducing (w)espresso, a mobile coffee cart leading a new generation of unique pop culture espresso experiences.

(w)espresso will both provide specialty espresso beverages to fans of Wes Anderson's films, and introduce espresso enthusiasts to Wes Anderson. It will deliver these unique coffee experiences to the arts communities of Iowa as a street vendor servicing festivals, private events, and weekend city wanderers.

Business Plan

1. Description of Business

(w)espresso is a Wes Anderson themed mobile espresso coffee stand that brings the quirky world of Wes into the hands of festival goers, film enthusiasts, and those looking for a unique caffeinated beverage. Each espresso drink, served hot or over ice, is named after one of Wes's actors, and provides a way for the community to connect over shared interests. (w)espresso's uniquely welcoming trailer stand can be set up anywhere- parks, streets, outdoor events- providing a different kind of coffee experience for those who want a break from their traditional corporate-brewed coffee shop run. Each customer will feel like they have stumbled upon a hidden gem, which they will then proudly carry with them, advertising (w)espresso with their branded cup.

(w)espresso creates community by bringing together Wes Anderson fans and coffee enthusiasts, introducing them to each other's interests, and providing a uniquely hydrating beverage options for festival goers.

(w)espresso will be on the front-end of the current coffee trend toward specialty beverages and unique, "instagram worthy" experiences. The goal is that this appeal will spark more themed coffee carts around the Des Moines and surrounding midwestern areas, thus bringing focus back into communities since the mobile coffee "cart" is a catalyst to keep moving and engaging with those around you.

Espresso Drink Menu

The Bill (Murray): milk chocolate and caramel

The Owen (Wilson): white chocolate and vanilla

The Luke (Wilson): white chocolate and raspberry

The Anjelica (Huston): dark chocolate and raspberry

The Tilda (Swinton): dark chocolate and caramel

The Jason (Schwartzman): milk chocolate and mint

The Wes (Anderson): chai and vanilla

All drinks can be hot or iced, and are served with either 2% milk or almond milk.

Sources:

<https://www.businessinsider.com/actors-in-most-wes-anderson-movies-bill-murray-owen-wilson-2018-3#harvey-keitel-3-9>

2. The Market

(w)espresso will be a mobile coffee truck, servicing art festivals, markets, and event catering across Iowa and eventually expanding into other midwestern regions if there is demonstrated interest. Des Moines has started to generate a reputation as being a hip, artsy place for college students and recent college graduates, already hosting several markets, art festivals, and even food truck festivals, while still being relatively compact and a smaller community compared to bigger cities across the US. This combination makes it the ideal starting location for (w)espresso.

The target market of (w)espresso is recent college graduates/young adults in the Des Moines area. With the Des Moines population increasing by 59% this past year, and with food truck culture gaining traction in the metro areas of Iowa, (w)espresso will be focusing marketing efforts to getting out where people are already going. For example, events hosted by the Des Moines Social Club, the Des Moines Art Festival, and unique local music concerts are already drawing people back to Iowa after college. (w)espresso will add to this unique arts scene.

(w)espresso will focus a lot of marketing efforts into a holistic social media presence- connecting the Wes Anderson fans, espresso food truck "foodies", and recent college graduate crowds to

(w)espresso from different angles. Encouraging hashtags and establishing strong relationships between (w)espresso and the community will also ensure that the customer base feels that they're really a part of (w)espresso instead of just a customer.

Sources: -

<https://livability.com/ia/des-moines/real-estate/heartland-hotspot-why-millennials-are-flocking-to-des-moines>

<https://livability.com/topics/make-your-move/why-everyone-is-moving-back-to-iowa-and-you-might-want-to-join-them>

https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=PEP_2016_PEPANNCHG.US24PR&prodType=table

3. Management

Abigail will be graduating from the Interdisciplinary Design program at Iowa State University. Through this program, she has developed a passion for using the arts and communications to engage communities: on campus through assistant directing ISU Theatre productions, with prospective students working as a content creator for the CycloneLife blog in the Office of Admissions, in the Ames community with the Design on Main art gallery, and across Iowa as an AmeriCorps member helping run the Iowa 4-H Arts, Communication, and Design programs including the first Iowa 4-H Performing Arts summer camp.

While she is driven to take on new creative challenges, she will need to delegate responsibilities and the management of (w)espresso to a strong team of three other driven baristas so she is not taking on too much.

The team of Baristas will be working part-time and will be compensated \$15 per hour.

Insurance providers, a strong local bank, and legal experts in mobile food trucks will be necessary additions to the team, and will be important across all of (w)espresso's development phases.

4. Major Risks and Problems

As (w)espresso combines a niche film interest with a specific kind of beverage, the biggest risk is that the target market will not be large enough to sustain (w)espresso. The other concern is that while (w)espresso is a unique place to visit once, it may not establish a strong returning customer base.

To combat these issues, three factors are going to be essential:

1. The marketing and advertising of (w)espresso must be consistent across all print (posters, cup sleeves), digital (websites, events), and social media (hashtags, pages) platforms. This will ensure that the target market is contributing to the advertising to keep the word spreading.

2. The team of Baristas must be excellent interpersonal communicators who strongly believe in the mission and vision of (w)espresso. To ensure this, in-depth interviews will be conducted with potential employees during the hiring process.
3. The quality of the espresso beverages must stay consistent. To ensure this, proper refrigeration, espresso machine maintenance, and supply storage will be established and checked before and after each event, to be logged for manager review.

5. Facility

The (w)espresso mobile trailer will be owned by Abigail. It will be a home-based business, with all marketing, communications, and event-planning management taking place on her computer via cloud document sharing.

Iowa Food Truck Facility Requirements

- A three-compartment sink
- A hand sink
- Cold and hot running water
- A water holding tank
- A waste-holding tank 15% larger than the water tank

Class IV Food Truck Requirements

- "Physical Facilities for mobile units shall meet Food Code requirements for floors, walls, and ceilings. This includes protection of outer openings.
- Unit must be self-contained aside from a grill or smoker. All equipment including dry, freezer, and refrigerated storage shall be on one unit.
- Refrigeration (if required) shall be mechanical. Refrigeration units shall be provided to keep potentially hazardous food (Time/Temperature Control for Food Safety) at 41F or below and shall be equipped with thermometers to monitor holding temperatures.
- Hot holding (if required) shall be done by mechanical means. Hot food storage units shall be used to keep potentially hazardous food (Time/Temperature Control for Food Safety) at 135F or above.
- All food, equipment and supplies must be stored on the unit and at least 6 inches off the ground and must have overhead protection such as a truck ceiling, umbrella, canopy, awning, etc. Self-service condiments must be on display in covered containers, squeeze bottles, or packets to protect against contamination.
- A designated hand washing sink equipped to provide water of at least 100° shall be provided.
- A pressurized water supply (hot/cold) and water tanks shall be adequate for operation. There should be enough water to fill each compartment of the three-compartment sink and enough water for each employee to wash hands as needed throughout the day- a

general rule is 2 gallons/person for handwashing. Water supply shall also include the water used for warewashing (if applicable).

- Units that handle unpackaged food shall have a three-compartment warewashing sink or have daily access to a three-compartment sink located in the owner's licensed commissary, where utensils can be adequately washed and sanitized. Three compartment sinks shall meet code requirements for depth and fixtures as well as have water of at least 110° and drainboards that are sloped to drain. Sink compartments shall be large enough to accommodate immersion of the largest piece of equipment or utensil.
- Restrooms: In the case of a temporary event, the mass gathering criteria (IAC Chapter 19) can apply which would allow the use of port-a-potties. In the event of a mobile unit setting up at a fixed location, a plumbed restroom shall be required. A written agreement with a neighboring business is required.
- A home base of operation needs to be adequate and free of gross insanitary conditions.
- A plan review and pre-operational inspection, including menu review, shall occur prior to a license approval."

Sources:

https://qctimes.com/news/local/want-to-open-a-food-truck-here-s-what-you/article_130543a4-803e-50db-b577-a3b05dc42e9d.html

https://dia.iowa.gov/sites/default/files/documents/2016/02/2_26_16_mobile_food_guide.pdf

6. Financing

Cost Overview

1. **Organizational:** trailer maintenance, event registration, parking spaces
 - a. Parking at metered parking spaces in Des Moines is allowed:
<https://www.desmoinesregister.com/story/news/local/des-moines/2015/04/02/des-moines-food-truck-final-vote-six-month-pilot-program/70867524/>
2. **Advertising:** website upkeep, poster advertisements, snapchat filters
3. **Inventory:** monthly total: \$1670
 1. Fair trade espresso beans- \$1000
<https://shop.equalexchange.coop/collections/bulk-coffee>
 2. Flavor syrups- \$60
 - Vanilla, caramel, raspberry, mint, chai
 3. Milk- \$70
 - 2%, almond milk
 4. Chocolate Sauce- \$90
 - Milk, white, dark
 5. Hot Cups/Lids 16oz- \$60
 6. Cold Cups/Lids 18oz- \$60
 7. Straws- \$10
 8. Drink Sleeves- \$300

9. Napkins- \$20

Revenue Overview

1. Drink Sales

- \$4.50 per drink
- \$5.00 if you substitute almond milk
- \$4.00 if you bring your own cup

Goal: 300 people per day, 4 days a week: \$5,400 weekly

Monthly Total: \$16,200

2. Event Catering

- \$250 for 50 people
- \$470 for 100 people

Goal: Book 3 events per month, approx. \$350 per event

Monthly Total: \$1,050

(w)espresso will be self-supporting after one year.

Monthly Payment \$1,375.71

Total Interest: \$481.47

Sources:

<http://calcnexus.com/amortization-calculator.php?L=16027&rate=5.5&term=1&freq=12&show=true&calc=1>

7. Budget

Initial Expenses

Coffee Food Truck	\$10,000
Espresso machine*	\$1,250
Refrigerator	\$1000
Permit	\$27
Health Permit	\$800
POS System	\$150
Vehicle Inspection	\$100
Paint/Decor	\$2000
Legal/Consulting	\$500
Decor	\$200

TOTAL: \$16,027

*includes espresso grinder

Average Monthly Expenses

Utilities:	\$1000
Payroll:	\$1500
Insurance**:	\$4950
Supplies:	\$1670
POS	\$67
Gas:	\$250
Commissary:	\$500

TOTAL: \$9,937

***includes general liability, business owner's policy, commercial auto, and worker's compensation*

Average Monthly Income

Beverage Sales:	\$16,200
Event Catering:	\$1,050

TOTAL: \$17,250

Average Monthly Revenue Generated: \$7,313

Sources:

<https://openforbusiness.opentable.com/tips/how-much-does-a-food-truck-cost/>

<https://coffeeshopstartups.com/15-step-plan-to-starting-your-coffee-shop-stand-business/>

<https://coffeeshopstartups.com/the-true-costs-of-starting-a-coffee-shop-explained/>

<https://coffeeshopstartups.com/equipment-need-start-coffee-shop/>

<https://www.shopkeep.com/blog/how-much-does-it-cost-to-start-a-food-truck#step-1>

<https://www.thebalancesmb.com/how-much-does-a-food-truck-cost-2888316>

https://www.shopkeep.com/perfect-ipad-pos?utm_source=MM&utm_medium=OA&utm_campaign=Signup_MM_retarget

<https://www.merchantmaverick.com/reviews/shopkeep-review/>

<https://pbfy.com/running-your-business/start-a-coffee-cart-or-kiosk-coffee-business-part-3-of-3/>

8. Schedule

Event Day Schedule

1. Pre-Service Preparation (approx. 1 hr)
2. Travel
3. Set-Up (approx. 30 min.)
4. Service (approx. 3-5 hrs.)

5. Clean-Up (approx 30 min.)
6. Closing (approx 30 min.)
7. Travel
8. Clean Up (approx. 1 hr)
9. Next-Day Preparation (approx 30 min.)

Weekly Management Tasks

- Location Scouting
- Staff/Location Scheduling
- Marketing and Social Media
- Bank Deposits
- Deep-clean facility
- Check espresso quality/maintenance logs
- E-mail/website form customer communications

Monthly Management Tasks

- Supply Ordering
- Pay bills
- Renew license and permits
- Employee payroll/financial documentation/bookkeeping
- Additional outreach efforts

Sources:

<https://restaurantmba.com/create-daily-food-truck-schedule/>

<https://www.dummies.com/business/start-a-business/a-typical-day-in-the-life-of-a-food-truck-owner/>

Marketing Plan

1. Brand Identity

- a. **Company Title:** (w)espresso, not wespresso, Wespresso, WESPRESSO, or any alternative. The only exception to this is the #wespresso hashtag.
- b. **Logo:** (w)espresso, in simple black futura text
- c. **Font:** Futura is the font usually associated with Wes Anderson's work, and will be used for all (w)espresso publications and websites, cursive font will be used for subtitles

2. Print

- a. **Coffee Sleeves:** will include a large version of the (w)espresso logo, and hashtag in cursive font

- b. **Poster inclusion:** when events- public or private- request material for a poster, a small version of the (w)espresso logo will be used.
- c. **Standing Posters:** Directing customers to the truck with leading signs featuring the (w)espresso logo and hashtag

3. Digital

- a. **Website:** www.wespresso.com will include:
 - i. Header will contain company title, logo, and site navigation
 - ii. “Homepage” introducing the company, linking to the other pages
 - iii. “About” page describing the mission, vision, and introducing the team
 - iv. “Find Us” mapping the future places (w)espresso will be visiting
 - v. “Contact” or “Book Us” inquiry form for private events
 - vi. “Past Events” Blog recapping different events (these posts will be linked through social media after each event to redirect people to the website)
 - vii. “Who is Wes” biography of Wes Anderson and links to purchase/watch his films
 - viii. Footer will contain contact info and links to social media accounts
- b. **Hashtags**
 - i. #wespresso and @wespresso will be used for all events, announcements, and posts across social media platforms.
 - ii. Any customers posting pictures of (w)espresso will be encouraged to use the hashtag
- c. **Social Media**
 - i. Facebook: company page, event pages, stories, updates/links to blogs
 - ii. Instagram: company account, hashtag page, image updates, stories
 - iii. LinkedIn: company page
 - iv. Twitter: company page, hashtag page, updates/links to blogs
 - v. Snapchat: company page, stories, potential story filter
- d. **Food Truck Booking Websites**
 - i. <https://roaminghunger.com/>
 - ii. <http://www.dmvfta.org/book-a-food-truck>
 - iii. <https://www.foodtrucksin.com/truck-search>
 - iv. Event Ideas: <http://www.iowacraftbeertent.com/index.php>

Loan Application

Please see attached IowaMicroLoan Credit Application.

Community Engagement Strategy

(w)espresso will engage with the community in three ways: hosting events, participating in public events, and catering private events.

1. Outdoor Film Release Celebration

Wes Anderson's next movie, the French Dispatch, will be released in 2020. To celebrate the release, a movie release event will be hosted at the Sylvan Theater / Greenwood Park Outdoor Theater in Des Moines, IA.

Wes Anderson Film Release Celebration

Description:

Date: TBA

Time: 4:00pm-11:00pm

Location: Greenwood Park Outdoor Theater, Des Moines, IA

Cost: Free admission, espresso beverages for purchase, movie tickets for purchase

Ages: Suitable for ages 13+

Description: Come celebrate the whimsical world of Wes Anderson leading up to the release of *the French Dispatch* with showings of his previous movies, claymation workshops, handcrafted espresso beverages from (w)espresso, bakery items from ___ food truck, and Wes in Watercolor coloring sheets. Once the sun sets, we'll be sitting down to watch interviews with Wes and the actors involved with the French Dispatch before departing for the theater.

This is an outdoor event, so please bring your own bug spray and blankets.

Collaborators Needed:

- Claymation workshop leaders
- Foodtruck(s)
- Wes in Watercolor leaders

Event Timeline:

1. Send out invitation to possible collaborators
- 2. 1st collaboration meeting**
3. Reserve Greenwood Park Outdoor Theatre space
- 4. 2nd collaboration meeting**
5. Send out announcement for event, create event page in facebook
6. Communicate event with relevant interest groups, meet-ups, college clubs
- 7. 3rd collaboration meeting**
8. Gauge interest and reserve movie theatre tickets
9. Check-in with interest groups/clubs, check RSVPs on facebook
- 10. Final collaborative meeting, set up for event**
- 11. Event**

2. Public Community Arts Events

The Des Moines Social Club hosts an annual Food Truck Throw Down event in downtown Des Moines, featuring several different kinds of speciality food trucks. (w)espresso will be applying to be a vendor at this event in the spring of 2020.

This will be an important step for integrating (w)espresso into the Des Moines food truck and live arts community as it is already well known in the area with 2.9k people interested according to the Facebook event, and the Farmer Market opening happening on the same day.

Sources:

<http://desmoinessocialclub.org/events/5th-annual-food-truck-throw-down/>

3. Private Events

After getting the initial word out at public community events like the Food Truck Throw Down and after hosting the Wes Anderson Film Release Celebration, the goal is to start booking private events, including:

- Corporate Events
 - ex: Agribank had a coffee cart visit once a month in the main breakroom area
- Weddings
- Birthday Parties/Grad Parties

See the **Marketing Plan- Digital- Food Truck Booking Websites** section for some examples of booking marketing platforms (w)espresso may use aside from the direct website inquiry form.

Future Opportunities

After establishing a name in both the food truck and Midwest arts appreciation communities, there are a few potential goals down the road for (w)espresso:

- Partnering with local bakeries- either selling their food or creating a joint food truck
- Expanding to include other pop culture reference food trucks, planning a pop culture or film food truck festival
- Integrating more digital media, perhaps including a projector showing clips from Wes's work
- Planning a food truck tour, to showcase the Wes fans across the midwest
- Establishing a brick and mortar (w)espresso shop, perhaps in a repurposed theater or within a bookstore

Additional Sources:

<https://www.bike-coffee.eu/coffee-cart-models>

<https://foodtruckr.com/blog/>

Appendix

Event Reflection No. 1- Godspell

The musical Godspell has been put on by many, many different theaters in many different styles. These differing styles are due to the fact that the script itself does not define how the show will be staged. ISU Theatre took this open concept, and transformed Godspell from a theatrical production to a catalyst for community engagement. They did this effectively through audience participation, at both the “high-risk” and “low-risk” scales in terms of interaction and improvisation. The performers started each show sitting in the audience, and proceeded to sing the first song from different spots around the theater which immediately drew the audience into the world of the performance. Throughout the first act, the actors would call up people from the audience to participate in their storytelling- through drawing, acting out narrations, and improvisation. Not only would this directly engage the participants in the work, but it would also cause the audience to see themselves in the shoes of the audience member called up. At the end of the show, the actors engaged with the audience in a less direct way by throwing Starbursts and ISU Theatre’s “We Are Citizen Artists” stickers. This not only ensures that each person in the audience feels that they are a part of the community during the show, but also feels that they are a part of the community long after since they have a sticker to take with them.

I think that this is a great example of using a theatrical production to create community subliminally. Clearly, lots of rehearsal time (it was a three-month rehearsal process) was devoted to best engaging all audience members, regardless of whether they wanted to jump on stage.

Event Reflection No. 2- (d)innovation

(d)innovation is an annual event in the College of Design focusing on using design as an innovation tool by highlighting different student and alumni-led projects, companies, and collaborations. This year, (d)innovation had two components: the interactive (d)dares and panel discussions/designer talks. The (d)dares were a new concept for this year, with the idea that interdisciplinary and multidisciplinary groups of design students would be led by a mentor and given a wicked problem or design challenge to discuss and solve as a team. The structure for each team was very flexible and open, so the mentors could really decide how they wanted to approach the problem.

For the (d)dares, I was in charge of signing in the different classes and creating the groups, which was a direct case study for my senior Capstone project. I then spent the rest of the day observing the event and how the teams collaborated. As the week went on, the groups progressively got smaller, and the structure of the (d)dares changed to be a full-group discussion about wicked design problems and programs within the College of Design. The panels became a sort of anchoring point for the core group of students who went to several sessions (the Capstone class) which provided a uniquely interactive panel discussion. I think that this was a good test-run of the (d)dares concept, although a bit more structured engagement might be helpful in the future.

Event Reflection No. 3- 4-H Connect Retreat

The 4-H Connect Retreat is an annual weekend-long conference for 8th-12th graders across the state of Iowa with a focus on celebrating different cultures and backgrounds and planning for success in college. The participants spend the first day on Iowa State University's campus, getting to know each other, the feel of attending a University, and different academic programs Iowa State offers. First thing in the morning, there's a diverse student panel to answer any and all questions the participants have about college. This is a fantastic time for participants to ask questions to mentors they can relate to and look up to. I was in the group that went to a pre-law informational session and the College of Design informational session. The pre-law discussion was set up like a roundtable discussion, and the advisor leading it directly asked questions and connected with the students throughout the entire presentation, making it more personal and relevant to what the participants were actually interested in. In the College of Design session, we brainstormed different design jobs and then discussed what majors each designer might pursue in college. We then did a hands-on cyanotype activity to directly engage participants in a design process.

The rest of the Connect Retreat takes place at the Clover Woods camp, where there are lots of workshops, outdoor activities, and motivational speakers. I led a Myers-Briggs workshop on the second day for a group of thirteen students, where we discussed how personality assessments can be helpful, took a shortened version of the MBTI exam, and then I read aloud each of their type results and some potential careers and majors to consider. This was a very personalized workshop since it was such small group, which was a great balance to the large-group tours and workshops from the previous day. The combination of large and small group activities allowed participants to learn more about their own potential in a university setting, along with how they fit in with a larger community of students. I think that this made it a successful community engagement event.