

Preliminary Proposal for *The Daily Grind* Coffee Cart Located on the Napa Valley College Campus

Summary and Strategy

Install a free standing coffee cart which would provide additional beverage service and healthy snacks to students and staff located on the Napa Valley College campus. This service would offer convenience and more affordable pricing than coffee chains, while maintaining high quality and a broad selection of related products.

Initially two persons would be required to provide efficient service. Optimally, one employee would be a NVC student.

Business would pay rent or a percentage of sales to NVC.

Hours of operation: 7:45 – 3:00 Monday – Friday Closed during school breaks. The summer school session would need to be examined for cost effectiveness.

Requirements by the business for stand alone cart if located outside of a building:

- Power
- Safe place to store the cart
- Somewhat protected area to locate during operating hours.
- Possibly one long community table for consumption of food and gathering. Also, it would offer a more reliable disposal of trash. Business is willing to supply stackable chairs. [Suggestion: table could be made by the students as a class project. Or salvaged table could be 'customized by art students;]

Initial Menu and Pricing.

Additional items to be added if need is determined by both vendor and NVC.

	<i>Small (12 oz)</i>	<i>Large (16 oz)</i>
House Coffee (.10 credit w/cup)	1.25	1.50
Single Espresso	1.25	double 1.75
Extra shot	.50	
Cappuccino	2.25	2.75
Café Au Lait	1.75	2.00
Café Latte	2.50	3.00
Café Mocha	2.75	3.25
Flavored Syrup/Shot	.35	
Chai Latte	2.50	3.00
Tea	1.00	
Banana/Apple	.50	
Muffins/ Breads/Cookies	1.50	
Bagels w/ cream ch.	1.50	
Energy Bars	1.00	
Bottled juices	tbd	
Water	1.00	
Smoothies	tbd	

All food items to be purchased from wholesaler/retailer, meeting health code standards.