

# PerKup Coffee & Tea Co.

**Location:** Chatsworth, CA

**Ivy League Barista Academy:** April 2011

**Advanced Fabrication:** April-December 2011

**Type:** Mobile Coffee Truck

**Grand Opening:** December, 2011



## Ivy League Barista Academy

The owners of PerKup, attended our coffee training school, Ivy League Barista Academy, in April of 2011 and realized the benefits immediately. Through our training they were able to prepare espresso based drinks, hire successful employees, and learned how to run day-to-day operations pertaining to the coffee industry. They both took full advantage of our barista training as well as our coffee shop consulting on how to operate a coffee business. The success they experienced instantaneously is undeniable.



**Other Consulting Packages PerKup took advantage of:** (click on any package to view pricing and information)

- **Signage and Branding Package**
- **Business Plan Package**
- **Private Consulting Package**
- **Grand Opening Consulting**



## Advanced Fabrication

In today's society, branding isn't just a logo on the bottom of an advertisement, it's creating a design that is eye catching and memorable. Successful brands represent the product you provide, the service you give, and the dedicated customers you have. PerKup worked with Advanced Fabrication consultants to transform their company into an unforgettable brand.

To see how **Advanced Fabrication** can better assist your company's brand, [click HERE](#).



## **RG** Ritual Grounds Roasting

We offer a variety of equipment including all the best manufacturers in the world, fair trade whole bean coffee, organic coffee, loose leaf teas, coffee accessories, syrups, and powders.



## PerKup is Open for Business!

From the initial vision to grand opening, PerKup confided in Coffee Shop Experts with their successful business venture. Coming to ILBA Coffee School they learned how to operate a successful business. Advanced Fabrication helped them create a brand that customers won't forget. Ritual Grounds Roasting provided them with the product to open their business as well send freshly roasted coffee weekly. None of this would have been possible without taking the appropriate steps, and PerKup has benefited tremendously from the successful collaboration with Coffee Shop Experts.



# Pink Java Cafe

**Location:** Sedona, AZ  
**Ivy league Barista Academy:** July 2009  
**Advanced Fabrication:** July 2009  
**Coffee Cart Biz:** June - July 2009  
**Type:** Cafe  
**Grand Opening:** November, 2009  
**Press:** "Makeovers: Re-Developing Former Foodservice Spaces." *Specialty Coffee Retailer* (December 2009), *Arizona Coffee Article* (February 2010)



## Training

Barista training is the first and most important step to take when opening a coffee business. We are committed to providing you with the training and guidance necessary to increase your chances of a successful business venture. The owner of Pink Java Cafe, attended our coffee training school, Ivy League Barista Academy, in July of 2009 and realized the benefits immediately. Through our training he was able to prepare espresso based drinks, hire successful employees, and learned how to run day-to-day operations pertaining to the coffee industry. He took full advantage of our barista training as well as our coffee shop consulting on how to operate a coffee business. The success he experienced instantaneously is undeniable.



## Design and Layout

After training, the owner was ready to start thinking about what type of business he wanted, the look and feel he was going for, and the target market. The layout and design of the business is one of the most crucial parts of opening a coffee shop, drive thru, cart or kiosk. The flow with reference to equipment and POS transaction positioning will play a vital role in the efficiency of your business. As you can see, the owner had a very unique vision for Pink Java Cafe. Being located in a prominent tourist area (Pink Jeep Tours in Sedona Arizona) he felt it was important to stick with the theme and atmosphere of his location. Advanced Fabrication's design team took this into consideration and together designed a cafe that was undeniably a class above his competition.

## Branding

In today's society, branding isn't just a logo on the bottom of an advertisement, it's creating a design that is eye catching and memorable. Successful brands represent the product you provide, the service you give, and the dedicated customers you have. Pink Java Cafe worked with Advanced Fabrication consultants to transform the company into an unforgettable brand.



## Construction and Installation

Our construction plans include, but are not limited to, flooring, framing, painting, demo, drywall, HVAC, lighting, electrical, concrete cutting, concrete pouring, plumbing, back fill, water heater and window installation, as well as various other services. Advanced Fabrication manages the project from start to finish and controls all improvements on your behalf. For Pink

Java (left) you can see what the building looked like before our team of qualified professionals transformed it into what it is today. Our 10,000 square foot facility houses all the material and tools needed to transform even the worst of buildings into modern, glamorous, successful businesses.



## Equipment, Product, and Supplies

There are multiple factors that can influence the decision in what product is right for you. The three most prevalent factors are budget, risk, and location. Ritual Grounds Roasting guides you through this process smoothly to help you determine which products are best for you. We offer a variety of equipment including all the best manufacturers in the world, fair trade whole bean coffee, organic coffee, loose leaf teas, coffee accessories, syrups, and powders. View our [ONLINE STORE](#) to see our whole selection. Pink Java Cafe went the custom route and utilized our sources and then added a twist. Advanced Fabrication powder coated all of their equipment to match the rest of the cafe. The hot pink color scheme is memorable and sets their business apart from their competitors, leaving the customer thirsty for more.

## Pink Java is Open for Business!

From opening the doors, to daily operations, Pink Java Cafe entrusted Coffee Shop Experts with their successful business venture. Coming to ILBA Coffee School, they learned how to operate the successful business you see today. Advanced Fabrication helped create a design and layout that keeps customers talking about and coming back. Coffee Cart Biz developed this vision and made it come to life. Ritual Grounds Roasting provided the product to open their business as well as continue to provide him with the necessary product that ensures revenue for the company. None of this would have been possible without taking the appropriate steps, and Pink Java Cafe has benefited tremendously from the successful collaboration with Coffee Shop Experts.