

www.brightbird.com.au

OVERVIEW

History and reason for sale

Brightbird Espresso burst onto Liebig Street, Warrnambool in December 2010. It was the first café to bring an urban feel to the tired, regional coffee scene. Brightbird quickly became the spot for locals and visitors searching for a taste of metropolitan café culture. It was originally established as a partnership, which dissolved in 2013. It was then purchased outright by Mark & Katrina Brightwell, who have operated it since.

Brightbird is a social hub, a welcome and warm community meeting ground. People know they'll always get excellent service and fine flavours. Customers are a loyal, happy crowd of locals and visitors alike who are drawn by fresh menus and fantastic online reviews. It's a much-loved, successful project led by two passionate locals, supported by a dedicated team of staff and suppliers.

The café has proven to be more than a business or a job. It's been a wonderful lifestyle for the Brightwells, where their young family has literally grown up. After eight years of continuous trade, and with the business in a very healthy condition, owners Mark and Katrina believe now is the time for new challenges after a break from hospitality. They are happy to meet with potential vendors to answer any questions.

Business description

Here are the key value propositions of the business:

Coffee, breakfast and lunch Brightbird Espresso is primarily a café known for its true dedication in serving the best quality coffee and fresh, flavoursome food. Breakfasts, lunch and exclusive sweets are on the menu - all prepared onsite in the custom fit commercial kitchen at the rear of the store.

Burgers and drinks BrightBurger was launched in late 2017 as an addition to the existing business under the same roof. Brightburger offers a short sharp menu of on-trend tasty burgers. Cocktails, beers and burgers are crowd pleasers on Friday nights with a younger crowd looking for a light, delicious feed.

Meetings and events The café regularly hosts meetings, either one-on-one meet ups in the general café area or larger gatherings on the big indoor or outdoor tables. People find it easy to hear and work in the area and enjoy free Wi-Fi and a change to recharge devices. The downstairs

space also caters perfectly for parties, larger work functions or intimate family celebrations. It's a versatile area that can be easily decorated.

Upstairs functions

A fantastic New York-style warehouse loft of exposed beams, brick walls and timber floors. Excellent for workshops, talks, classes, live music, food, yoga, art or other events. This blank canvas in the city's CBD is ripe for growing as a well-known public and private event venue.

Current operating hours

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| Monday - Friday | 7am - 4pm |
| Saturday & Sunday | 8:30am - 2pm |
| Friday summer Burger nights | 5pm til late |
| Extended summer opening hours - as you like! | |



The space

Brightbird has a clean, comfortable, minimalist style with plenty of room to move. It is well lit and well ventilated, warm in winter and cool in summer. Street frontage allows easy access through double doors. The register, coffee and snack prep area is in the centre of the floor, which makes it easy for customers to order and for staff to access and serve guests. Bathrooms and chef's kitchen is at the rear. People can move freely with the space comfortably accommodating eat-in and take-away customers. The whole café has a good sense of 'flow'. The entire space is designed to be inclusive and ensures easy wheelchair access, ample space for prams and comfortable seating for elderly people.

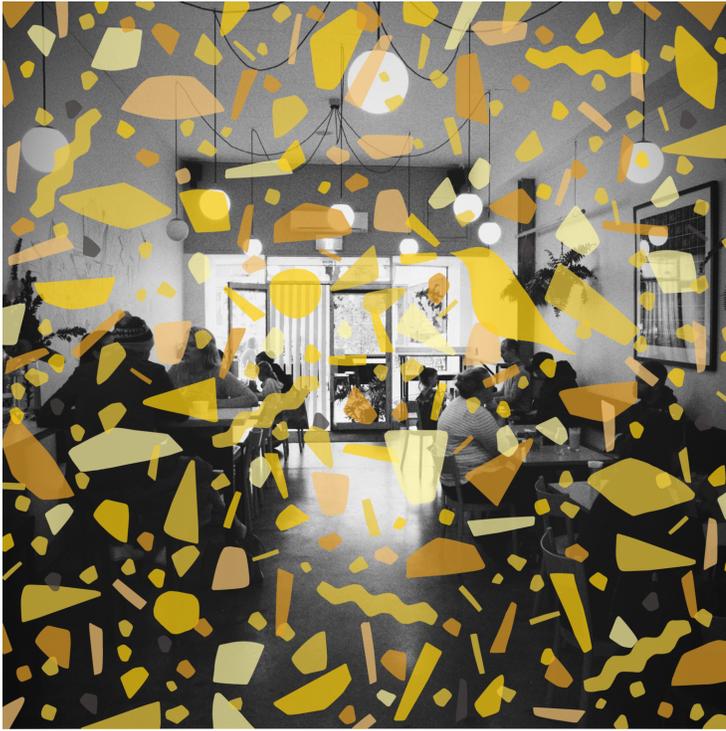
Main café area has seating for 50 on bench seating, stools and original Thonet European café chairs. Outdoor area has two large tables and seating for 30+ on bench seats. This street frontage enjoys the revitalized streetscape of the Warrnambool CBD renewal (completed in September 2018). Includes medium-sized trees, pedestrian crossing and bike racks immediately outside the door.

The kitchen is a purpose-built commercial kitchen added in 2013 with full refurbishment in 2017. Great design allows easy workflow for 1-2 kitchen staff. The kitchen is exceptionally maintained, cleaned and cared for by dedicated kitchen team and includes a new grille, 2-basket fryer, extensive under bench fridges. Separate dry store just outside kitchen includes additional fridges and ample shelving.

Two unisex toilets, one being a large accessible/ambulant cubicle, both with sensor lighting and in immaculate condition.

Doorway onto rear laneway allows private access for staff and deliveries, as well as easy access to bins. There is ample parking at the front and rear of the café.





Points of difference

Brightbird is a destination unlike other cafes in Warrnambool. It is a space that is welcoming, fresh and bright. The minimalist interior is complimented with beautiful custom lighting, slick signage and functional layout.

One of the few speciality coffee houses in the South West, Brightbird features Cartel Coffee Roasters from Geelong, ethical roasters sourcing small batch beans from the best coffee growing regions of the world. Brewed fresh and with love, right here.

Brightbird is proud to hold the legacy of bringing the urban experience of café culture to the region, without the pretentious hype. Our service centres on engaging, professional staff offering personalised experiences and delivering an innovative menu to push local expectations ever further.

Business operations and fine coffee goes hand-in-hand with strong connections to and passion for the local community. Brightbird has long been open supporters of cultural, community and economic growth in Warrnambool. Either by featuring local artists on the walls, always contracting local designers and suppliers, hosting dozens of community events and fundraisers, providing high quality hospitality training to staff or by advocating for fellow shopkeepers and remaining positive during the difficult period of street renewal works directly outside the café, Brightbird is not your average regional café. It's about providing a special space for *all* members of the community to be comfortable and upbeat as they share time, and food, together.

FINANCIAL AND LEGAL

Profit and loss See attached profit and loss statement.

Sales Consistent early week trade of takeaway coffee and food are daily staples. Professional meetings and family gatherings and very busy Friday burger nights. Recently revamped breakfast and lunch menus have greatly increased turnover for weekend brunch and midday trade. Small selection retail items including reusable keep cups, Mork specialty hot chocolate, and Cartel Roasters beans.

Customer base All demographics, but mostly 18-75 years with a focus on white-collar city-based professionals aged 25-60 and retirees (weekdays) with families including children (weekends). Solid early morning trade of breakfast and takeaway coffees for tradies and professionals. Mid-morning trade carrying into lunch meals for students, families, local and remotely working businesspeople and freelancers. We enjoy serving baby boomers with disposable incomes and extended free time, travelers who find us via social media or Trip Advisor and younger crowds savoring top quality brunch, burgers and beers over busy weekends.

Suppliers Brightbird is proud to have established relationships with these excellent suppliers:
Cartel Roasters (global, ethical coffee) - 4 years
Jane Dough (local artisanal bread and pastries) - 2 years
Istra Small goods (high quality from Daylseford) - 5 years
Sungold Milk and Warrnambool Cheese and Butter (local, world-renowned) - 5 years
Caravan free range eggs (regional, ethical producer) - 2 years
Gracie's Pantry raw treats (local, new, artisanal sweets)- 1 year
Fresha Juice (local since 1988) - 5 years
Bidvest (Australia's leading wholesale foodservice distributor) - 8 years
Materias (fruit and vegetable business, a local institution) - 8 years
Lucas Butchers (local, supplying regional product) - 2 years

Legal documents Restaurant Café liquor license.

ASSETS AND INVENTORY

Liabilities and warranties All equipment has been purchased outright. There are no outstanding loans, leases, payment plans or use of hired equipment included in this business.

Plant and equipment

Fixtures and fittings - See separate attachment

Décor and furniture Indoor furniture in simple and classic styling:
1 x large timber communal table with seating for 12 people
5 x tables for 4 people
6 x tables for 2 people
Bench seating for 15 people
25 Original Thonet timber café chairs

All outdoor furniture is designed and custom made by local craftsman Lignum Et Ferro:

2 x large custom built hardwood outdoor tables

Accompanying hardwood and steel stools

Outdoor barriers for al fresco dining area

Custom branded neon light sign

1 x hanging light box signage (suspended in place from street awning)

Other internal fittings and accessories:

Custom designed timber front counter

Custom designed cabinetry installed in service area

1 x glass pastry cabinet in perfect condition

2 x large custom designed pendant bulb lighting systems with LEDs

Large suspended custom designed slim-line timber U-frame pendant with LEDs inlayed, a key feature of the central service area and providing excellent working light

1 x internal speaker system

8 x thriving indoor plants and various large vases

2 x rows of custom designed shelves, installed near service area

3 x large mounted chalk boards

POS system

Security system

Various moveable cabinetry for cutlery and storage assisting floor service

Walls currently feature commissioned mural art works by local artist Ella Webb.

Stock

A stock take will be undertaken to determine stock on site - an addition to the sale. This will include all remaining dry stored goods, serving materials, cold goods and alcohol where applicable and safe for consumption at the time of sale. An itemised list can be provided closer to sale date.



GOODWILL

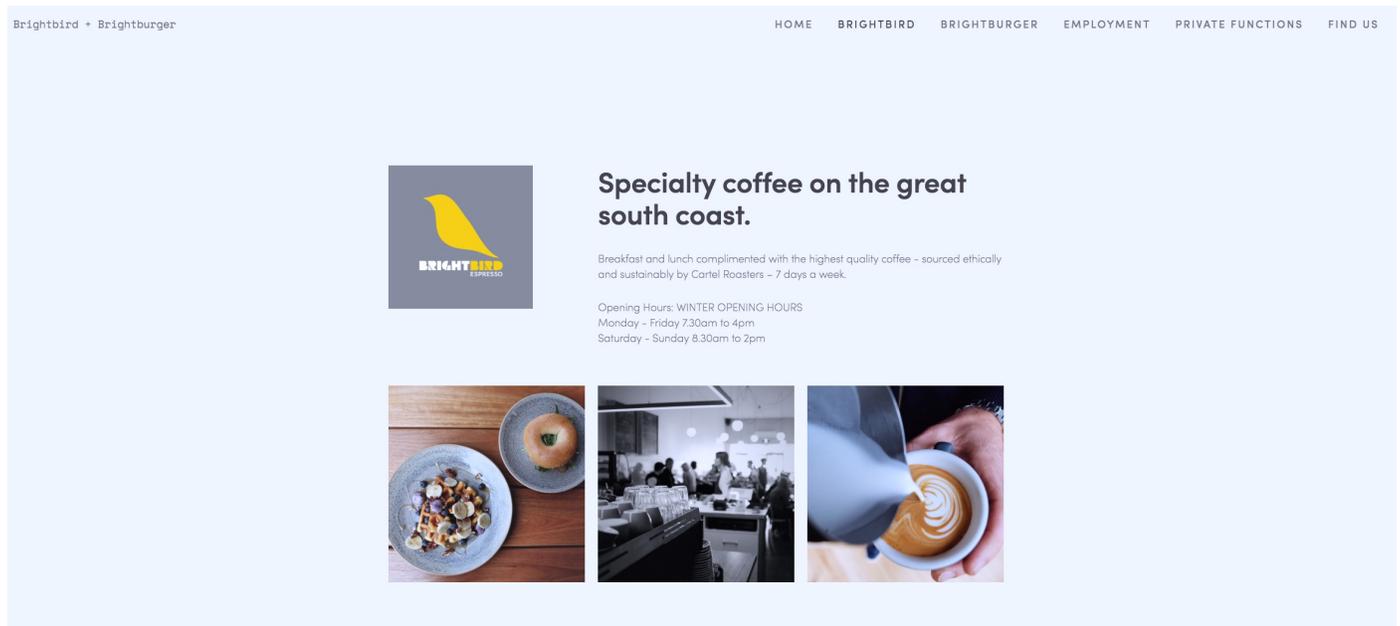
The sale of Brightbird comes at a time when the business is embedded in a now thriving local café scene. The Warrnambool community is a friendly, social, well-travelled bunch of professionals and creatives, who understand the value of a carefully branded product, world-class service and quality homegrown produce. Along with the financials and tangible assets of the business, the sale includes a loyal customer base, branding and community goodwill, as well as strong potential for growth in the local events sector.



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| Name and brand | A highly reputable business name synonymous with brilliant coffee, delicious food, cool events, excellent service and a fun, fresh, bright vibe and slick style. The yellow bird and grey lettering are highly recognisable after eight years of business in the community. |
| Website and digital assets | All logos and digital assets will be provided to the buyer. Includes: Website designed by local graphic design studio, Lovelock. Over 300 high res professional photographs. |

Poster, flyer, postcard and other print material files.

Social media tiles and Facebook banners.



Social media

Independently managed and maintained accounts on Instagram (2,455 followers) and Facebook (2,367 followers). Warrnambool residents are very active on social media and there is huge potential to grow this part of the business.

Online reviews

Currently ranked 3rd for cafes and 2nd for coffee in Warrnambool on [Trip Advisor](#), with consistent positive visitor reviews.

Yum town!! Visited here during a Warrnambool visit (2 Brits staying in Princetown). Our server was an absolute delight! The food was all delicious. We couldn't decide on one thing, so went sharesies on banoffee waffles, breakfast burger and fruit toast. Everything was AMAZING!! Also, you can smell the coffee as you walk in. I went with the flat white, and it was definitely the caffeine boost every coffee lover needs! (Review submitted 20 Aug, 2018)

We go for the coffee, and the staff welcoming a laptop to do some work. Highly recommend a visit. (Also submitted 20 Aug, 2018)

Media and publications

The current owners have rarely used paid advertising and instead enjoy word of mouth and local news as reliable forms of marketing. A selection of local and national media articles:

<https://www.standard.net.au/story/2995652/cafe-a-cluster-of-colourful-creatures/>

<https://www.standard.net.au/story/5305196/brightbird-ready-to-help-those-affected-by-bushfires-with-live-music-auction-night/>

<https://www.standard.net.au/story/4801100/bag-a-bargain-at-brightbirds-pop-up/>

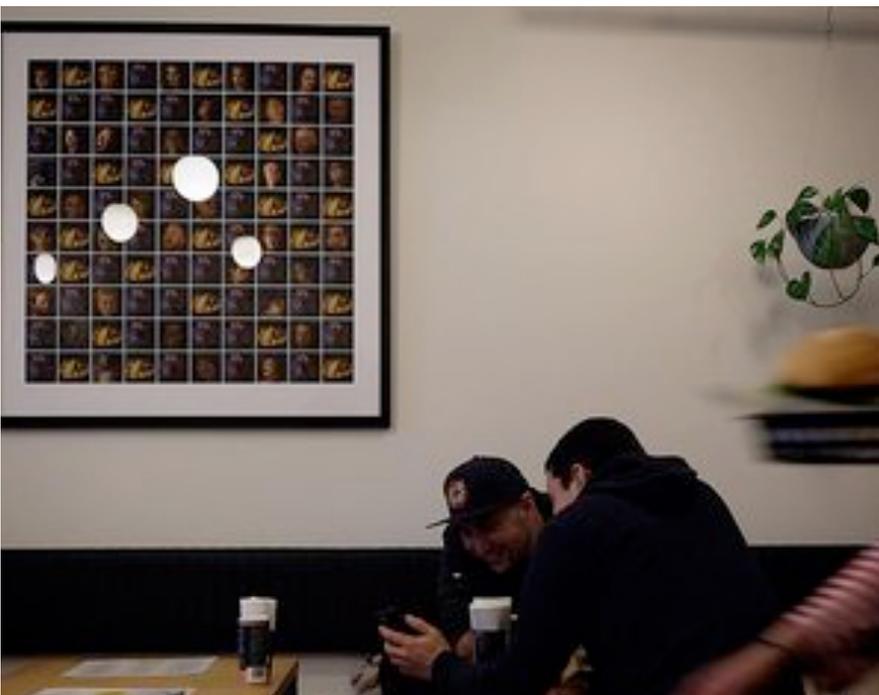
<https://www.smh.com.au/entertainment/brightbird-espresso-20120121-1qatx.html>

<https://www.standard.net.au/story/2995652/cafe-a-cluster-of-colourful-creatures/>

<https://www.standard.net.au/story/4160785/top-notch-food-gongs/>

<https://www.smh.com.au/entertainment/brightbird-espresso-20120121-1qatx.html>

Featured in the printed Good Things Nice Places map and guide to creative Warrnambool.
Featured in Specialty Coffee Book 2017. Honorable mention in Specialty Coffee Book 2014.
Featured in Café Tales publication 2014.



Events

Over 8 years, Brightbird has developed a vibrant calendar of events designed to connect with community and attract new audiences to the business. This encouraged new and existing customer bases to grow, including via these community fundraisers:

2015 - Kidney Health, \$1085 raised

2017 - Fiji earthquake yoga music event, \$856 raised

2018 - St Patrick's Day fires, in excess of \$18,000 raised in one night.

In recent years, events have been held upstairs which has successfully opened the warehouse-style space to new audiences. Patrons walk through the café to access the upstairs area. Indoor and outdoor events have included:

3 x Clothing Buy Sell Swap events, attracting approximately 500 people per day

Lucy Bar Natural Wine event, sold out with 200 people enjoying tasting from over 20 independent wine producers

Family yoga

Advanced barista courses

Coffee appreciation courses and other wine and food events

Art exhibitions

Pop up independent clothing label sales

Independent makers market

Warrnambool City Council Place making forum

Family yoga

Music events, including the All Abilities Choir that attracted over 300 people and packed the café and street!

Potential for business growth

Over the years of running the business and trialing different business activities and campaigns, we believe the future of the business is bright. Some ideas for continued business growth include:

Regular makers markets hosted indoors, upstairs and on the footpath

Bespoke furniture show room upstairs

Specialty food and wine events

Coffee roasting workshops

Art, music or other creative industries classes

Live music space or rehearsal room

Kids separate activity space or kids parties

Barista training or traineeship, potentially in partnership with the local TAFE

Utilise upstairs for conferences, workshops or group meetings with catering provided.

CONTACT US

For more information about Brightbird Espresso, feel free to liaise directly with the agents.

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Wilson Real Estate

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Wilson Real Estate

We are excited to feel the café undertaking its next steps as a wonderful space and successful business.

Thank you,

Katrina and Mark