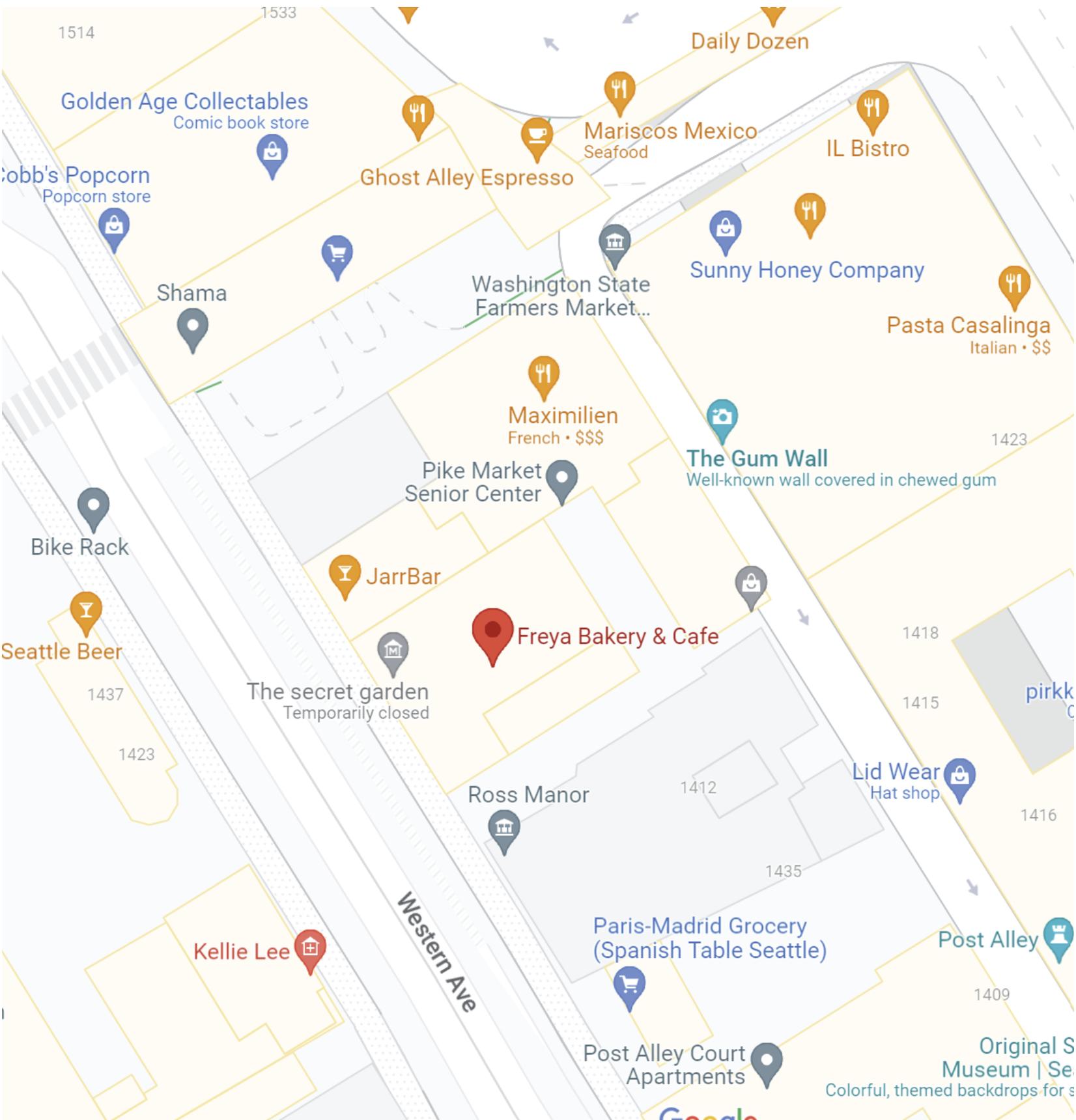


# MAP OF BUSINESSES AROUND FREYA BAKERY



# Freya Bakery Introducing Handmade Artisan Danish Ice cream



**FREYA**  
BAKERY & CAFÉ



## Product Proposition

- Handmade Modern Icecream served on our variety of cookies
- Rotating Cookie Flavors
- Daily Made Danish Waffle Cones (cups will also be available as option)
- Utilizing the bakery Scandinavian know-how and current products, we will serve fresh baked cookie sandwich gelato as a specialty product

## Contribution to Pike Place Market

- Freya Bakery will utilize the same know-how and create additional specialty product to contribute to the Pike Place Market unique portfolio
- Exceptional Quality that will contribute to more food traffic to “less-visited and forgotten” Western Ave corridor
- Support Local Vendors



## Freya Bakery Next Steps

- Start Spring 2023 just in time for cruise ships and ready for the summer season
- Minor adjustments of the current coffee bar to accommodate the ice-cream refrigeration undercounter

## Phase One Flavors

- Serve limited icecream flavor (vanilla and chocolate) with main focus on freya bakery cookies and danish waffles
- Promote the icecream sandwich product
- Prove the concept of serving icecream and invest in in-house equipment as stage two



## - Today - Freya Bakery



Picture 1

## Phase One - only introduce one /two flavors and focus on freya bakery cookies

- Local source only one/two flavors
- Adjust the countertop to be able to fit a small freezer under the counter
- Display ice cream cookies
- Promote ice cream cookie presentation and serving
- Focus on cookies and ice cream vs. gelateria
- Close seating area
- ~~No not display ice cream in stage one~~



Picture 2

## Phase Two -

Invest +50,000 for ice cream machine and ice cream display after the ice cream concept is proven

Not part of current proposal.

# Freya Bakery Layout

Figure 1: Current Freya Layout

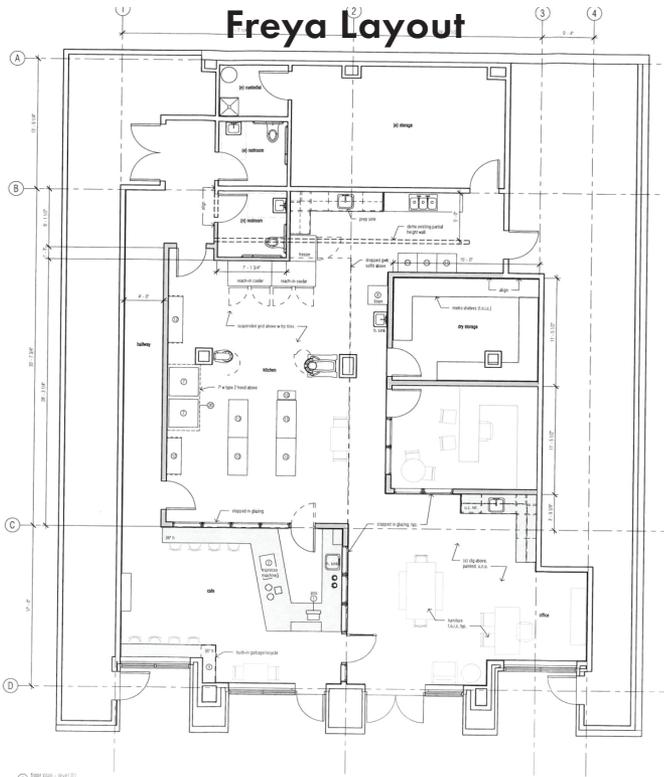
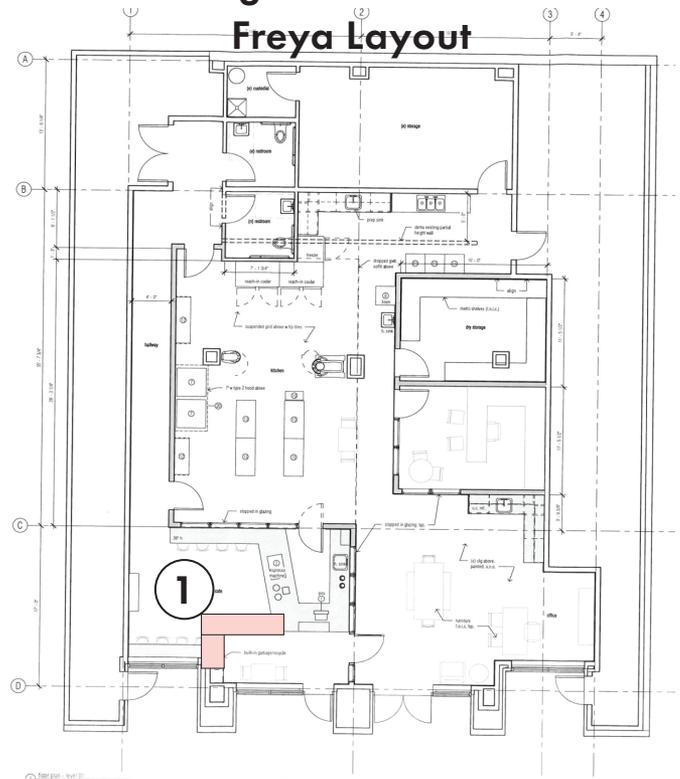


Figure 2: Future Freya Layout



## Main Adjustment - Phase One

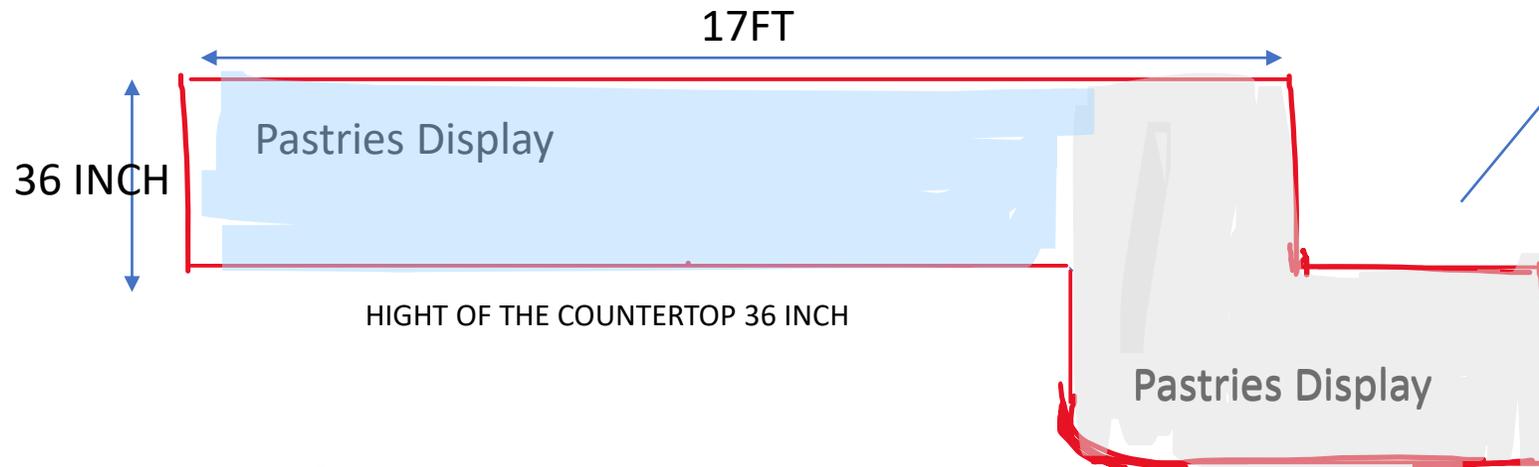
- Freya Bakery remains to have the same layout and no changes will be made overall
- Only adjustment will be introduction of the additional countertop to increase the customer service area
- Close the current customer seating area due to lack of space
- Same countertop material will be use for the additional corners around the main ice-cream fridge
- The "french windows" towards the bakery will remain visible



Future



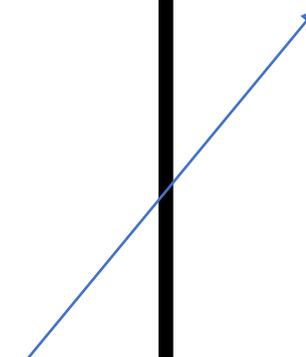
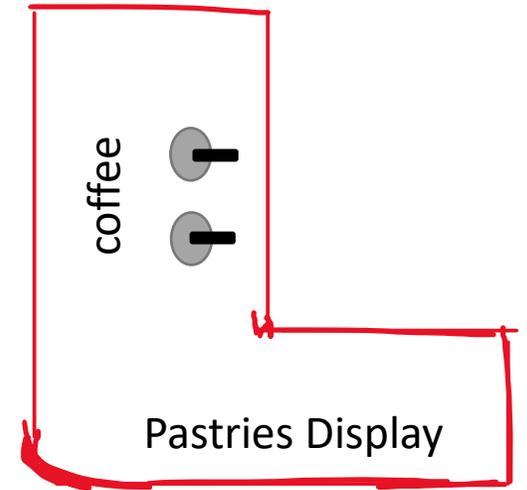
ADJUST HIGHT OF THE COUNTERTOP 36 INCH



NEW ADDITION

ALREADY EXCISTING

Today



1. Provide dimensions for that new counter/cabinet area (length, height, width)



**TODAY**



**phase 1  
TEST THE  
CONCEPT  
See Picture 1**



**phase 2  
INTSALL  
DISPLAY  
FRIDGE\***

**See Picture 2**

**\* ONLY WHEN CONCEPT PROVED WORKING**

Color, materials, finish information:

- Provide a color sample (paint, stain, and any other finishes)
- **Yale blue**
- **Hex #00356B**
- **RGB 0, 53, 107**
- **CMYK 100, 50, 0, 58**

Description of materials (wood, etc) for the new counter and cabinet area.

- **Countertop - Maintain the same material natural oak color with clear mate stain**
- **New Cabinetry – Maintain the same look, using cabinetry look painted with yale blue color**

Freezer under counter



Horshizaki crmf60