

WELLNESS SPORTS BAR CONCEPT

October 2024

THE CONCEPT

THE WELLNESS SPORTS BAR

Mission

"Fueling Active Lifestyles, Building a Community of Health and Sports Enthusiasts." (v1)

Target Market

- Ages 18-40
- Middle Class+
- Active Lifestyle
- Tech Savvy
- Health/Sports Enthusiasts
- Foodies

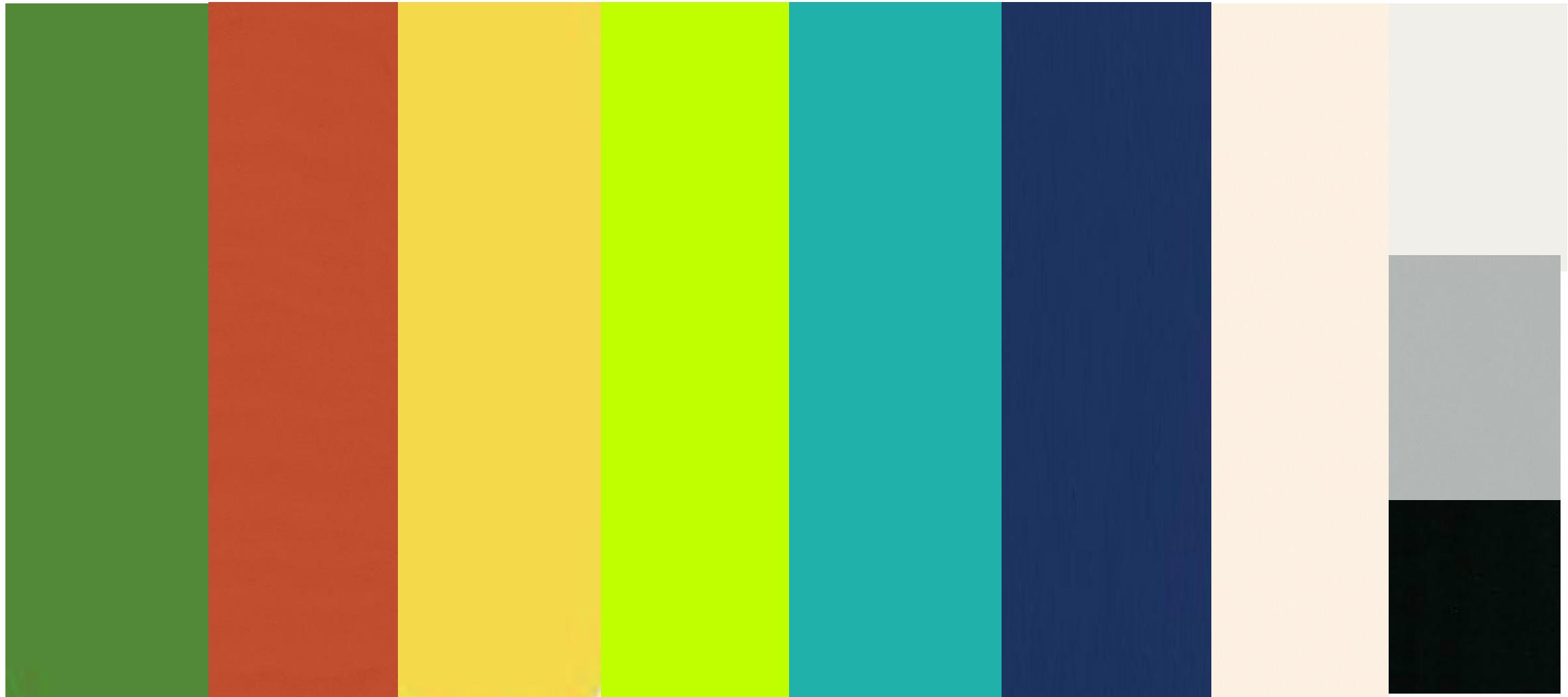
Unique Selling Proposition

The only "Wellness Sports Bar" in the market.



DESIGN INSPO

COLOR PALETTE (v1)



Main

Accents

Neutrals



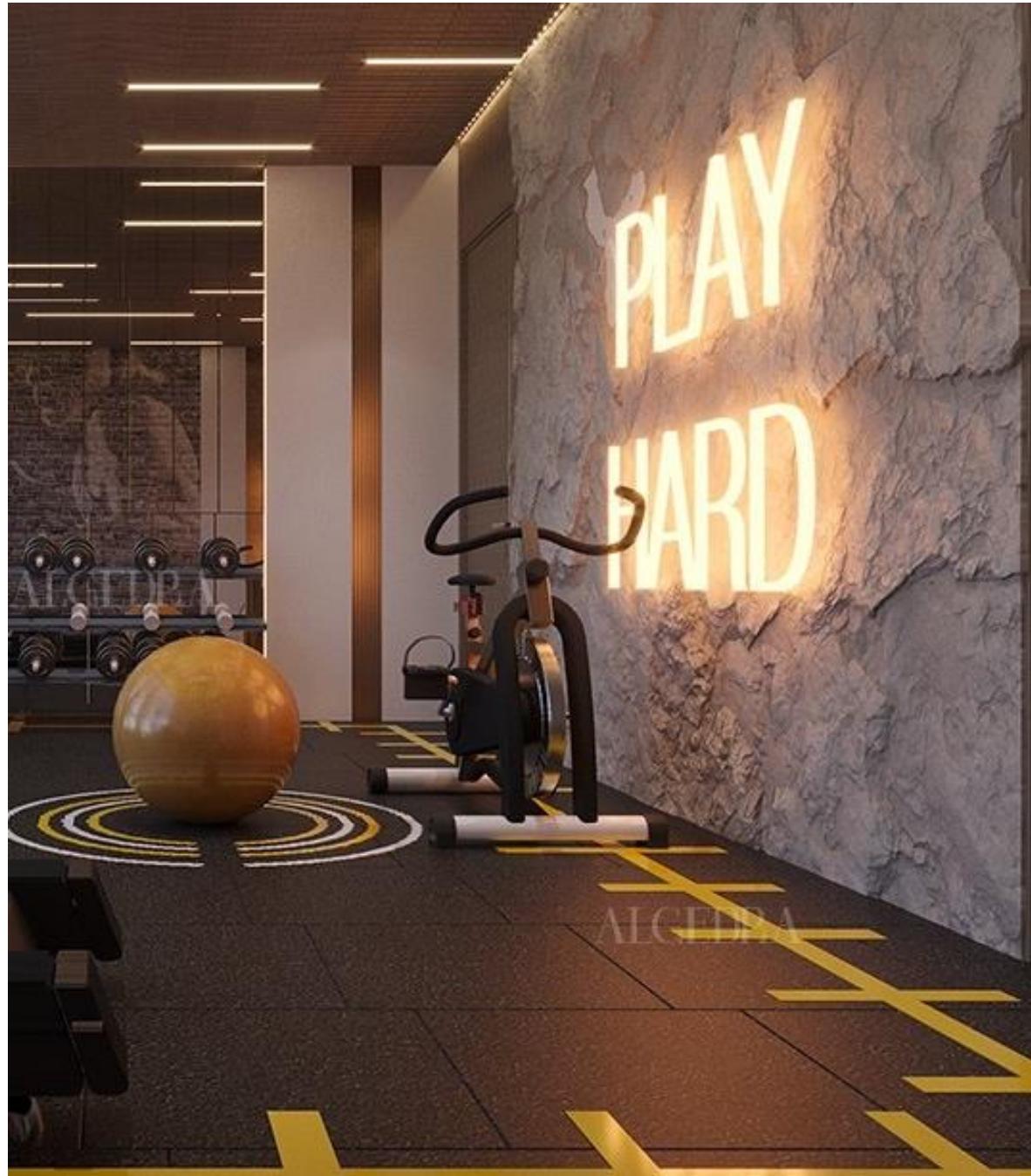
Color Usage

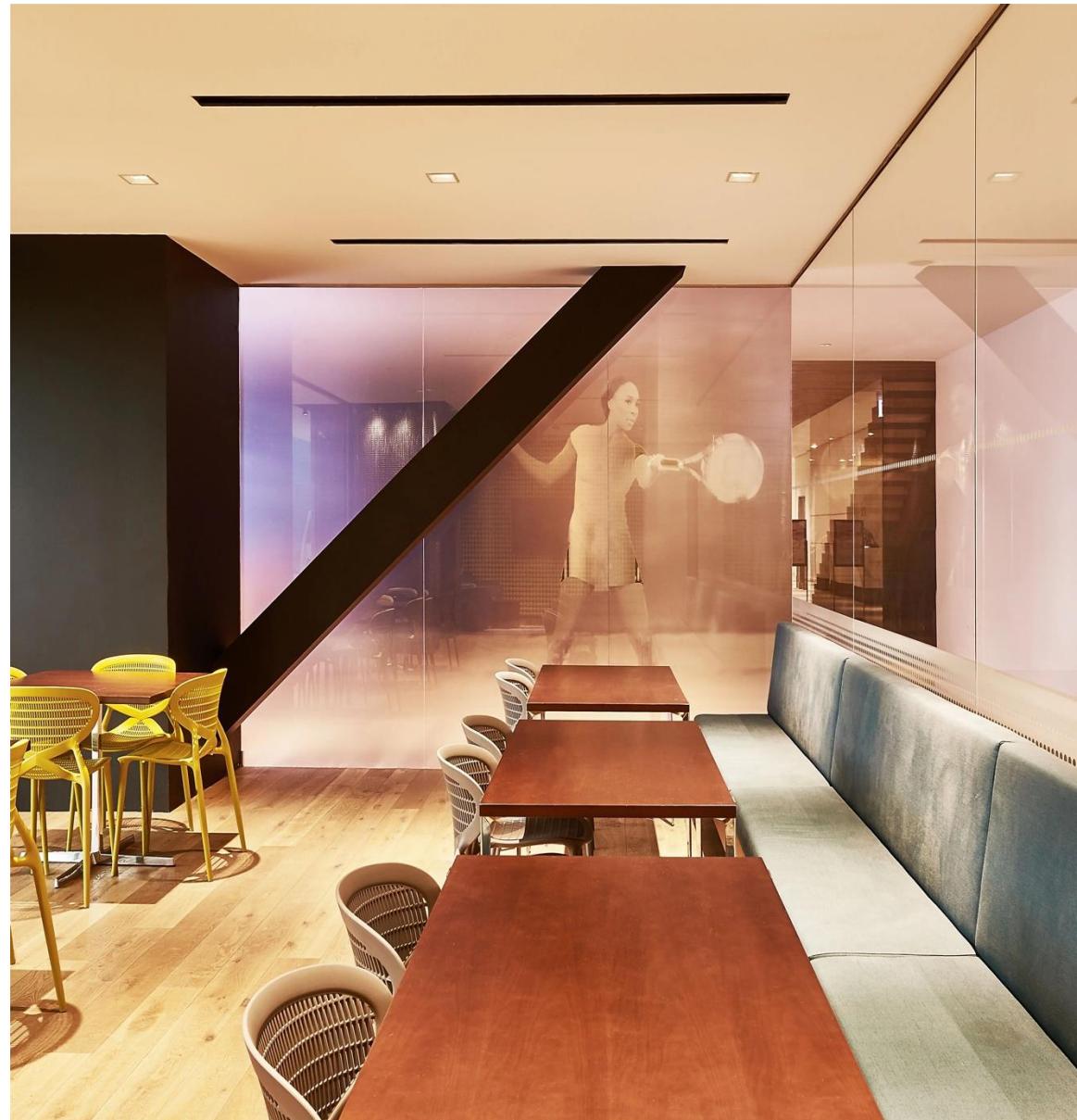


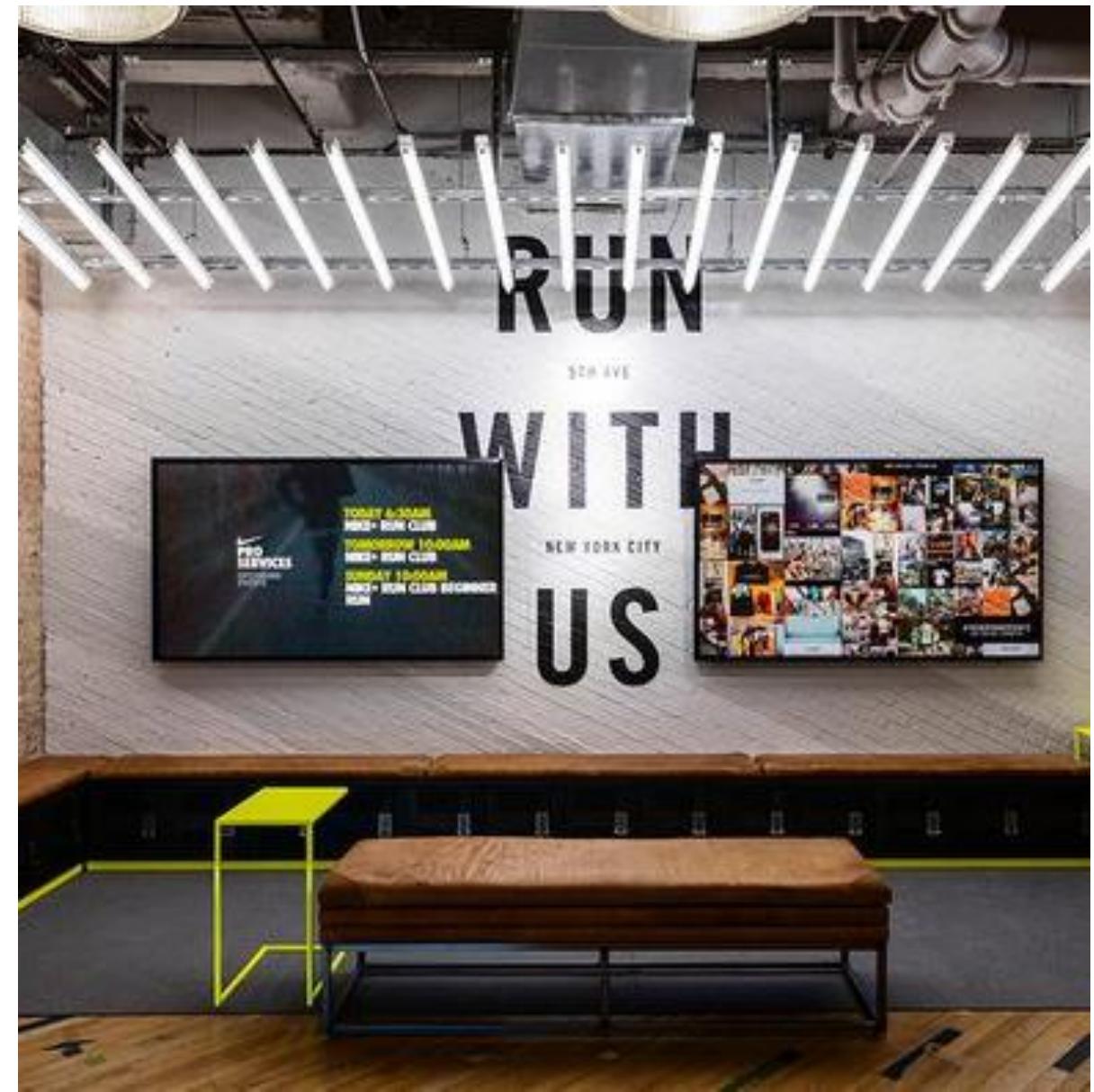
FLORITAUk

Tennis Club



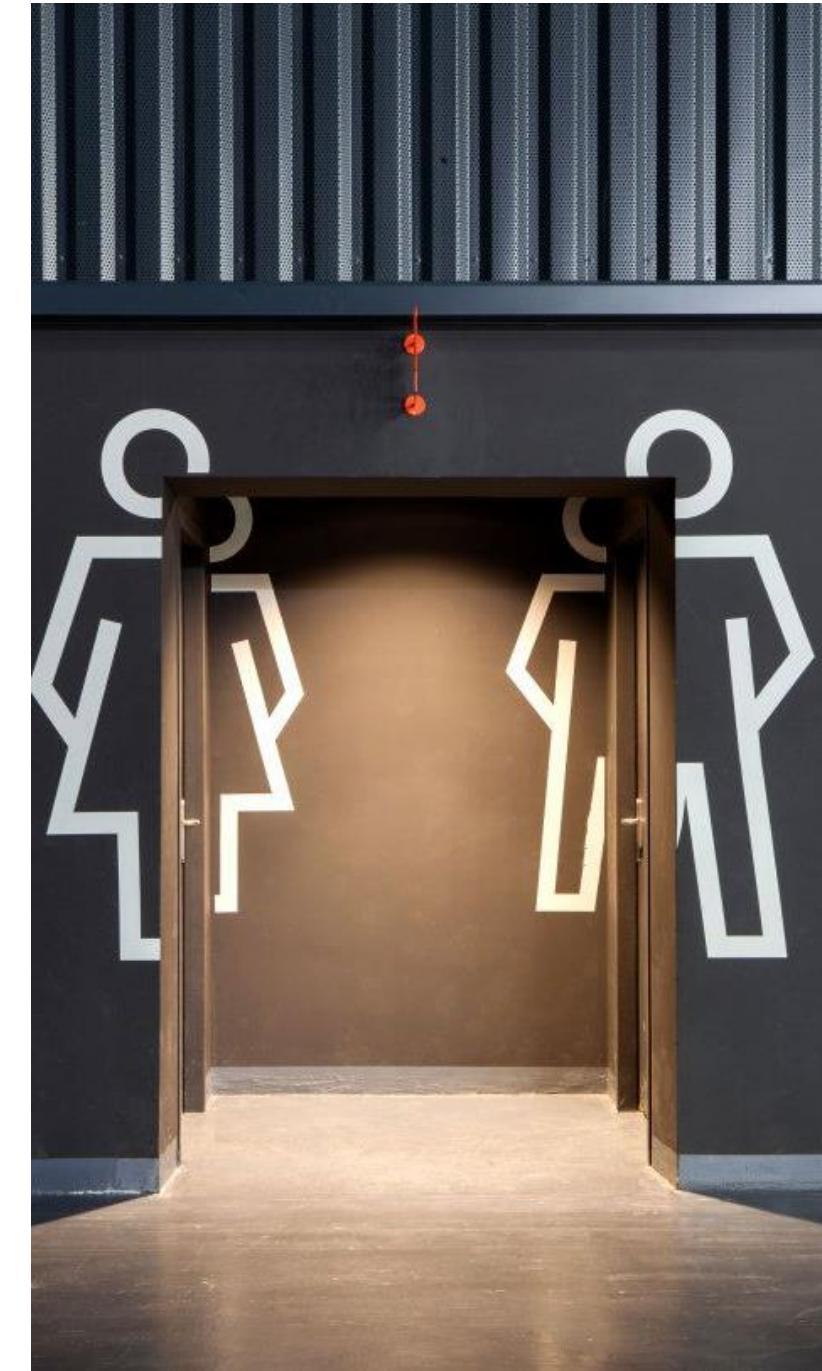


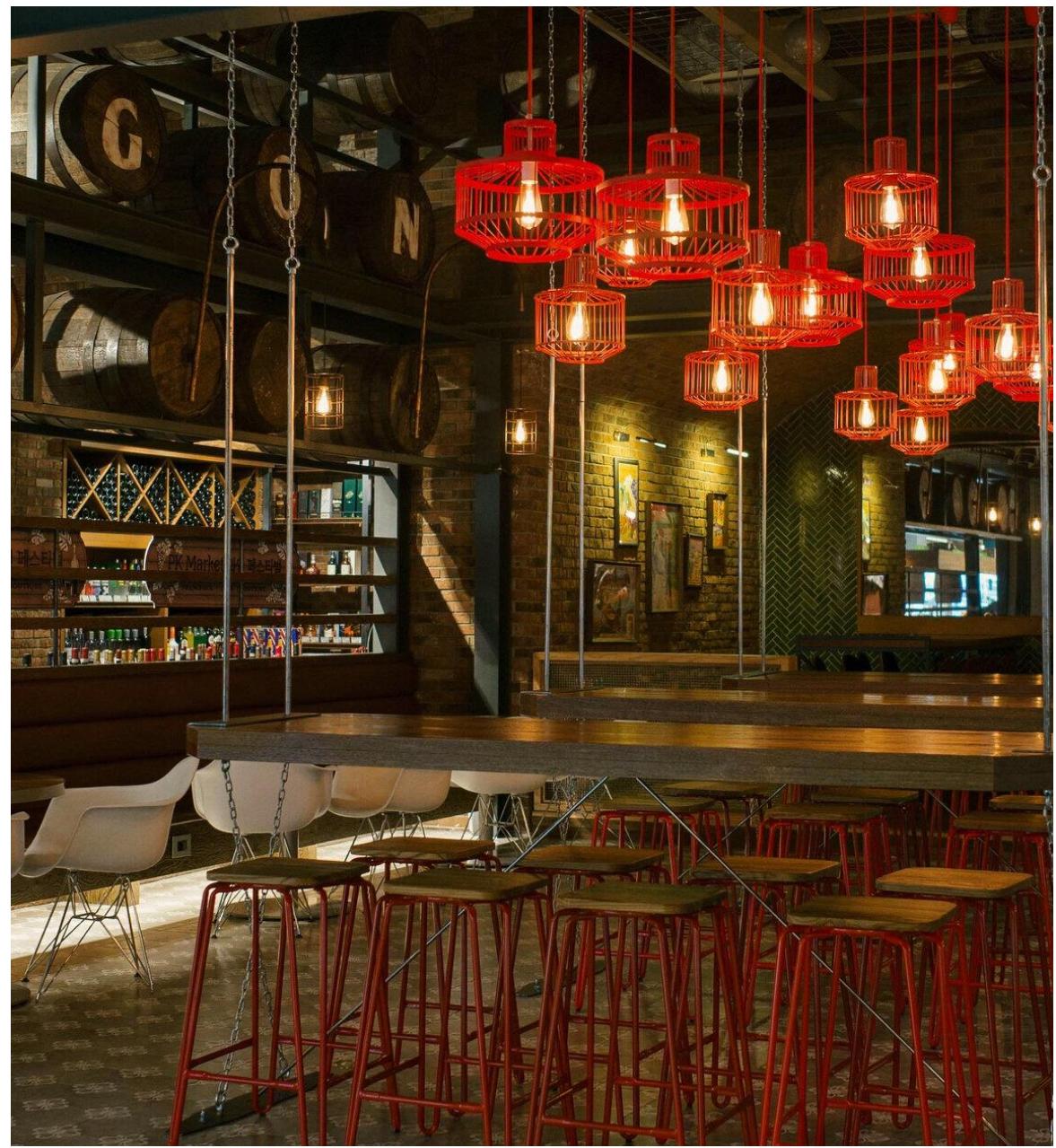
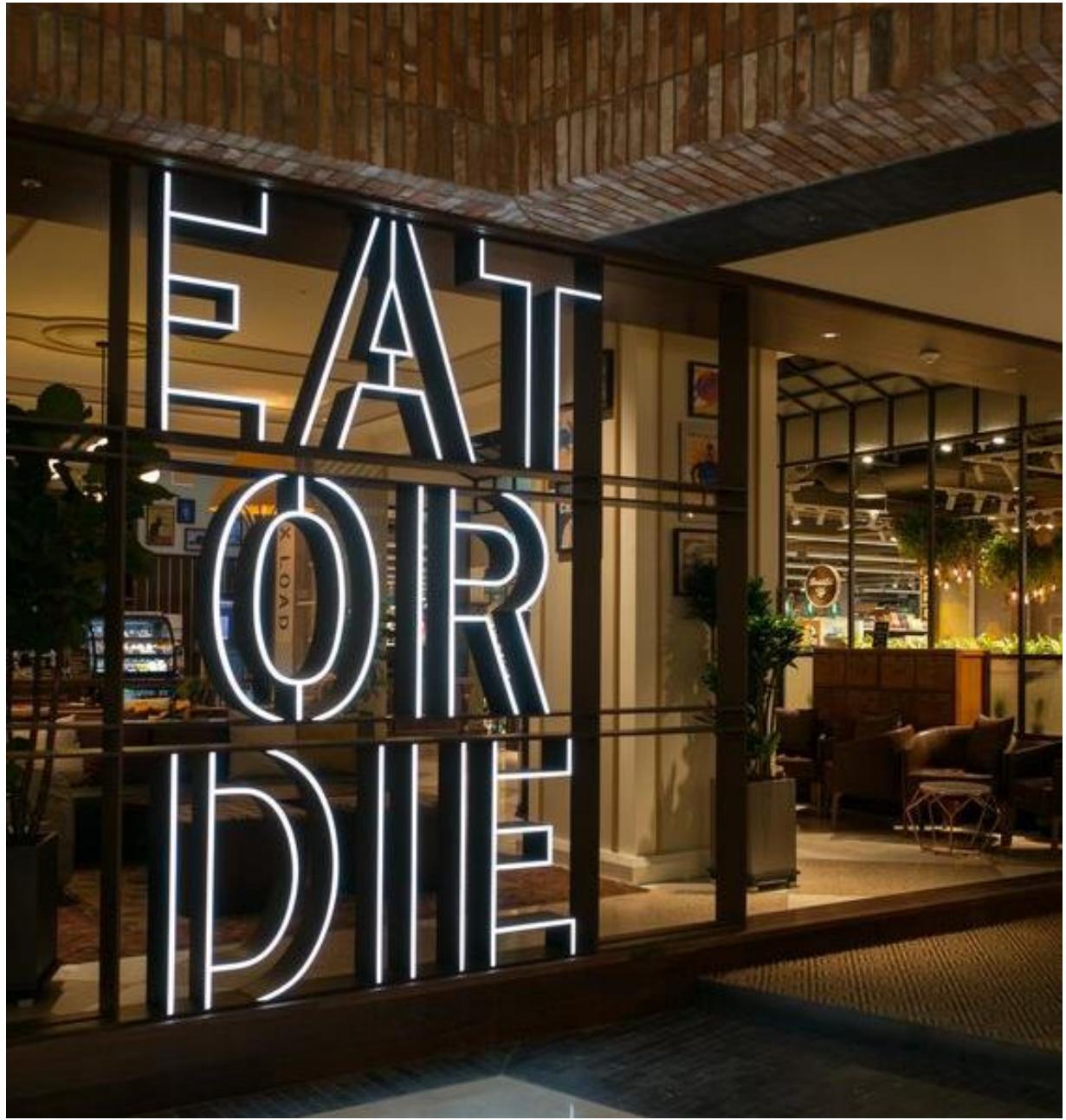


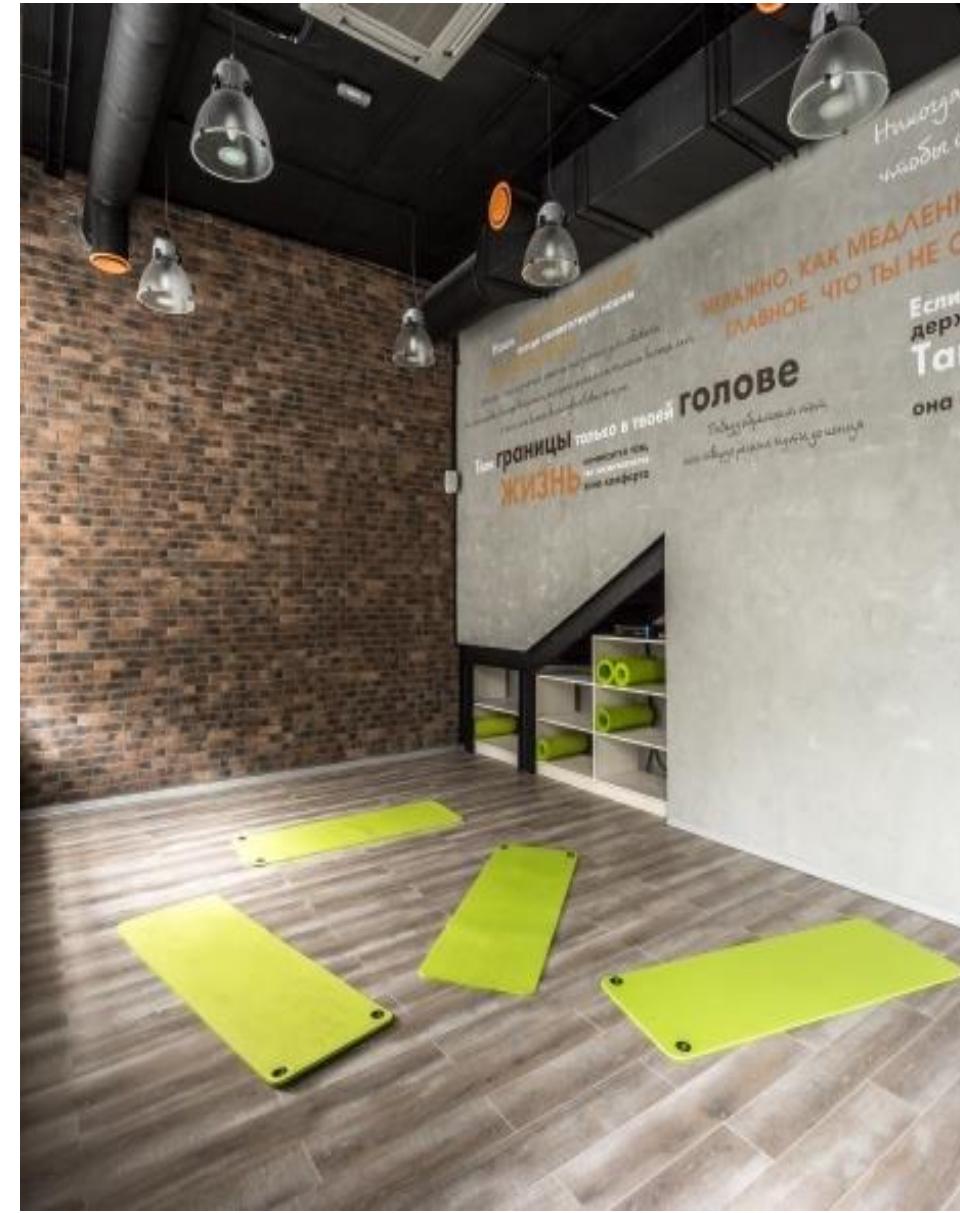


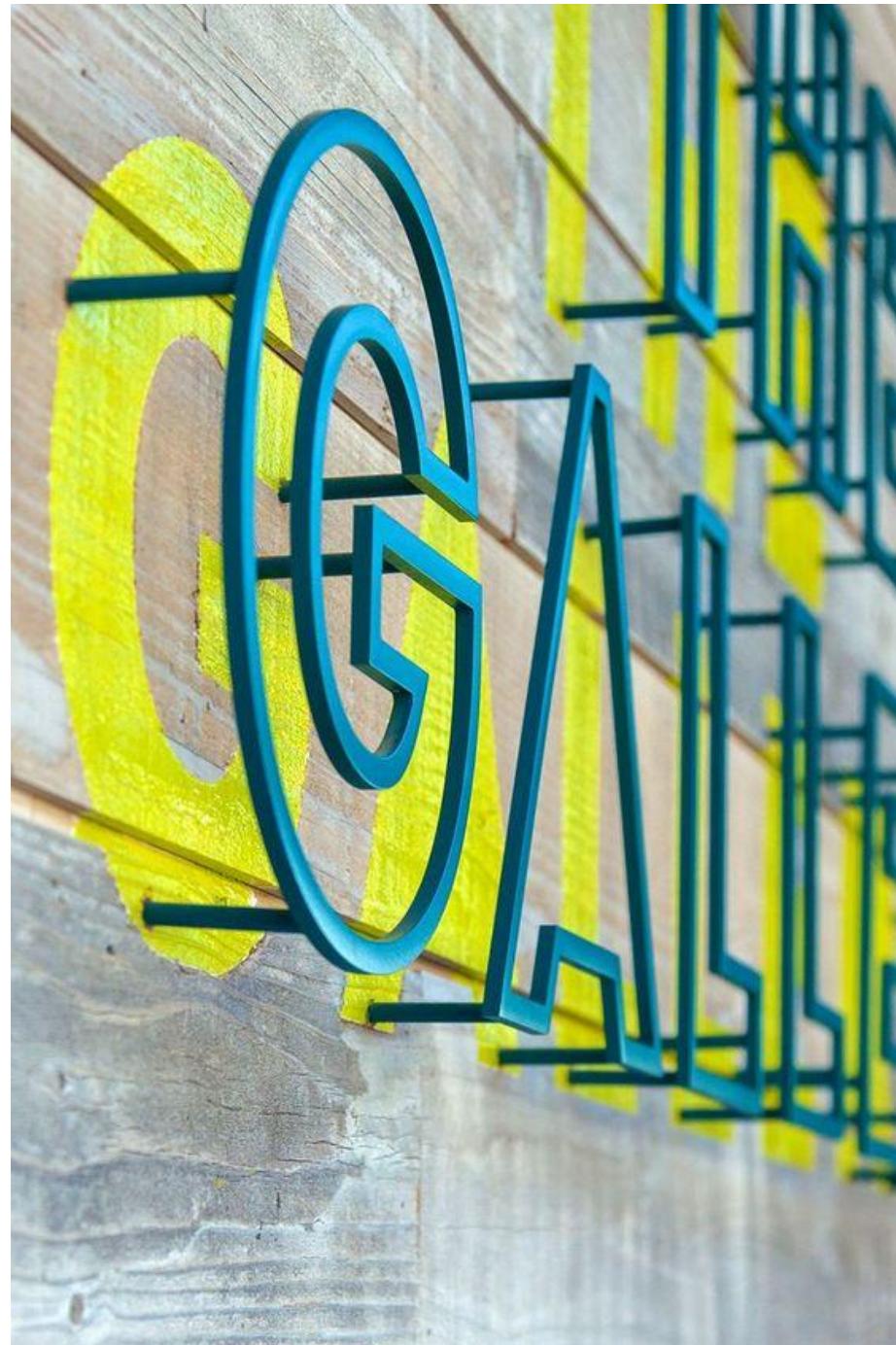


Color Usage









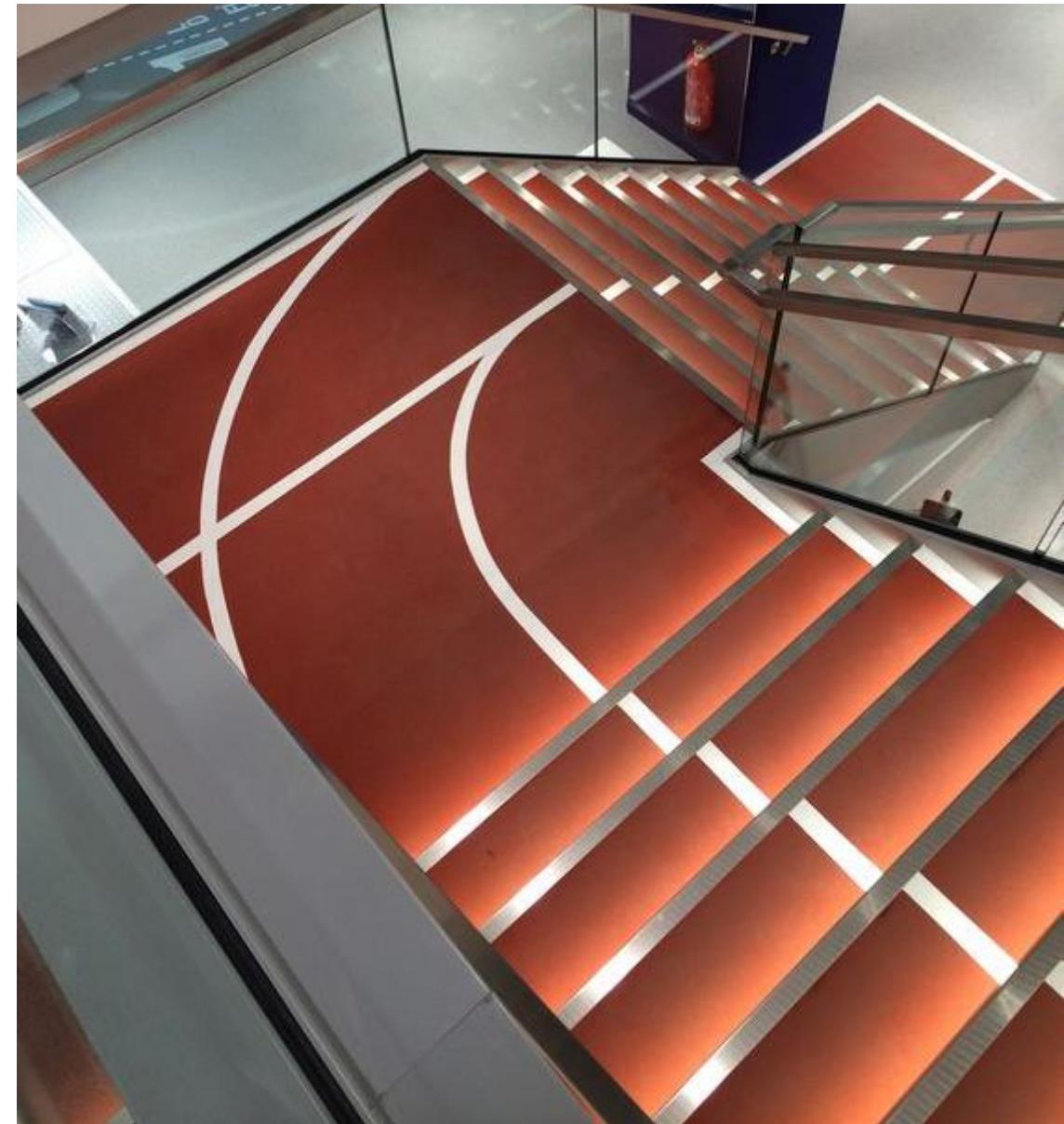
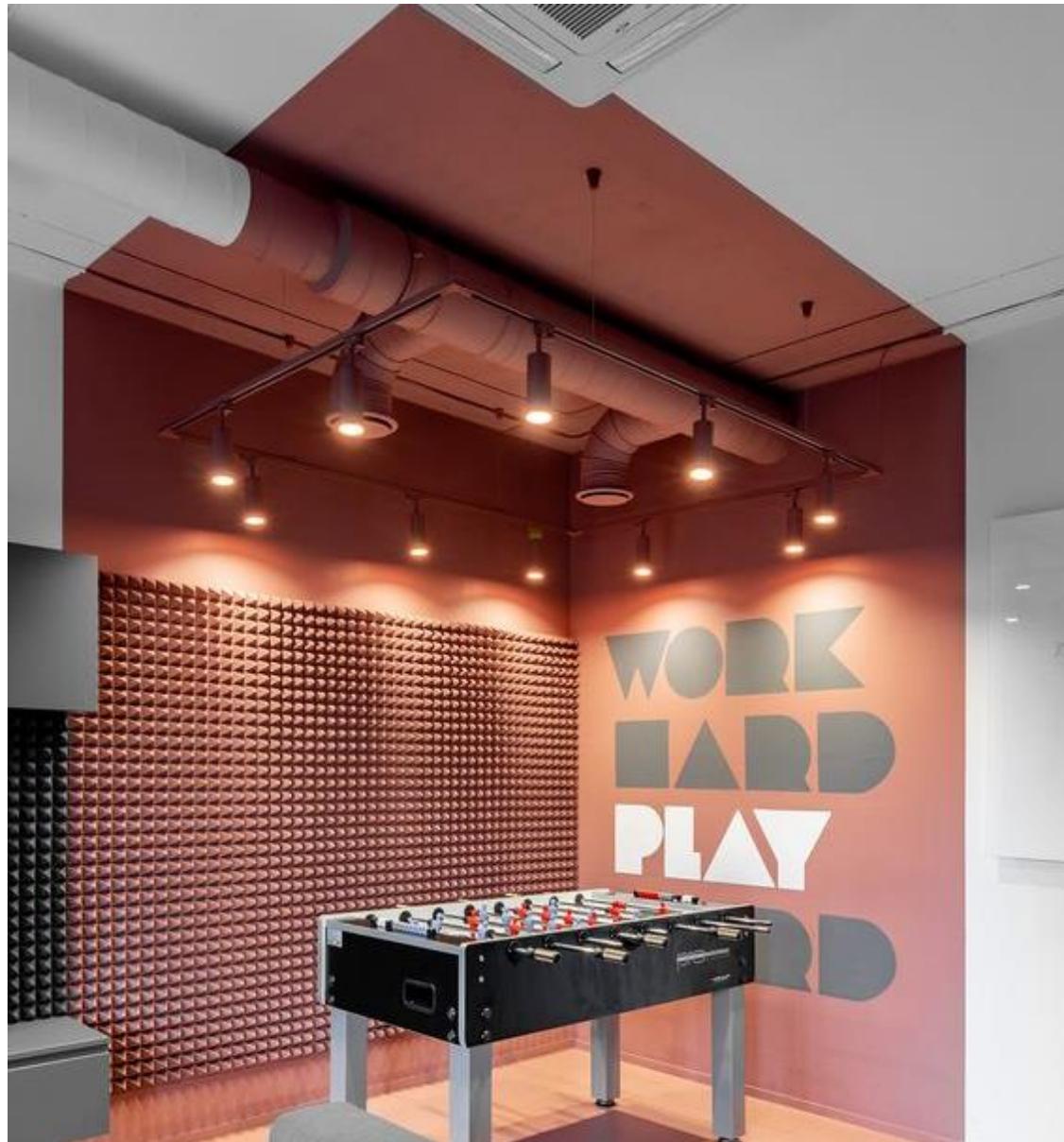
Color Usage



Color Usage



Color Usage



MENU IDEATIONS

FOOD

BRUNCH

Blue Spirulina Smoothie Bowl



Avocado Toast



Breakfast Sandwich



BRUNCH

[Super Green Omelette](#)



[Steak & Eggs](#)



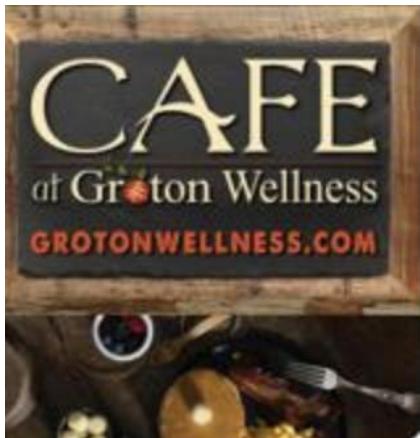
[The BLT- OMG Juice](#)



BRUNCH



Inspo from OMG Juice



Café at Groton Wellness

NEW USER? REGISTER | LOG IN

Order type: [Take Out](#)

Arrival Time: [ASAP](#)

Open Now ([View Open Hours](#))

[MENU](#)

[ABOUT](#)

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[BREAK YOUR FAST](#)

[MOVABLE FEAST](#)

[WELLWICHES](#)

[BURGER OPTIONS](#)

[BURRITOS, QUESADILLAS](#)



All Day Breakfast Tue - Fri 9:00am - 5:00pm



2 Farm Fresh Egg Omelet \$9.00

Enjoy a tasty two egg omelet with your choice of fillings. Cooked in your choice of primers.



3 Farm Fresh Egg Omelet \$10.00

Enjoy a tasty three egg omelet with your choice of fillings. For the bigger appetite. Cooked in your choice of primers.



Breakfast Burrito \$9.00

Enjoy a very popular two egg sandwich with our own house made fresh salsa and aged cheddar cheese. Toasted in your choice of tortillas for a healthy fast meal.

APPETIZERS

[Bean and Cheese Quesadillas](#)



[Baked Buffalo Cauliflower Bites](#)



SMALL BITES

[Oven Baked Chicken Wings](#)
w/ Greek yogurt ranch



Baked/Truffle Mac & Cheese



[Mini Portobello Burgers](#)



SMALL BITES

[Sheet Pan Nachos](#)



[Avocado Shrimp Salsa](#)



[Vegan Spinach Artichoke Dip](#)



GREENS

[Smoked Salmon Salad](#)



[Chickpea & Couscous Salad](#)



[Green Goddess Salad](#)



HANDHELDs

[Bacon & Mango Tango Sliders](#)



[Salmon Sliders with Tangy Mustard Slaw](#)



Salmon BLT



HANDHELDS

[Grilled Turkey Burger](#)



[Chickpea Veggie Wrap](#)



[Black and Blue Steak Wraps](#)



PROTEIN BOWLS

Pesto Chicken Quinoa Bowl



[Honey Sriracha Roasted Salmon Rice Bowls](#)



[Spicy Tuna Poke Bowl](#)



PROTEIN BOWLS

GLUTEN FREE

[Chicken Burrito Protein Bowl](#)



[Mediterranean Hummus Bowl- VEGAN](#)



[Shrimp Fajita Bowls](#)





GREENS & SEEDS

GAIA BOWL

Baked beet falafel, sumac radishes, kale, sultana & carrot salad, minted pea hummus & tzatziki (GF, V, SF)

\$18

GREEN TARA SALAD

Avocado, chickpeas, purple cabbage, roasted beets, toasted almonds, spinach, kale, green goddess dressing (GF, V, SF)

\$15

SACRED SEEDS BOWL

Quinoa, amaranth, roasted sweet potato, chickpeas, pickled greens, radish, cilantro, spiced pepitas, sunflower seeds, hemp seeds, toasted cumin vinaigrette (GF, V, NF, SF)

\$16

BUDDHA BOWL

Forbidden black rice, sesame ginger tofu, kimchi, cucumber, carrots, micro cilantro, edamame, shiitake mushrooms (GF, V, NF)

\$18

NOURISH BOWL

Smoked salmon, arugula, avocado, egg, tomato, fennel, pickled onion, sunflower seeds, shallot vinaigrette (GF, DF, SF, NF)

\$18

BLISS BOWL

French lentils, toasted sorghum, spinach, beets, carrot, roasted sweet potato, hemp seeds, herb tahini sauce (V, GF, SF, NF)

\$16

DAILY SOUP

\$7 | \$10

Available in a cup or bowl.

Daily offering utilizing seasonal, organic vegetables.
Served with a side of GF pita.

DESSERTS

[Avocado Chocolate Mousse](#)



[Greek Yogurt Brownies](#)



DRINKS

BRUNCH

Iced Matcha Vanilla Latte



Green Juice



[Maca Smoothie](#)
(Has Adaptogens)



[Vanilla Berry Protein Smoothie](#)





SMOOTHIES

GREEN PINEAPPLE

\$11

Benefit: Digestive, Muscular Repair, Metabolism |
Banana, pineapple, spinach, E3Live AFA
Bluegreen algae, coconut milk

GOLDEN PINEAPPLE

\$11

Benefit: Anti-Inflammatory, Stress Reliever |
Banana, pineapple, mango, Golden Immunity
Blend, coconut milk

BRAIN BERRY

\$11

Benefit: Brain Activator, Antioxidant | Berries,
cherries, superfood smoothie blend, honey, flax,
coconut milk

BLUE MAGIC

\$11

Benefit: Anti-Inflammatory, Calming | Banana,
cacao, mint, butterfly pea powder, spirulina,
coconut milk

COOL DOWN

\$11

Benefit: Hydration, Digestion, Skin Brightening |
Pineapple, cilantro, mint, ginger, lemon, chia
seeds, coconut water

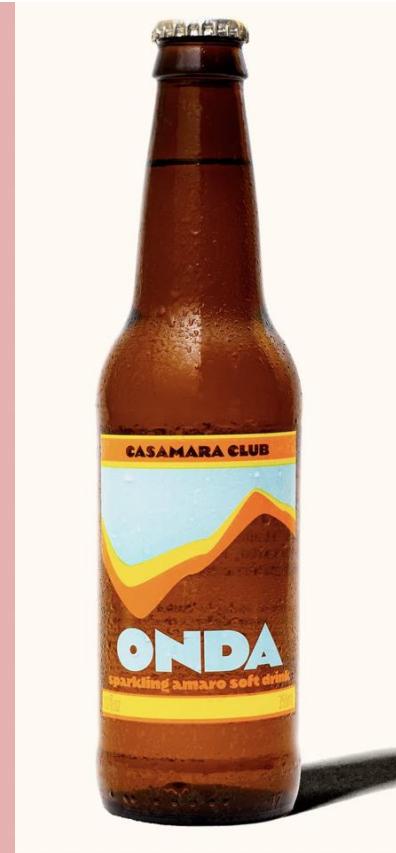


COFFEES & TEAS

12oz or 16oz | Choice of organic milks: Coconut \$1 | Oat \$1 | Almond \$1 | Whole

ESPRESSO	\$3	MATCHA LATTE	\$5 / \$7
AMERICANO	\$4 / \$6	Steamed milk, green tea matcha, honey	
LATTE	\$5 / \$7	BUTTERFLY LATTE	\$5 / \$7
CAPPUCCINO	\$4	Steamed milk, butterfly pea powder, vanilla syrup	
COLD BREW	\$6	BEET & REISHI LATTE	\$5 / \$7
LAVENDER LATTE	\$6 / \$8	Steamed milk, beet & reishi powder blend, vanilla syrup	
GOLDEN MILK LATTE	\$5 / \$7 add espresso \$ 1.50	CHAI LATTE	\$5 / \$7
	Steamed milk, Golden Immunity Blend, honey	Steamed milk, holy kakow organic chai tea concentrate	
		HERBAL TEA SELECTIONS	\$4 / \$5
		DAILY ICED TEA SELECTION	\$4 / \$6

READY TO DRINK (RTDs)



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NON-ALCOHOLIC WINES



NON-ALCOHOLIC BEERS



ZERO PROOF- CLASSIC COCKTAILS

Gin-Free & Tonic



Old Fashion



Classic Margarita



ZERO PROOF- CLASSIC COCKTAILS

Rum & Coke



Paloma



Espresso Martini



ZERO PROOF- CRAFT COCKTAILS

[Siesta](#)



[Blood Orange Whiskey Smash](#)



ZERO PROOF- SEASONAL DRINKS

[Pomegranate Ginger Paloma](#)



[Pineapple Rum Punch](#)



[Apple Cider Spiced Rum](#)



WELLNESS SHOTS

- Energy
- Recovery
- Immunity
- Hydration



MARKETING

THE RUNNERS CLUB

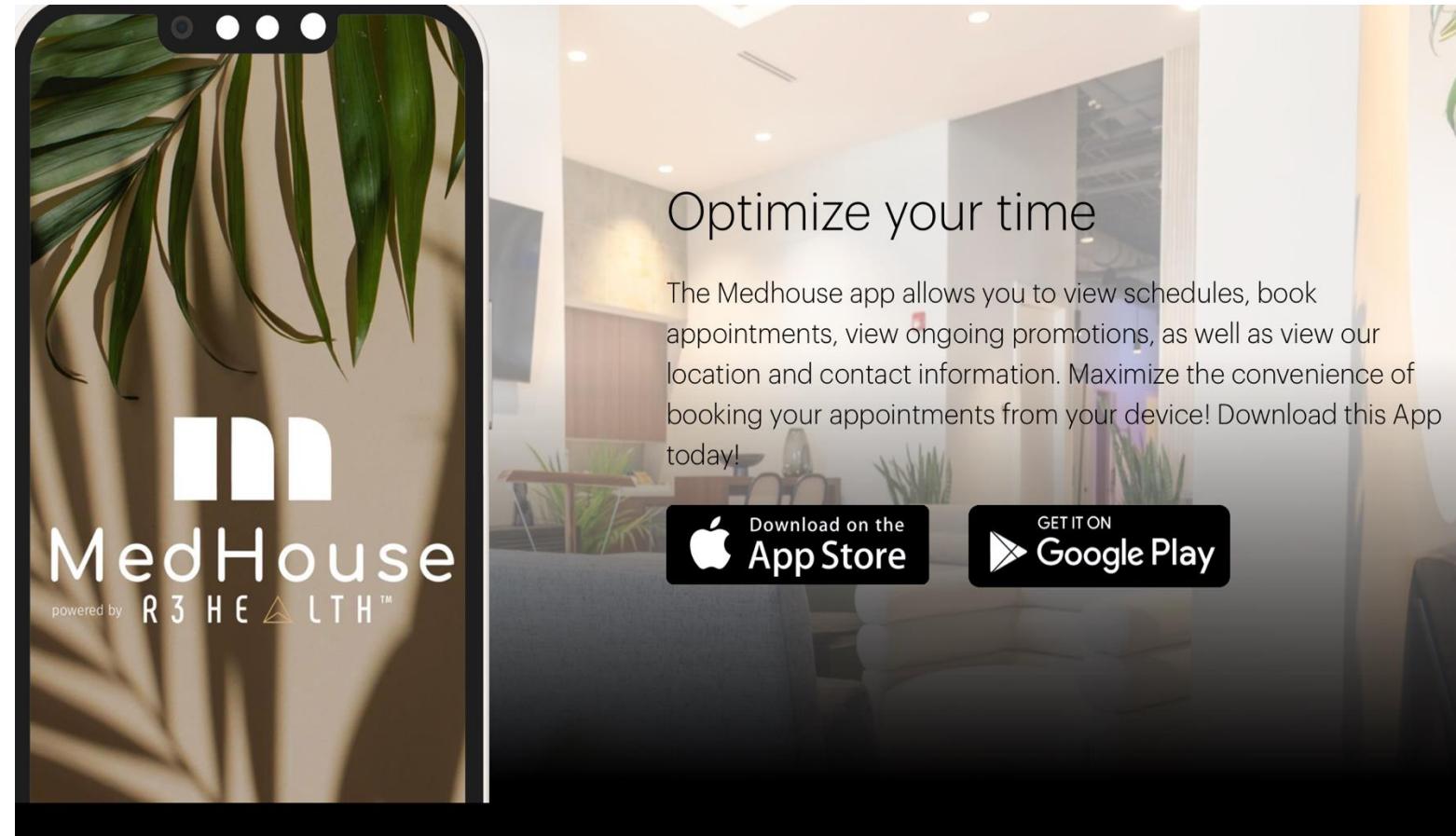


Generation Z is more likely to be into Health + Wellness however are known for their lack of social skills. This club offers an opportunity to:

- Create new friendships while staying motivated
- Join an encouraging environment to stay engaged in fitness
- Take advantage of discounted/free Wellness shots at the end of the run!

MEET THE APP

- Members can RSVP for events in regard to fitness classes (Runners Club, Pilates, Free Tennis Classes, etc.)
- View Ongoing Promotions
- Purchase Merchandise
- Educational Information on Sports + Wellness: Workouts videos, blog posts, meditation videos, practicing mindfulness, etc.
- Rewards Program



INFLUENCERS + ATHLETES

- Invite athletes who align with our brands value to visit for an event: Serve cocktails at the bar. Join for a game day. The runners club. Etc.
- Wellness influencers-social media/bloggers to join our initiative promoting on their pages.



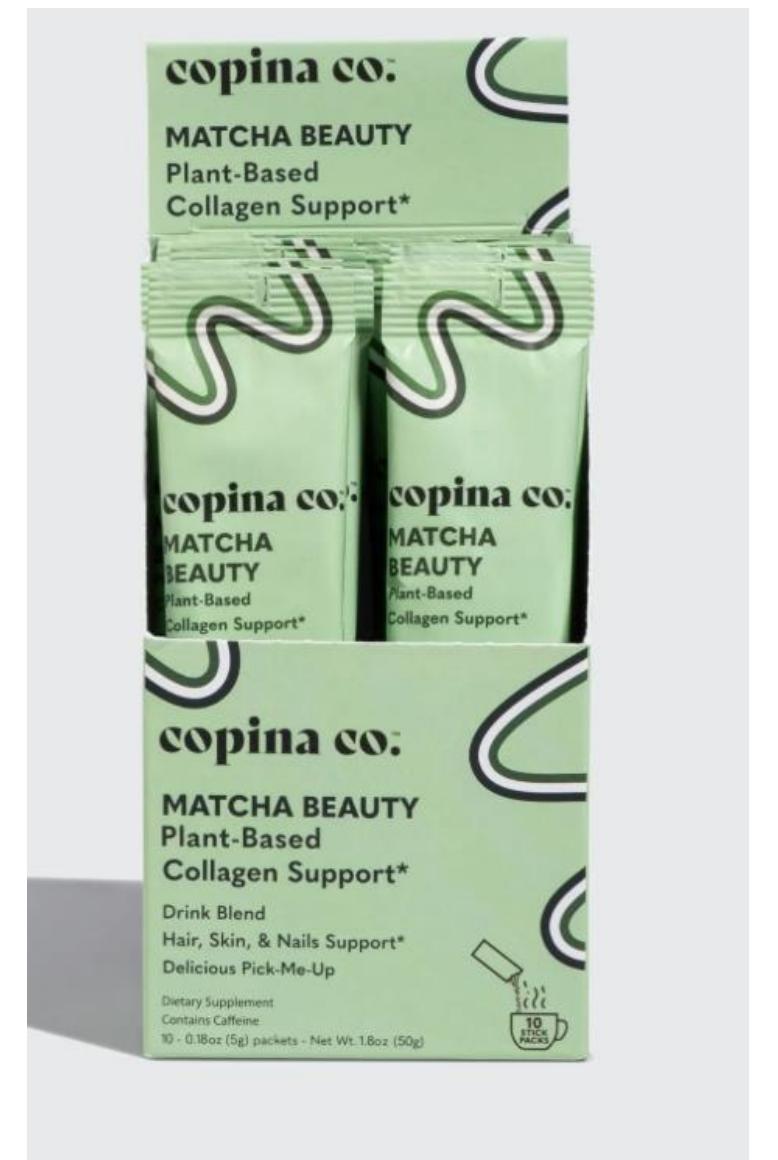
MERCH

ACTIVE + ATHLESIURE ITEMS

- Hats
- Windbreakers
- Leggings
- Sweatpants/Sweatshirts
- Tops
- Water Bottles



TO-GO DRINK STICKS



Or a custom item?

SOURCES

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