

PRODUCT / MENU CONCEPT · €395 · A SECOND LOOK

Tilt Coffee

A roastery with a hatch, selling forty-one things and making money on six. What to add, what to cut, what to charge.

3

added

9

cut

35

items, down from 41

14

posts to introduce it

Portfolio sample. Tilt is invented — the same €395 service as the Bridge Street concept, on a business with the opposite problem. Prices and margins illustrative.

THE PROBLEM

A roastery pretending to be a café.

Tilt roasts three days a week and sells through a hatch onto a lane. The roasting is the business — wholesale to eleven cafés, plus retail bags — and it makes 64% of the gross profit on 38% of the turnover.

The hatch was opened in 2022 to sell the odd bag and a flat white to whoever was passing. It has since grown a menu of forty-one items including four syrups, three milk alternatives, iced drinks, toasties and a rotating traybake. It takes 62% of turnover, makes 36% of the profit, and consumes both people on a Saturday.

What was looked at

Twelve months of till data by item. Wholesale margins by account. Two Saturdays and one Tuesday observed at the hatch. The three cafés within four hundred metres, priced.

The finding

The hatch is not a café and it will lose to one every time. It is a roastery's shopfront, and the moment it starts serving toasties it is competing with a business that has a kitchen, seats and staff — on the one day the roaster should be roasting.

Six items are 78% of hatch sales. Thirty-five are the other 22%.

WHERE THE MONEY ACTUALLY IS

LINE	TURNOVER	GROSS MARGIN	SHARE OF GROSS PROFIT	VERDICT
Wholesale beans, 11 accounts	28%	41%	44%	Protect
Retail bags, hatch	10%	58%	20%	Grow
Coffee, hatch	44%	22% after labour	28%	Hold, shorten
Food & traybake	13%	19%	6%	Cut
Syrups & extras	5%	31%	2%	Cut

Illustrative. Beans are 38% of turnover and 64% of profit; the hatch is 62% of turnover and 36% of profit. Every recommendation follows from those two sentences.

WHAT TO CUT

Nine things, and none of them will be missed.

ITEM	SOLD / WEEK	WHY IT EXISTS	WHAT IT COSTS
Toasties (3 kinds)	11	Somebody asked in 2023	A fridge, a press, 4 min each
Hazelnut syrup	2.1	Completeness	Bottle space, one more question
Caramel syrup	3.4	Completeness	Same
Iced matcha	1.8	Seasonal trial, never removed	A separate whisk and powder
Chai latte	2.6	Seasonal trial, never removed	Concentrate that expires
Hot chocolate	4.1	For children	Keep — see below
Decaf as a bean option	3.2	Reasonable	Keep — see below
Traybake, rotating	19	Bought in, 38% margin	Keep, but stop rotating

Two of the eight above are keeps, deliberately shown here so the reasoning is visible. Cutting hot chocolate saves nothing and loses every family; cutting decaf loses the person who brings four others.

The toasties are the real decision

Eleven a week, four minutes each, and they are why the queue backs up at half eleven on a Saturday — which is the hour the retail bags sell. Removing them is worth more in bags sold than the toasties earn.

Two syrups, not four

Keep vanilla and one seasonal. Four syrups is not choice; it is an extra question at every order and eleven seconds a cup on the day the queue matters.

WHAT TO ADD

Three things, all of them pointing at the roastery.

01 · The bag and a brew — €14

A 250g bag plus a coffee to drink now, together, 90c below buying both. It converts a €3.60 sale into a €14 one and it makes the hatch do the job it exists for. Highest-value addition in this pack.

02 · Roast-day coffee, Thursdays only — €4.20

Whatever came off the roaster that morning, brewed as filter, one day a week. It costs nothing, it is genuinely different every week, and it gives somebody a reason to come on a Thursday.

03 · The subscription — €26/month

A bag a month, posted or collected. Twelve bags a year from somebody who currently buys three. It is the only item here with recurring revenue and it is the reason the hatch exists.

WHY ALL THREE POINT THE SAME WAY

Each one turns a hatch customer into a bean customer. That is the whole strategy of the menu change: the drink is the sample, not the product. A hatch selling forty-one drinks is a small café with a roasting problem; a hatch selling six drinks and three ways to buy beans is a roastery with a very good shopfront.

What none of them needs

No new equipment, no new supplier, no new skill. All three are rearrangements of things already on the premises, which is why they can start next week rather than next quarter.

What was rejected

Pastries from the bakery down the lane. Good margin, genuinely popular, and it puts you back into food — the thing the toasties are being cut for. Say no now or say no again in a year.

THE ONE SENTENCE THAT CHANGES THE NUMBERS

Staff ask every person buying a coffee: *which bag is closest to what you just drank?* Not *would you like a bag*, which is a yes-or-no question and gets a no. The version above assumes the purchase and asks a question the customer finds genuinely interesting — and it is free, requires no signage, and can start tomorrow.

Ask everybody

Not just the ones who look interested. The person in a hurry is often the one who buys beans because they will not be back this week.

Ask at the handover

Not at the till. At the till it is an upsell; at the handover it is a conversation about the coffee they are holding.

Count it

Mark a tally for a fortnight. It is the cheapest experiment in this document and it will tell you whether the rest of it is worth doing.

WHAT TO CHARGE, AND THE BOARD

Thirty-five items, six of them visible.

ITEM	NOW	CAFÉS NEARBY	SET AT
Espresso	€2.60	€2.80–3.20	€3.00
Flat white	€3.60	€3.80–4.20	€4.00
Filter	€3.20	€3.50–3.80	€3.60
Roast-day filter	—	—	€4.20
250g bag	€11.50	€12–14	€12.50
Bag & a brew	—	—	€14.00
Subscription	—	—	€26/mo

You are below every café within four hundred metres while roasting your own beans. The €3.60 flat white is not reading as value — it is reading as a hatch.

WHY THE BOARD IS THIS SHORT

Seven visible items instead of forty-one. Milk options are a line rather than six items. Decaf is *on request, same price* rather than a duplicate of every drink. Hot chocolate and traybake sit in the footer because they are for people who are not the customer — a child, or somebody waiting — and they should be available without competing for attention.

The section headings do the real work: **To drink** and **To take home**. Two thirds of the board is about beans, which is the correct proportion for a roastery and the exact opposite of what is up there now.

Tilt

ROASTED HERE, TUESDAYS AND THURSDAYS

TO DRINK

Espresso 3.00

Flat white / latte / cappuccino 4.00

Whole, oat or none.

Filter 3.60

Today's is on the board.

Roast-day filter 4.20

Thursdays. Whatever came off this morning.

TO TAKE HOME

250g bag 12.50

Three roasts. Ask which is closest to what you just drank.

Bag and a brew 14.00

A bag, and a coffee to drink now.

A bag a month 26.00

Posted or collected. Cancel any month.

Hot chocolate €3.40 · Decaf on request, same price ·
Traybake €3.20

TWO WEEKS OF POSTS

Fourteen, introducing it without announcing a rebrand.

DAY	WHAT GOES UP	WHY
Tue 1	The roaster running, forty seconds, no music.	Re-establishes what the business is
Wed 2	The new board, photographed straight on.	Boards get screenshotted
Thu 3	First roast-day filter. What it is, one line, €4.20.	Starts the ritual
Fri 4	"Bag and a brew, €14." One photograph, both items.	The highest-value addition
Sat 5	The queue at eleven. No caption needed.	Busy persuades
Mon 7	"We stopped doing toasties." Say why, honestly.	Honesty is the format that travels
Tue 8	Green beans arriving, in the sack.	Nobody else on that lane has this
Wed 9	The subscription, explained in three lines.	The only recurring revenue here
Thu 10	Roast-day filter, week two. Same time, same frame.	Twice makes a pattern
Fri 11	"Which bag is closest to what you drank?" — the question staff now ask.	Turns drinkers into buyers
Sat 12	Nothing.	A deliberate gap on your busiest day
Mon 14	One wholesale customer, named, with their permission.	Eleven cafés buy from you — say so
Thu 17	Roast-day filter, week three.	Three times makes it a habit
Any day	Sold out of a roast. Post it.	Running out is the advert

What not to post

No latte art, no flat-lay with a book and a plant, no "new menu" announcement. The first two are what every café on the lane posts and you are not a café. The third invites everybody to have an opinion about the price rise you have just made.

WHAT THIS IS JUDGED ON

Bags per hundred drinks sold.

Not hatch turnover, which will probably fall slightly and should. Every change here is aimed at converting the person holding a €4 cup into somebody who leaves with a €12.50 bag.

Now

6

Bags per hundred drinks. Illustrative — your till will give the real number in five minutes.

Twelve weeks

14

With the bundle, the question, and a shorter board. Same footfall, fewer items, more of the profitable one.

The drink is the sample. The bag is the product.

Tilt is invented. It exists as a second look at the €395 product and menu concept — the same format as Bridge Street, on a business whose menu problem is that it is quietly turning into a different business.