



# Berry Bar



# Berry Bar

## Fresh Strawberries, Belgian Chocolate & Premium Mocktails

### Pop-up Retail Stand Proposal for Shopping Centres

#### RAW STRAWBERRIES CHOCOLATE

- Chocolate Dipped Strawberries \$7.00
- Strawberry Chocolate Stewers \$7.00
- Strawberry Cups \$6.00

#### PREMIUM MOCKTAILS

- Chocolate Co. \$6.50
- Belgian Chocolate Fondue Cup \$7.50

#### PREMIUM MOCKTAILS

- Strawberry Mojito \$6.50
- Strawberry Matcha Smash \$6.50
- Berry Bliss \$6.50

**MOCKTAILS**  
 Strawberry Mojito  
 Peach & Berry Mojito  
 Mojito  
 Strawberry Bliss ♡

**Fresh Strawberries Dipped in Belgian Chocolate ♡**

**STRAWBERRIES & CHOCOLATE**



**STRAWBERRY MOJITO & MATCHA DRINKS**



**DIPPED STRAWBERRIES**




# Concept Overview

Berry Bar is a clean, premium and visually attractive pop-up stand for high-footfall shopping centres. The menu is intentionally focused around two hero products: strawberries covered with Belgian chocolate and premium alcohol-free mocktails.

## Operating Standards

- Two-product menu focus: chocolate-covered strawberries and premium alcohol-free mocktails.
- Fresh daily presentation: fresh fruits are prepared daily and all fresh display products are refreshed or replaced every day.
- Quality ingredients: high-quality fresh fruit and high-quality Belgian chocolate.
- Customer service culture: polite, welcoming, patient and professional service with every customer.
- Trained team: staff receive food handling and fresh product training and hold relevant certificates.

## Retail & Landlord Benefits

- Simple clear offer: customers immediately understand the stand: strawberries, chocolate and mocktails.
- Premium visual appeal: illuminated pink signage, strawberry graphics and clear menu boards.
- Professional staff presentation: black Berry Bar uniform, clean apron, tidy hair and hygienic handling.
- Landlord-friendly operation: controlled display areas, tidy service counter and a full after-hours cover.
- Smooth customer flow: open front counter for ordering, payment and handoff.

**Menu focus: Chocolate-covered strawberries + Premium alcohol-free mocktails**

No gelato or brownies are included in the proposed operating offer.

# Footprint & Size Summary

The proposed stand is based on a rectangular footprint with a 3000 mm front customer-facing width and 2000 mm side depth. The visuals below show the key presentation views and footprint.

View from Left Side




View from Right Side



Front View



 **FOOTPRINT: 3000 mm (FRONT) x 2000 mm (SIDE)**  
COVER WHEN NOT IN USE

-  Front Width: 3000 mm
-  Side Depth: 2000 mm
-  Height: 2130 mm



**Footprint: 3000 mm front x 2000 mm side | Approx. height shown: 2130 mm | Display fridge: 682 W x 400 H x 400 D mm**

# Visual Perspectives

Three key public-facing views are shown below for placement discussions with shopping centre teams.

View from Left Side



View from Right Side



Front View



## Detailed Retail Presentation

The counter arrangement uses visible fresh fruit, chocolate preparation, mocktail garnishes and chilled drink display to create theatre and encourage impulse purchases.



# Customer Service, Staff Uniform & Menu Focus

Berry Bar is designed to feel friendly, tidy and professional. Our team presentation and two-product menu help create a clear, premium customer experience.

## Customer Service

- Polite greeting and clear communication.
- Professional handoff for orders, payment and collection.
- Family-friendly approach suited to shopping centre visitors.

## Staff Uniform

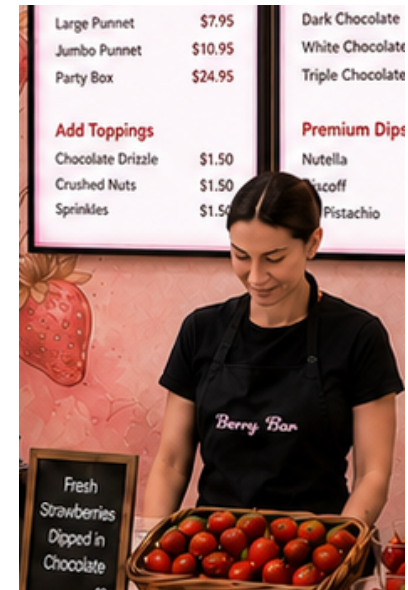
- Smart black Berry Bar apron and black top.
- Hair tied back and tidy personal presentation.
- Gloves and hygiene controls when handling fresh products.

## Product 1: Strawberries

- Fresh strawberries prepared daily.
- Covered with high-quality Belgian chocolate.
- Presented visually to create impulse appeal.

## Product 2: Mocktails

- Premium alcohol-free mocktails for family locations.
- Fresh fruit garnishes and chilled presentation.
- Simple menu that is easy to approve and operate.



## Black branded uniform

Clean, tidy and professional staff presentation

**Menu is focused only on two categories: chocolate-covered strawberries and premium alcohol-free mocktails.**

## After-Hours Cover - When Not in Use

The stand can be fully covered outside trading hours. This protects the retail setup, keeps the mall appearance tidy and helps maintain a clean closed-state presentation.



**Clean overnight cover: protects the kiosk, equipment and displays while maintaining a neat landlord-facing appearance.**

# Landlord Assurance Summary

Berry Bar is designed to provide a premium but compact fresh-strawberry, Belgian chocolate and alcohol-free mocktail offer for shopping centre visitors

Feature	Assurance
<b>Menu focus</b>	Two core product families only: chocolate-covered strawberries and premium alcohol-free mocktails.
<b>Freshness</b>	Fresh fruits are used daily. Fresh display products are refreshed or replaced every day to maintain appearance, quality and food safety.
<b>Customer service</b>	Our team is trained to provide polite, patient, friendly and professional service at all times.
<b>Training</b>	All team members receive appropriate food hygiene and fresh product handling training and hold relevant certificates.
<b>Uniform</b>	Staff wear a smart black Berry Bar branded uniform and apron with tidy presentation and hygienic handling standards.
<b>Ingredients</b>	Berry Bar uses high-quality fresh ingredients and high-quality Belgian chocolate for a premium product offer.
<b>Clean closure</b>	The full cover solution keeps the stand tidy and protected when not in use.
<b>Flexibility</b>	Artwork, menu wording and final operating details can be adjusted to suit landlord requirements and location-specific rules.

## Proposal objective

We are seeking suitable pop-up retail opportunities in high-footfall shopping centres and can provide further details on insurance, food hygiene registration, staff certification and site-specific risk assessments as required.

# Outdoor Trading Option

## Mobile Berry Bar for events, golf clubs, private venues and seasonal activations

This page presents the outdoor version of Berry Bar, separate from the shopping-centre kiosk, while keeping the same focused menu, branding, staff standards and hygiene-led setup.



### Outdoor mobile option

Ready for landlord-approved open-air opportunities

### Purpose of this page

To show landlords that Berry Bar also has an outdoor trading solution for suitable open-air sites, events and seasonal activations.

### Same focused menu

Two core products only: strawberries covered with Belgian chocolate and premium alcohol-free mocktails.

### Professional service

Staff presentation, politeness, customer care and hygiene standards remain consistent across indoor and outdoor locations.

### Clean setup and closure

Equipment, displays and waste are controlled, with tidy cleaning routines and covered closure when required.

## Outdoor option suitable for events, seasonal activations, golf clubs and private venues.

Clean setup, supervised service, daily product freshness, controlled waste and tidy cover/closure arrangements.