

Glow in the Grey

Radiance Delivered Daily

LONDON · MAYFAIR · 2025

Premium smoothies that bring California glow to London's grey skies — crafted for the city's most discerning professionals, one radiant cup at a time.



THE OPPORTUNITY

London Is Ready. Mayfair Is Waiting.

A generation of wellness-conscious professionals is redefining what grab-and-go means in London. They want beauty, function, and flavour — and nothing on the market is delivering it.

The Customer

Mayfair's 25–40 year old professionals — time-poor, health-aware, and ready to invest in daily rituals that make them feel and look exceptional.

The Gap

No true Erewhon-style smoothie experience exists anywhere in London. A premium, Instagrammable, functional wellness concept is entirely uncontested in this market.

The Price Point

At £9.50–£13.50 per smoothie, Mayfair's foot traffic and willingness to pay premium for quality creates a highly compelling unit economics model.

Year 1 Target

£500,000 in revenue. A single truck, one exceptional location, and a product that turns first-time customers into daily devotees.

Five Blends. One Philosophy.

Each smoothie is crafted around a specific wellness function — beautiful to look at, purposeful in every ingredient, and named to evoke the London landscape it calls home.



Mayfair Peach

Peach, mango, banana, almond butter, cinnamon, oat milk & ashwagandha

STRESS RELIEF · ENERGY



Cloud Nine Matcha

Ceremonial matcha, banana, avocado, coconut yogurt, spinach & lime

CALM FOCUS · GUT HEALTH



Hyde Park Strawberry

Strawberry, banana, coconut cream, pitaya, rosewater, collagen & hyaluronic acid

SKIN RADIANCE



Berkeley Berry Cloud

Mixed berries, dragonfruit, pineapple, coconut water, ginger & probiotics

ANTIOXIDANT BOOST



Royal Green Mist

Kale, spinach, pineapple, mango, coconut milk, spirulina & lemon

DETOX · DIGESTION

THE EXPERIENCE

The Truck & The Ritual

Glow in the Grey is not just a smoothie — it is a daily ritual. The truck itself is a design object: a cloud-inspired off-white and soft grey canvas with warm pastel accents, set against Mayfair's Georgian architecture. Every surface, every cup, every handoff is considered.

Designed to Be Shared

Highly Instagrammable by design — from the truck's aesthetic to the branded cups and minimalist packaging. Every element invites organic social reach and word-of-mouth discovery.

A Moment in the Morning

For Mayfair's busy professionals, the morning stop at Glow in the Grey becomes a non-negotiable — a quiet, nourishing moment of self-care before the day begins.



Why Glow in the Grey Wins

Uncontested Premium Positioning

No direct competitor occupies the Erewhon-quality, London-native smoothie space. First-mover advantage in one of the world's most affluent neighbourhoods is extraordinarily rare.

Built to Scale

The model is proven on one truck, then expanded — additional Mayfair locations, Knightsbridge, Belgravia, and eventually a curated kiosk within luxury hotel lobbies and private members' clubs.

Strong Unit Economics & Margins

Premium pricing, low overhead, and high repeat purchase frequency create a margin profile that rewards early investment significantly as the brand scales.

Social-First by Design

From the truck's aesthetic to the packaging and naming, every touchpoint is engineered for organic reach — turning customers into advocates and mornings into content.

📌 We are actively seeking investment partners to launch **Glow in the Grey** in London. Join us in bringing radiance to the grey — and building something truly beautiful in the process.