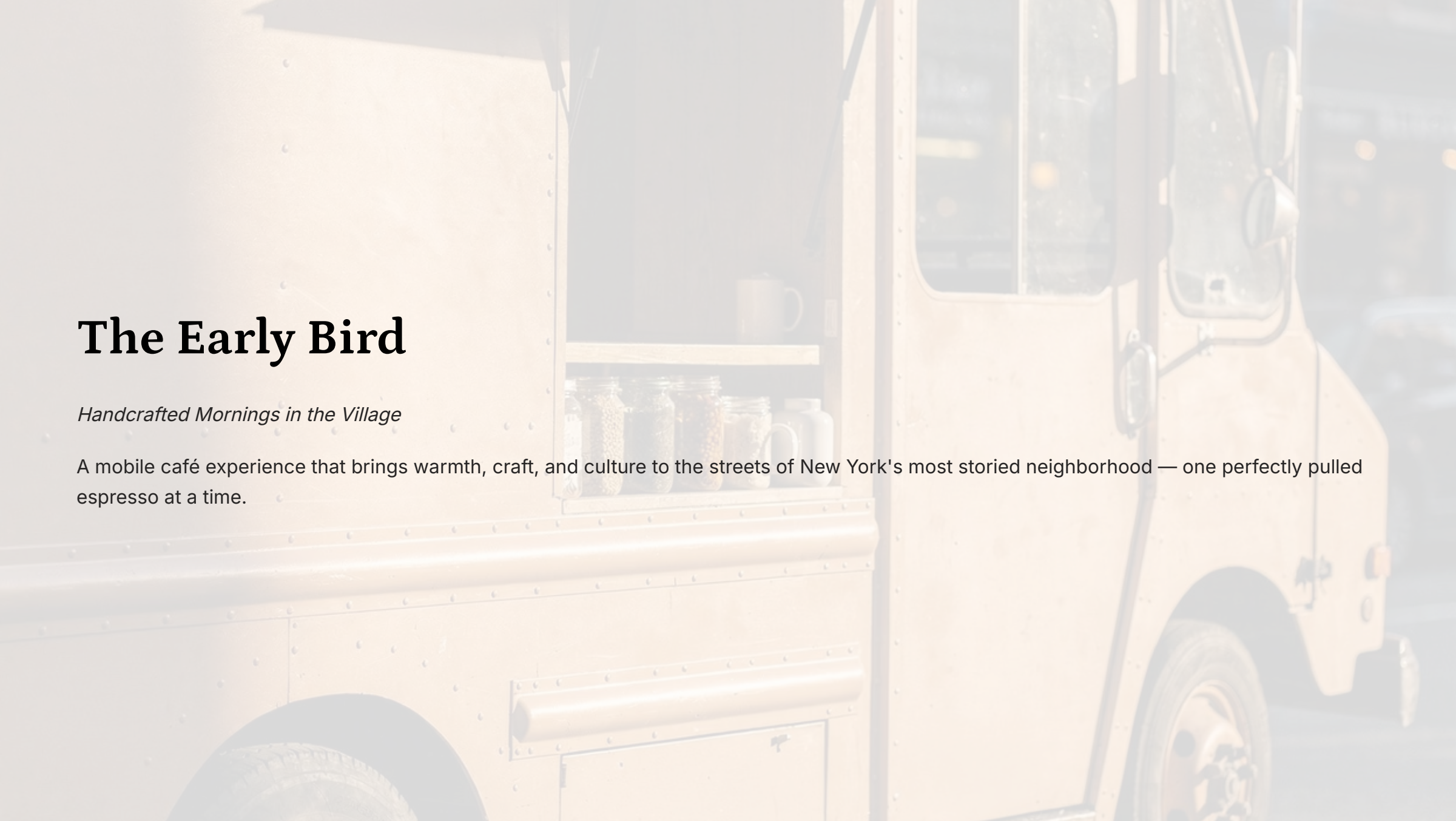


# The Early Bird

*Handcrafted Mornings in the Village*

A mobile café experience that brings warmth, craft, and culture to the streets of New York's most storied neighborhood — one perfectly pulled espresso at a time.



# A Neighborhood Ritual, Reimagined

The Early Bird is an artisanal, food-forward mobile coffee shop and breakfast destination rooted in the heart of the West Village. Inspired by the intimacy of a beloved corner café and the creative energy of New York's culinary scene, we bring the elevated neighborhood café experience directly to the sidewalk.

Think European bistro warmth fused with West Village soul — scratch-made pastries, single-origin coffee, light morning cocktails, and a curated vinyl soundtrack spinning behind the truck. Every detail is considered, every ingredient intentional.

## What Sets Us Apart

- Scratch-made pastries & seasonal menus
- Single-origin, relationship-sourced coffee
- Morning cocktail program
- Live vinyl music experience
- Hyperlocal West Village identity



# Why We Rise Early

We believe the morning is the most honest part of the day — a quiet moment before the noise, worth honoring with something real. Our mission is to craft that moment beautifully for every neighbor who finds us.



## Craft First

Every pastry is made from scratch. Every cup is pulled with intention. No shortcuts, no compromises on quality.



## Local Roots

We partner with regional farms and roasters who share our values — sustainable, traceable, and community-minded.



## Neighborly Spirit

We're not just a truck — we're a gathering place. A familiar face on the corner that makes the Village feel like home.



## Cultural Richness

Music, beauty, and ritual are as important as the food. We curate an atmosphere that elevates the everyday morning.



TARGET AUDIENCE

# Who Finds Us First

The Early Bird speaks to those who appreciate the art of slowing down — people who choose craft over convenience and seek beauty in their daily rituals.



## The West Village Local

Creative professionals, longtime residents, and design-conscious city dwellers who treasure neighborhood character and support local makers.



## The Lifestyle Enthusiast

Food-forward New Yorkers who follow the best bakers, roasters, and bartenders — Instagram-savvy but motivated by genuine quality and experience.



## The Boutique Partner

Hospitality operators, event curators, and boutique investors drawn to the brand's cultural resonance and premium positioning potential.

# The Color & Type System

## Color Palette

**Terracotta**

#C26B4A

**Olive Green**

#5A6B4E

**Charred Espresso**

#2C211E

**Antique Gold**

#D4B78F

☐ Warm Cream **#F5EDE4** serves as the primary background — a quiet canvas for every other hue to breathe against.

## Typography System

**Display: Playfair Display**

Elegant serif for headlines, menus, and hero moments. Evokes heritage and craft.

**Body: Libre Baskerville**

Readable, warm, and literary. For descriptions, body copy, and storytelling.

**Accent: Futura PT**

Clean geometric sans-serif for labels, pricing, and UI elements.

# The Mark of the Bird

The primary logomark features a stylized early bird — perched gracefully atop a steaming coffee cup, a slender olive branch curling beneath its feet. The composition is refined and hand-crafted in feel, balancing warmth with editorial precision.

## Primary Logo

Full lockup — bird mark + wordmark + tagline. Used on truck, packaging, and hero applications.

## Icon Mark

Bird-only medallion for embossing, uniform embroidery, and small-format use.

## Wordmark

Type-only variation for clean digital contexts and secondary print applications.

- ☐ The logo adapts across three colorways: **Espresso on Cream** (primary), **Cream on Terracotta** (warm), and **Antique Gold on Charred Espresso** (premium/night use).

Every variation preserves the integrity of the mark — the bird retains its hand-drawn character whether it appears on a paper cup, a linen apron, or a storefront awning.



# The Rolling Café



## Exterior Palette

A warm cream base with hand-lettered terracotta and olive accents. The truck itself is a walking advertisement for the brand's aesthetic philosophy — restrained, refined, and instantly recognizable on any West Village block.



## The Serving Window

A wide, welcoming pass-through framed in aged brass hardware. A small chalkboard menu, a potted herb on the sill, a friendly face inside — every detail reinforces the neighborhood café feeling at street level.



## The Vinyl Corner

Behind the truck, a curated record crate and portable turntable setup creates a distinct sensory layer — music drifting into the morning air, turning a transaction into an experience worth lingering over.



SIGNATURE EXPERIENCE

# The Early Bird Vinyl Club

## The Soundtrack

- Jazz — Coltrane, Miles, Monk
- Bossa Nova — Jobim, Gilberto
- Soul — Marvin Gaye, Nina Simone
- Folk — Nick Drake, Joni Mitchell

Curated weekly by the team.  
Guests can request records and browse the crate.

The Vinyl Club is the soul of The Early Bird — a rotating, curated record experience staged behind the truck each morning. A portable turntable, a weathered crate of carefully chosen records, and the warm analog crackle of music drifting across the sidewalk.

It's a feature that transforms a morning coffee run into something worth pausing for. Regulars come for the espresso. They stay for the B-side. The Vinyl Club is also a community touchpoint — a conversation starter, a social media moment, and a deeply human differentiator in a sea of app-ordered, contactless coffee.



# What We Serve

Every item on the Early Bird menu is designed to feel like it was made specifically for you — seasonal, scratch-made, and worth waking up for.

## Morning Table — Food

### Scratch Pastries

Rotating daily selection: brown butter croissants, cardamom morning buns, almond financiers, and seasonal fruit galettes.

### Smoked Salmon Croissant

House-cured salmon, crème fraîche, capers, dill, pickled shallot on a hand-laminated croissant.

### Avocado Toast

Seeded sourdough, whipped ricotta, heirloom tomato, chili flake, microgreens, finishing oil.

### Egg Sandwich

Soft scramble, aged cheddar, herb aioli, and seasonal greens on a brioche pull-apart roll.

## The Cup — Beverages

### Coffee & Espresso

Single-origin pour-overs, cortados, flat whites, and seasonal lattes using direct-trade beans from rotating roasters.

### Morning Cocktails

Vesper Martini, Classic Mimosa with fresh-squeezed OJ, and a rotating Espresso Martini — all served in elegant glassware.

### Matcha & Teas

Ceremonial grade matcha, hojicha lattes, and loose-leaf teas sourced from artisan importers.

# A Lean, High-Quality Model

The Early Bird is designed from the ground up for operational efficiency without sacrificing the premium experience that defines the brand. Our mobile format keeps overhead lean while our menu and positioning support strong average check sizes.

**<28%**

## Food Cost Target

Disciplined sourcing and scratch preparation keep ingredient costs well below industry standard for premium café concepts.

**~20%**


## Labor Cost

A lean two-to-three person crew per shift, cross-trained and empowered to deliver hospitality-grade service efficiently.

**\$18+**

## Avg. Check Size

Premium food and beverage pairings, morning cocktails, and add-ons drive above-average ticket values per guest.

 The mobile model eliminates traditional brick-and-mortar overhead — no long-term lease, no dining room buildout — enabling faster ROI and flexible location strategy across Manhattan's most desirable neighborhoods.

# How the Early Bird Speaks

Our voice is the verbal extension of our identity: warm without being saccharine, sophisticated without being distant, and always rooted in the sensory pleasure of a beautiful morning.

“

"The kind of morning you've been meaning to have. Pull up a curb, press play, let the espresso do the rest."

— *Truck signage / sidewalk copy*

“

"Today's record: Coltrane's *A Love Supreme*. Today's special: brown butter croissant with fig compote. Come find us on Bank Street."

— *Instagram caption*

“

"We don't do fast. We do first. The Early Bird — handcrafted mornings in the Village, six days a week."

— *Brand manifesto tagline*

”

## We Are

- Evocative, sensory, and poetic
- Confident but never pretentious
- Neighborly and genuinely warm

## We Are Not

- Corporate, clinical, or transactional
- Overly casual or ironic
- Trend-chasing or hollow

# The Brand in the World



## Packaging

Cream kraft cups with a terracotta sleeve stamp, wax-sealed pastry bags, and logo-embossed napkins. Every touchpoint is a keepsake — beautiful enough to photograph, tactile enough to remember.



## Uniforms

Warm cream linen aprons with embroidered bird mark over simple, dark-toned wardrobe. Staff look like they belong in a Parisian boulangerie — effortlessly put-together, never costume-like.



## Social Aesthetic

A warm, golden-toned feed built on the rhythm of the morning: close-ups of steam rising from a flat white, hands turning a vinyl record, the truck's serving window framed in early light. Textured, editorial, analog in feeling.

# The Vision

The Early Bird isn't just a food truck. It's the best part of someone's morning — a ritual, a relationship, a record they didn't know they needed to hear. We're building something the West Village will call its own.

01

## Year One — Establish the Corner

Build the West Village community, refine operations, and cultivate the brand's cultural identity through the Vinyl Club and hyper-local storytelling.

02

## Year Two — Expand the Route

Add a second truck location in a complementary neighborhood — SoHo, the Meatpacking District, or Brooklyn Heights. Launch private event and catering activations.

03

## Year Three — The Brand Ecosystem

Wholesale pastry partnerships, a branded retail coffee line, and potential brick-and-mortar flagship — carrying the warmth of the truck into a permanent home.

**The Early Bird · Handcrafted Mornings in the Village · West Village, NYC**