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Landlord Pack.



Kbeverage Ltd
T/A Starbucks

What about us?

Company history

With over 27000 stores worldwide Starbucks plans to open 800 franchise stores in the UK over the next 5-7 years, partnering with a maximum of 25 franchisees. Kbeverage is a Limited company owned by Kavita and Alok Yadav.

Kbeverage is a Limited company owned by Kavita and Alok Yadav - Starbucks latest licensees. In May 2015 Kbeverage Ltd was set up to trade under the Starbucks name to develop Starbucks stores. Kbeverage territory is comprised of Norfolk, Suffolk, Cambridgeshire, Lincolnshire, Nottinghamshire and Leicestershire. Kbeverage was created by Alok - he took the K from Kamla (his mother's name) and placed it in front of one of the most recognizable nouns used for the word drink. This is a proud family lead business, a company that creates a culture of warmth and belonging - where everyone is welcome. Kbeverage shares the same values and standards as Starbucks - acting with courage, being present, connecting with transparency, dignity, and respect, delivering our absolute best in all we do and most importantly we follow the Starbucks mission.

growth since 2008, when the market was valued at £2.2 billion. Over the last five years, the market rose by 37%, in 2011 to reach an impressive £3.4 billion in 2016. What is more, between 2015 and 2016 sales increased a spectacular 10.4% - the biggest year-on-year boost witnessed in the last five years. Brits' insatiable appetite for coffee is highlighted by the fact that two thirds (65%) of all Brits have visited a coffee shop in the past three months. This shows that the industry is still growing and is making more money than ever.

Kbeverage are currently looking for potential sites within Norfolk, Suffolk, Cambridgeshire, Lincolnshire, Nottinghamshire and Leicestershire to open 40 stores in the next 5-6 years. The Coffee industry is a vast growing area; it is not just buying a cup of coffee, it is a place of gathering and socialising away from home and work. According to Mintel research (April 2017), the UK coffee shop market has enjoyed its biggest period of

ESTABLISHED: May 2015

DIRECTOR: Kavita and Alok Yadav



**To inspire and nurture the human
spirit, one cup, one person and
one neighbourhood at a time**

Our Partners

Meet the Team



Kavita
Director

Kavita joined Kbeverage in December 2017. She came to the UK in 2010 to study International Business Management. She has worked in many food retailers including Dominos, KFC and Pizza Hut, working her way to business development manager. Kavita is overseeing the business in general, ensuring that the company remains in budget in particular when building new stores.



Alok Yadav
Director

Alok came to the UK in 2007 to work for Dominos, and then became a Pizza Hut delivery franchisee. Alok controls the everyday management of the business and ensures that the company maintains a good level of finance, as well as opening new stores, maintaining operations. He ensures new sites are located and proceed within timings in order to grow and establish the business.



Rachael Yadav
General Manager

Rachael became a Pizza Hut delivery franchisee alongside Alok Yadav running multiple stores. Rachael plays an active part in the company ensuring the customer has the right experience, ensures partners are meeting food and labour targets and marketing costs are managed. Rachael has recently started working in a Hospital and helps business part-time.



Vikas Yadav
Finance

Vikas came to the UK in 2010 where he worked at Dominos. Vikas will take on the HR role, maintaining bookkeeping, invoice handling and other financial aspects in the office.



Mohit Kadyan
Office Manager

Mohit has worked with Alok for the past 4 years. He is working as Office manager, managing the day-to-day running of the business, back of office work, maintenance.



Vishal Mohanan
Freelance Support

Vishal is Alok's longtime friend and helps him open new shops. He supports Kbeverage Ltd part-time only as he is running his own business as well.



Mark Gilbert
Area Manager (Suffolk, Norfolk)

Mark has worked for Starbucks for 11 years. He supports Partners to create the Starbucks experience in our stores, bringing this to life through customer connections. Mark is responsible for the operations of 9 stores.



Erika Apinyte
Area Manager (Lincolnshire)

Erika has joined Kbeverage in 2016 and is responsible for stores in Lincolnshire area. She ensures that every partner is making every moment right for our customers. Organises hiring, training, set up and opening of our new stores, including looking after social media coverage.



Ashley Cooper
Project Manager

Ashley has worked within the retail sector for over 30 years starting his career as an architectural technician. Ashley carries out his business activities with honesty, integrity & professionalism.

Check some of Our Stores

Established in May 2015, Kbeverage Ltd currently has 13 stores with 5 of them being acquired from Starbucks. 2 of the 13 are Drive Thru sites with our most recently opened store being Scunthorpe High Street store.



Newmarket *February 2016*

Our first store is located in the middle of Newmarkets high street. The site provides a unique interior design specific to Newmarket.



Lowestoft *March 2016*

Our second store opened in Lowestoft - this stylish store has a nautical design as it is just minutes from the coast line.



Haymarket *August 2016*

Our Haymarket shop is a very light and cozy location with outside seating which allows to see environment around the Market.



St Stephens *August 2016*

One more shop situated in Norwich. With it being so central, this spacious store is a great place for passers-by to relax from the city buzz.



Castle Mall *August 2016*

Another one from Norwich - located in Castle Mall. Peaceful location to enjoy a coffee break while shopping.



Great Yarmouth *August 2016*

Great Yarmouth is a place for tourists during the holiday season, situated on the east coast with a beach and stunning pier filled with arcades.



Spalding

December 2016

Spalding has been the third store opened by Kbeverage in a beautiful location - Springfields Outlet Shopping Centre and Festival Gardens.



Ipswich DT

February 2017

This is the first Starbucks DT store in Suffolk and our 9th store. Situated on West End Road in Ipswich this is an ideal location for commuters.



Chapelfield

August 2017

With this kiosk being the 4th store in Norwich it's a great addition to a fast-paced Intu Chapelfield shopping mall's environment.



Grimsby

December 2017

Starbucks was a long-awaited comeback to Grimsby. With the store being in a very open space it's a great location for a coffee.



Lincoln DT

February 2018

Situated in a perfect location for both - coffee lovers passing by, or locals looking for a cozy location to work or just enjoy a cup of coffee.



Scunthorpe

June 2018

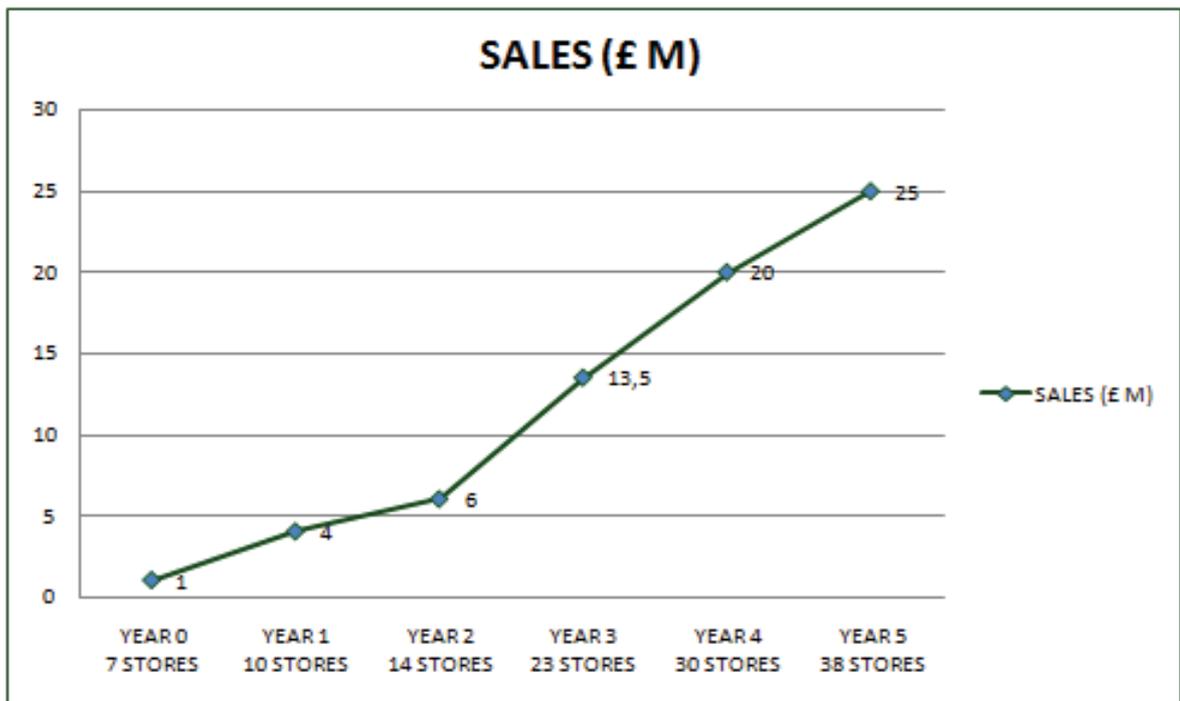
Located just in the heart of Scunthorpe High Street, this store welcomes customers with a spacious and welcoming interior.

What's next?

Further growth

The graph below shows the projected sales for Kbeverage's stores over the next 5 years. Year 0 includes Newmarket, Lowestoft and Spalding that have been opened by Kbeverage and the 5 existing East Anglia stores. Year 1 represents the first year of full trading for Kbeverage including more stores - Ipswich Drive Thru, Norwich Chapelfield Kiosk and Grimsby Freshney place.

As the years progress so do the store numbers, by year 5 we predict that we will be running 38 stores with an overall sale of £25 million.



Expansion Area

Kbeverage are currently looking for potential sites within Norfolk, Suffolk, Cambridgeshire, Lincolnshire, Nottinghamshire and Leicestershire. Upcoming store openings include :

Kbeverage pays site introduction fees between £10k - £20k, depends on the site potential and location, upon unit handover and trading.



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