

Koseelig

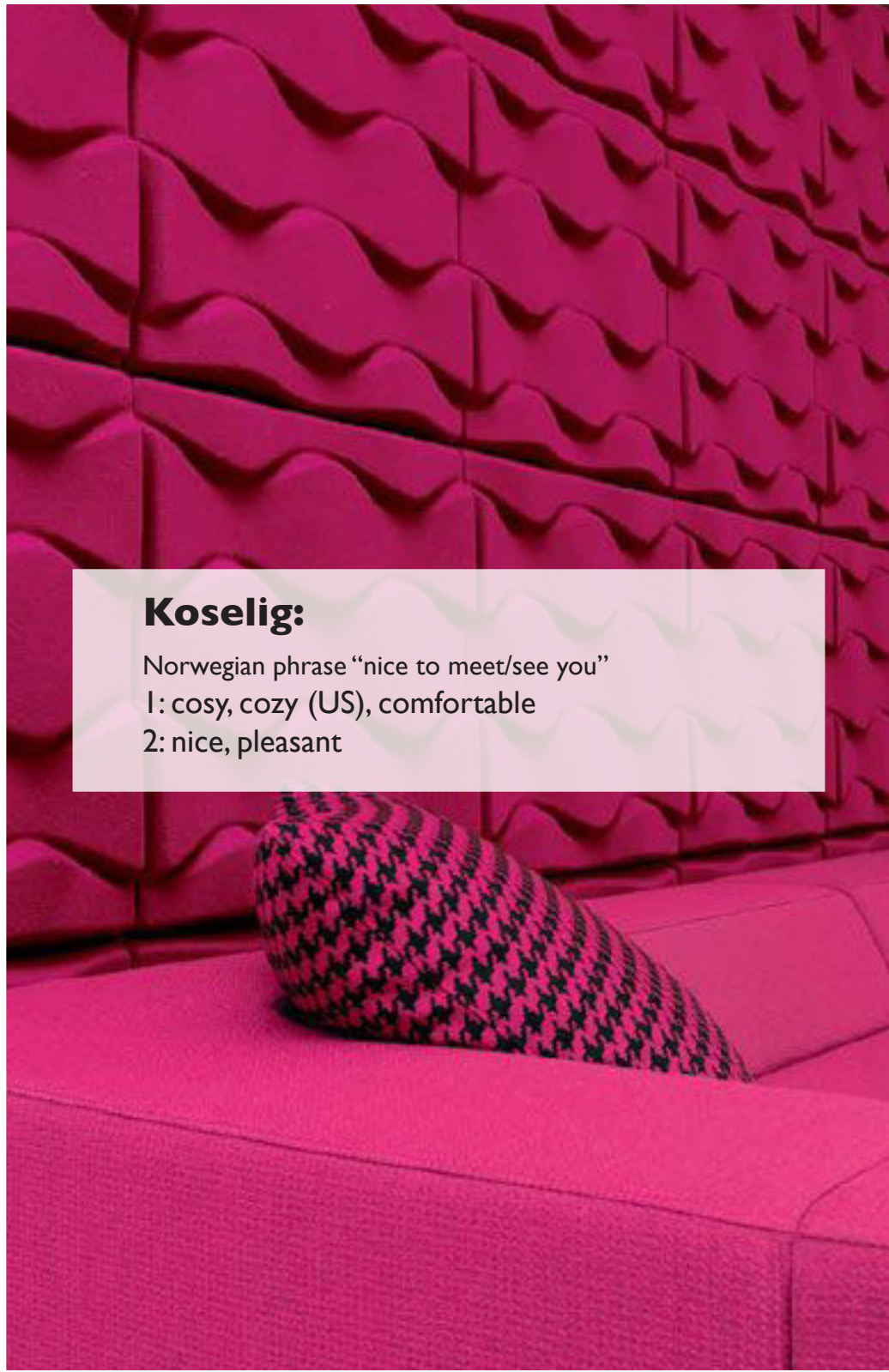


Manifesto

With just a short time on earth
We have made love and found chaos
Seen the furthest stars,
created new elements
Through technology, cultivation
and philosophy;
we aim to provide that which is pure
so you are pure.
Move more,
Spend less,

Be well : Do well





Koselig:

Norwegian phrase “nice to meet/see you”

1: cosy, cozy (US), comfortable

2: nice, pleasant



Our Story

To say with absolute certainty “This is important to me” you can begin to understand Koselig provides fuel for the body and complacency to the mind.

Energy is not to be spent where it is not needed.

Hunting and gathering down to an essence;



Asperational Position

Koselig will provide healthy, organic meals to customers who are on the go.



Brand Persona

Articulate & educated
Worldly & aware.

Voice attributes

Siri meets personal trainer
Firm yet approachable
Danish-accent



The Winning Mindset

Rational + Emotional

Organic + Natural

Healthy + Positive

Fast + Efficient

Future Forward + Trendy

KOSELIG



Raspberry maple water Smoothie

organic raspberries organic banana
organic cashews almond milk
maple water

Quinoa with Pomegranate & Pistachios

uncooked quinoa extra virgin olive oil
maple water sea salt
pistachios pomegranate seeds

Coffee Chip Breakfast bars

maple syrup espresso powder
whole-wheat flour chopped walnuts
semisweet chocolate chips

Maple Water Breakfast Smoothie

oats maple water
frozen fruit plain yogurt

Maple Water Soup

kidney beans onion maple sugar
carrots celery fennel shallots
garlic artichoke peas tomatoes
zucchini greenbeans pepper

Maple Butter Pesto

basil garlic tomatoes
maple butter pine nuts toasted parmesan
Olive oil Celery leaves [for garnish]

Carrot Puree

carrots potatoes garlic
olive oil ground pepper
maple water

Maple Water Beet Hummus

red beet lemon zest lemon juice
walnuts garlic Maple Water
salt pepper chickpeas

Buckwheat Chia Pancakes

buckwheat flour chia seeds eggs
olive oil onion red bell peppers garlic
maple water maple syrup
hot pepper flakes goat cheese

Pancake™ Maple Water Smoothie

kale banana strawberries
walnuts oats lucuma powder
maple water

The Challenge

Encourage potential customers to become more efficient in their eating habits while maintaining a bleeding edge cuisine for current supporters.

Business problem

Healthy food can be fun
as it is tasty

Audience

A health conscious
person on-the-go



The Competition



100% Organic
vegan fusion,
raw food

CANYONRANCH.
The Power of Possibility.

Destination health spa.
Health food focused.
"spa cuisine"



Carefully prepared
Locally grown
Organic.

Current Customers

Gym-Junkie



Agatha is a workout enthusiast. She is either on her way to the gym or coming from it. An adventurous eater at times, she attempts to stay in the loop with the latest dietary trends.

On-The-Go workaholic

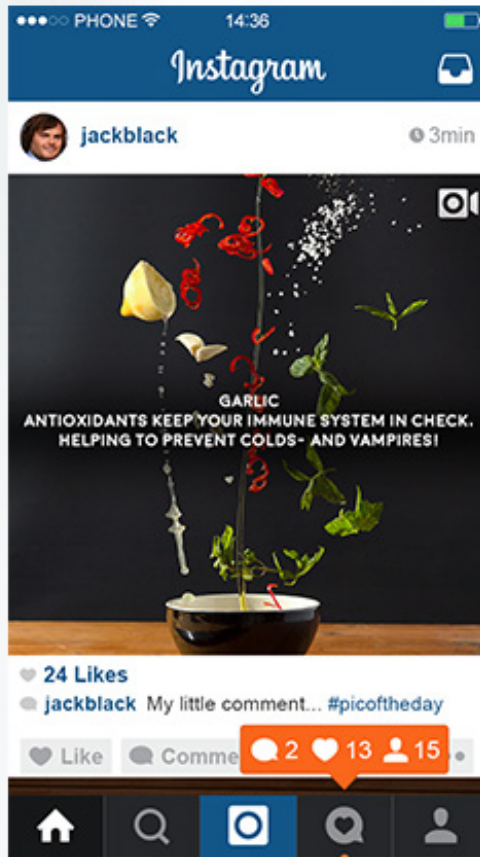


Diedrich works hard and plays hard. No time for a meal at home. He demands the best sources of protein to get “gains” even at the office.

The Orthorexic



Solely concerned with the quality of the food they put in their bodies, refining and restricting their diets according to their personal understanding of which foods are truly ‘pure.’”
- The Guardian



Social Media Campaign

Taking a fun yet informative approach to the holidays by posting creative displays of our menu items shown with ingredients broken apart via high-speed photography. The objective is to show the simplicity of the content and freshness of ingredients (Photographer: Nora Luther or Piotr Gregorczyk)

The New Ingredient

Analyzing the latest discovered “superfoods” to be considered the revamped menu. We then filtered those choices to determine the most appetizing, enticing and settled on the option with the most “mouth appeal”.

INGREDIENTS

Chia
Amaranth
Seaweed
Hemp
Maple Water
Kefir
Rooibos Tea

MEMORABLE?

Chia
Seaweed
Hemp
Maple Water
Kefir

APPETIZING?

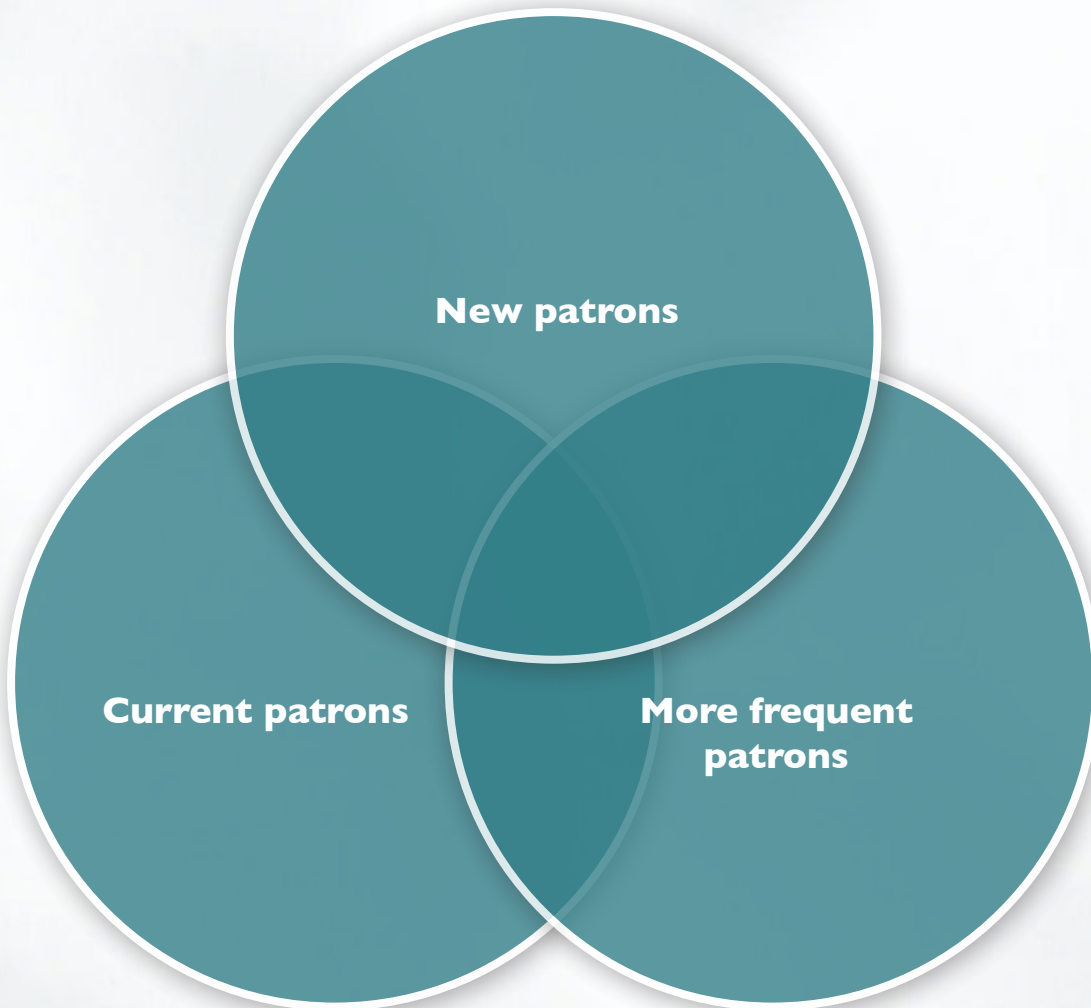
Chia
Maple Water
Kefir

Mouth Appeal

Maple Water

The Strategy

New time slot : **Breakfast** New ingredient : **Maple Water**
Provide the best possible ingredients, available during high traffic hours
and show a dedication to brand philosophy



Result:

Increase frequency of current patrons,
while engaging new audiences.

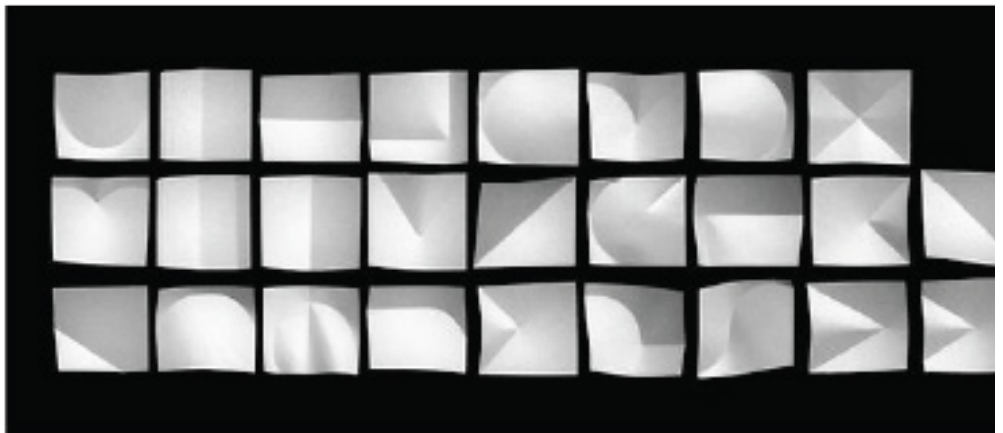


logo moodboard

Focusing on a warm natural tones with a materials that can withstand the elements. Maple wood chosen as a direct result of menu ingredient choice. Polished copper provides a clean natural warmth.



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Koseelig

Gill Sans UltraBold

Gill Sans Regular

Gill Sans Light



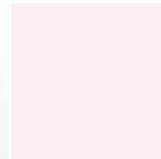
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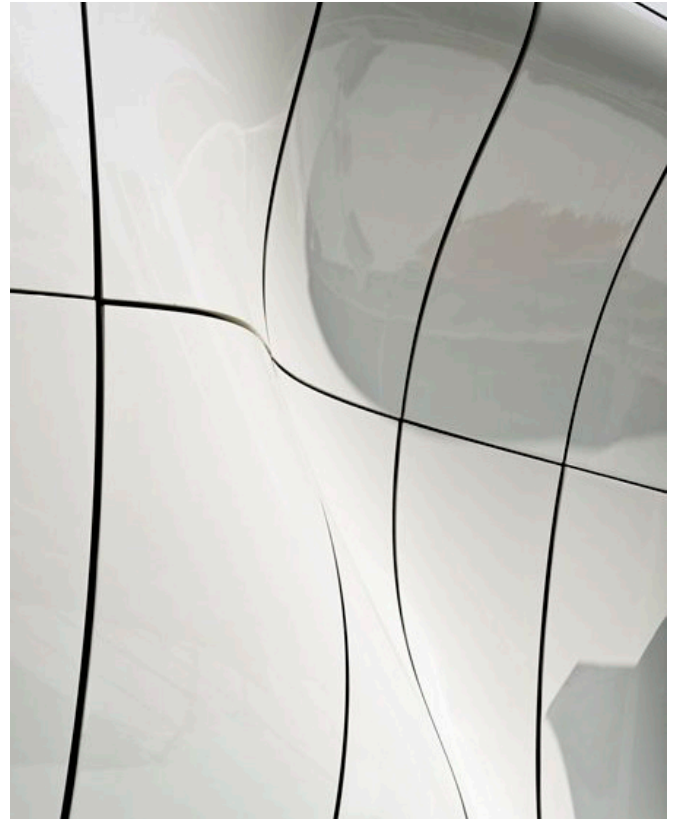
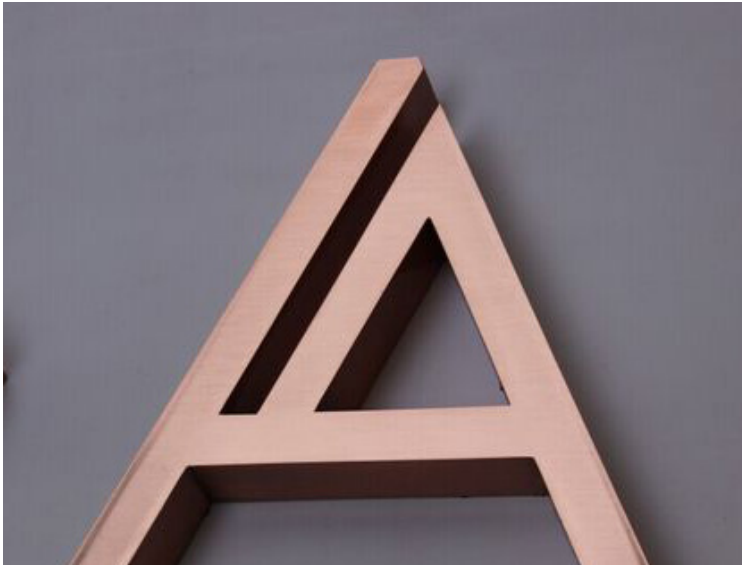
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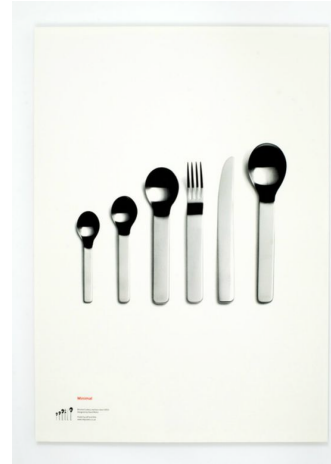
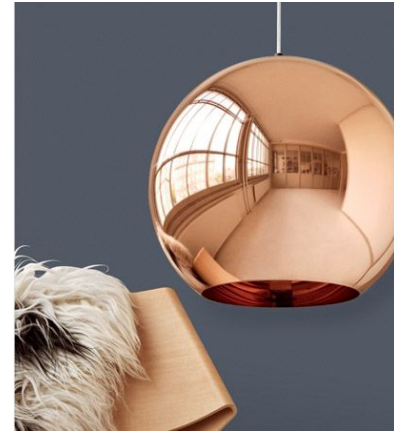
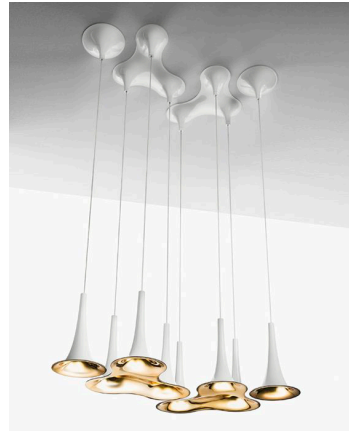
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Exterior decor

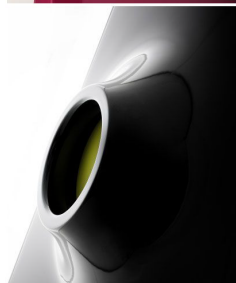
Exterior wall treatment will have a flow as to not disrupt the natural surroundings. Vegetation will consist of moss, which will cover ridged surfaces providing a natural cushion for patrons looking to take a brake.





Interior decor

At Koselig; the cuisine is the focus however the interior content form follows function. Featuring Smooth surfaces for easy cleaning and sound absorbing walls.





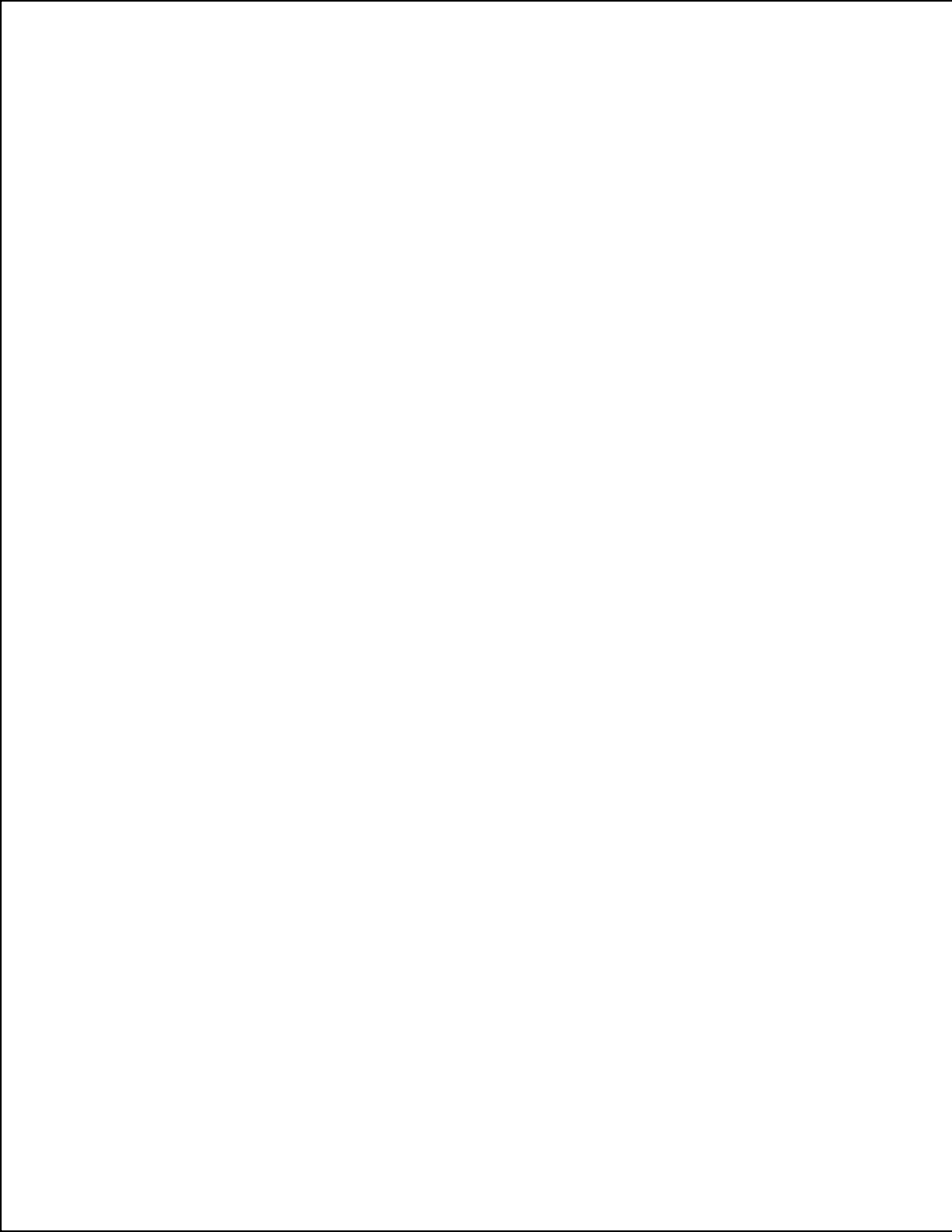
Menu Moodboard

Menu choices are an ever changing event. With a focus on sustainability; selections will be made via smart devices. Words take a backseat to design as the menu will feature the ingredients or the end result.



Web Home Page
Up-to-date menu and location finder
ordering is made easy





THANK YOU

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