



MEZE OFFERING

2024

Love LIFE
EAT *Real*



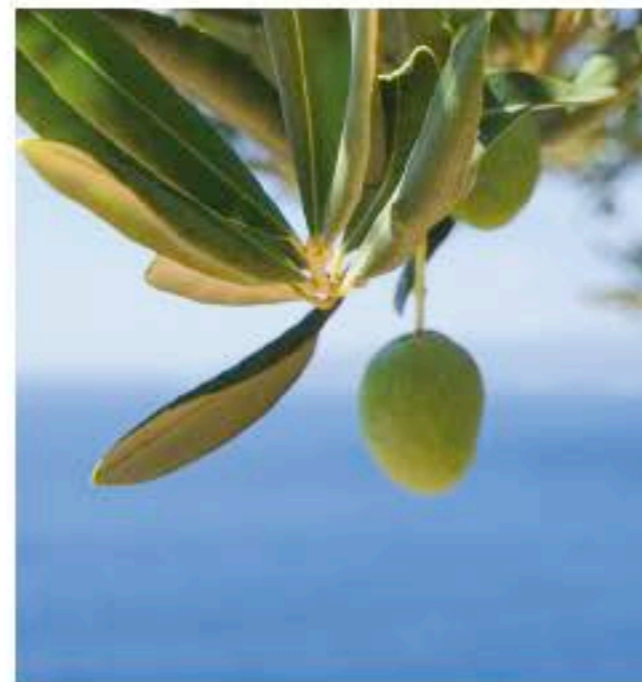
A BIT ABOUT THE REAL OLIVE COMPANY

The Real Olive Company was founded by Karin Andersson and Ben Flight, in Bristol, in 1998.

We are producers of Mediterranean foods, specialising in fresh olives and deli products.

Our purpose:

Making LIFE TASTE BETTER
BY CONNECTING PEOPLE TO THE
NATURAL VITALITY OF REAL *Food*



We want to build a future where we all recognise that our own health and well-being is intrinsically linked to that of our planet.

This is why we strive to make a healthy choice taste great, by creating natural and sustainable food that can be enjoyed together, whilst nourishing mind, body and soil.

WE ARE SO EXCITED TO SEE THAT

Sharing IS BACK ON THE MENU!



THE REAL OLIVE CO.
MEZE BOARD
HARDWARE SOLUTION



THE REAL OLIVE CO.
MEZE BOX
RECYCLABLE SOLUTION

ONE FANTASTIC MEZE - TWO SERVING OPTIONS

MEZE BOARD

HARDWARE SOLUTION



- Bamboo serving board
- 6x melamine bowls
- Envelope containing 4x picks
- Fill from our 1kg pouches



WITH OUR DELICIOUS MEZE SELECTION:

Antipasti mix - sun dried cherry tomatoes, peppers, cornichons, garlic & mixed olives

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Rustic Italian crostini with rosemary & olive oil

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Mammoth Chalkidiki olives with basil & garlic

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Smoky harissa meze dip with spicy pepper, sun dried tomato & smoked paprika

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Chilli, lemon & paprika habas fritas & baked giant corn

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Marinated Cheddar cheese with Macedonian peppers, chilli flakes & oregano



MEZE BOX

RECYCLABLE SOLUTION

- Sturdy corrugate tray
- 6x card pots
- Envelope containing 4x picks
- Fill from our 1kg pouches



WHAT MAKES THE MEZE BOARD & BOX SO GREAT?

Offers a balanced & carefully curated selection of six meze

Bridges the gap between your food menu & dry bar snacks

Acknowledges the increasing trend in sharing & small plates

Offers food between services without the need for a Chef

No kitchen required, serve straight from pack with no cooking

Easy & quick to prepare either to order or in advance

Suitable for front-of-house staff to serve

OUR COMMERCIAL PITCH

THE PROBLEM →

The bar and pub industry is having a tough time, with inflation and rising costs of labour, energy, ingredients and raw materials.

This is coupled with a cost of living crisis where consumers have less to spend on leisure and entertainment.

Footfall is down and margins are compromised – a perfect storm for the industry.

THE CHALLENGE

The industry needs to adapt to this new challenging environment in order to survive and find solutions that drive revenue (spend per head) and margin without increasing overheads.

→ THE SOLUTION

Our Meze solution offers a complete package fully supported by us with the following unique selling points;

- No kitchen facilities are required
- No cooking, so no high energy costs
- Can be prepared and served by front of house staff with limited experience and basic training

THE KEY BENEFITS

The Real Olive Co. Meze offers a substantial, affordable and great value food offering that delivers high margins at low costs. This will;

INCREASE

**DWELL TIME OF
AVERAGE CONSUMERS**

INCREASE

**SPEND PER HEAD
ON BAR SNACKS**

INCREASE

**SPEND PER HEAD
ON WET SALES**

THE EVIDENCE

EXAMPLE:

A 30g bag of gourmet crisps or similar snack, retailing at £1.50 delivers actual food to the consumer at **£50.00/kg**. Margin generated for the business c.45%.

Our Meze offering weighs in at 350g of food
- At an example RRP of £13.95 the cost to the consumer is **£40.00/kg**
- So great value!

Based on our commercial modeling an establishment can expect to generate:

A MINIMUM MARGIN OF BETWEEN

70&80%

FROM OUR MEZZE SOLUTION

THE MEZE BOARD

HARDWARE SOLUTION



- **Gastro Pubs**
- **Café bars**
- **Hotels**
- **Hospitality**





THE MEZE BOX

RECYCLABLE SOLUTION



- **Outdoor events**
- **Pub gardens**
- **Festivals**
- **Stadia**





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