

Born and raised on the Monterey Peninsula, we met while working in hospitality in Carmel we set off to Australia together where we lived for several years. While abroad we developed a deep passion for healthy and fun food options. We started the business in 2018 shortly after returning home to start our family. We now have two daughters and live in Carmel by the Sea. We love to take morning walks into town for a coffee and taking our dogs to the beach. We deeply know and understand the unique charm that Carmel by the Sea has to offer and we intend to represent that quality in our premier Carmel location with elevated menu items and uniquely “Perfectly Pressed Carmel” merchandise and branding.

**Sincerely,
Alex, Kate, Emmy + Cleo**



PERFECTLY PRESSED CARMEL | MENU

Perfectly Pressed Carmel will be an elevated eating experience with an exclusive menu developed with a local chef and local vendors.

The menu will consist of a play on our traditional smoothies served as smoothie “bowls” with seasonal and unique toppings like dried mulberries, crytsallized ginger and puffed quinoa.

Smoothie bowls will be served in handmade bowls made exclusively for the location from local ceramicist, Vanessa Cowdrey.

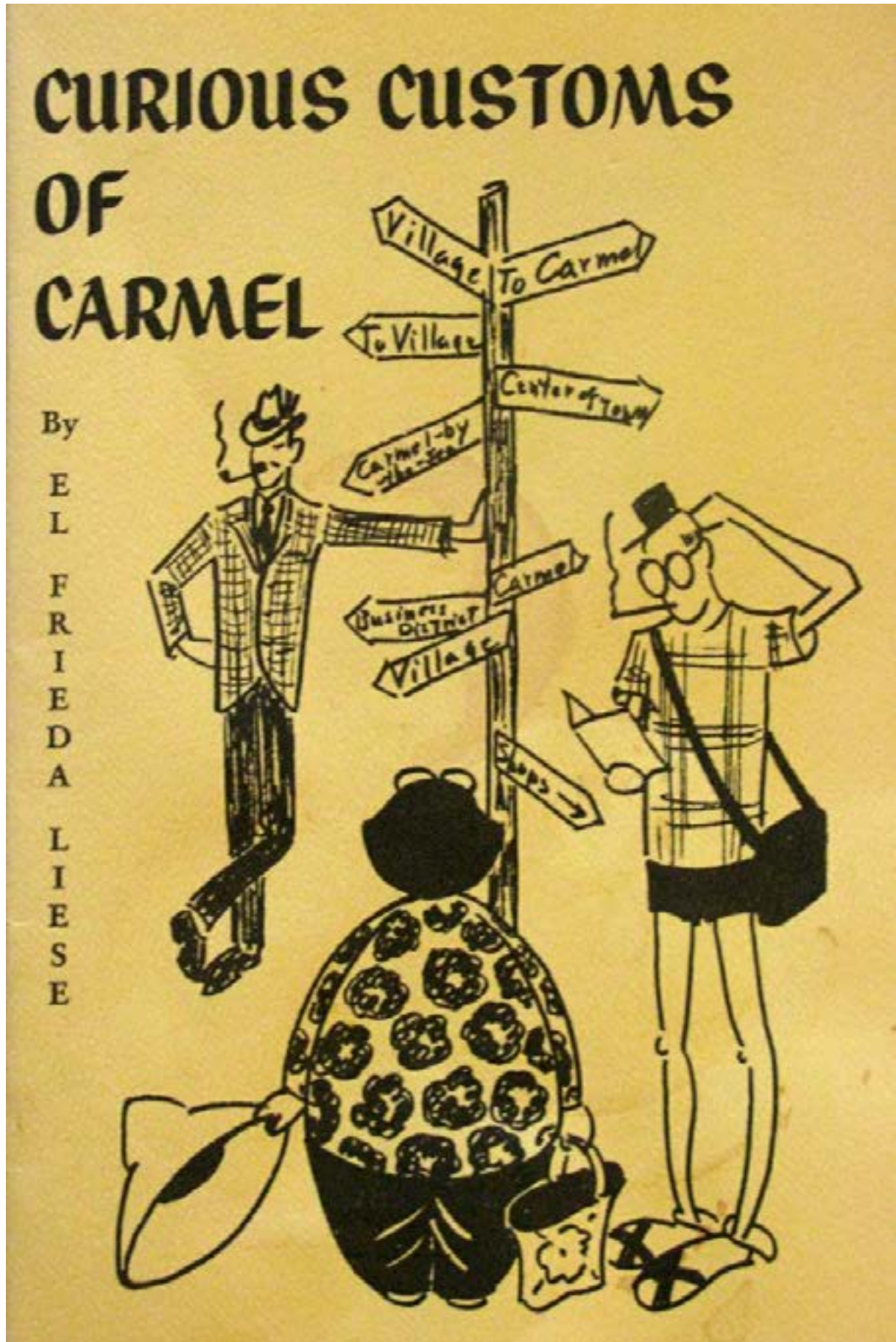




Carmel exudes charm and its authenticity is ever-present in the architecture and ornamentation of its landmark buildings.

We plan to bring that same uniqueness to our interior by using traditional patterned tiles, warm colors, and handmade details throughout.

Perfectly Pressed Carmel’s branding will be reminiscent of the classic stripes seen on local beachside landmarks like the “Tuck Box” and “Cottage of Sweets” and playful handwritten font.



Perfectly Pressed Carmel will have exclusive branding (shown in examples below) on all bags, signage, merchandise, and marketing materials.

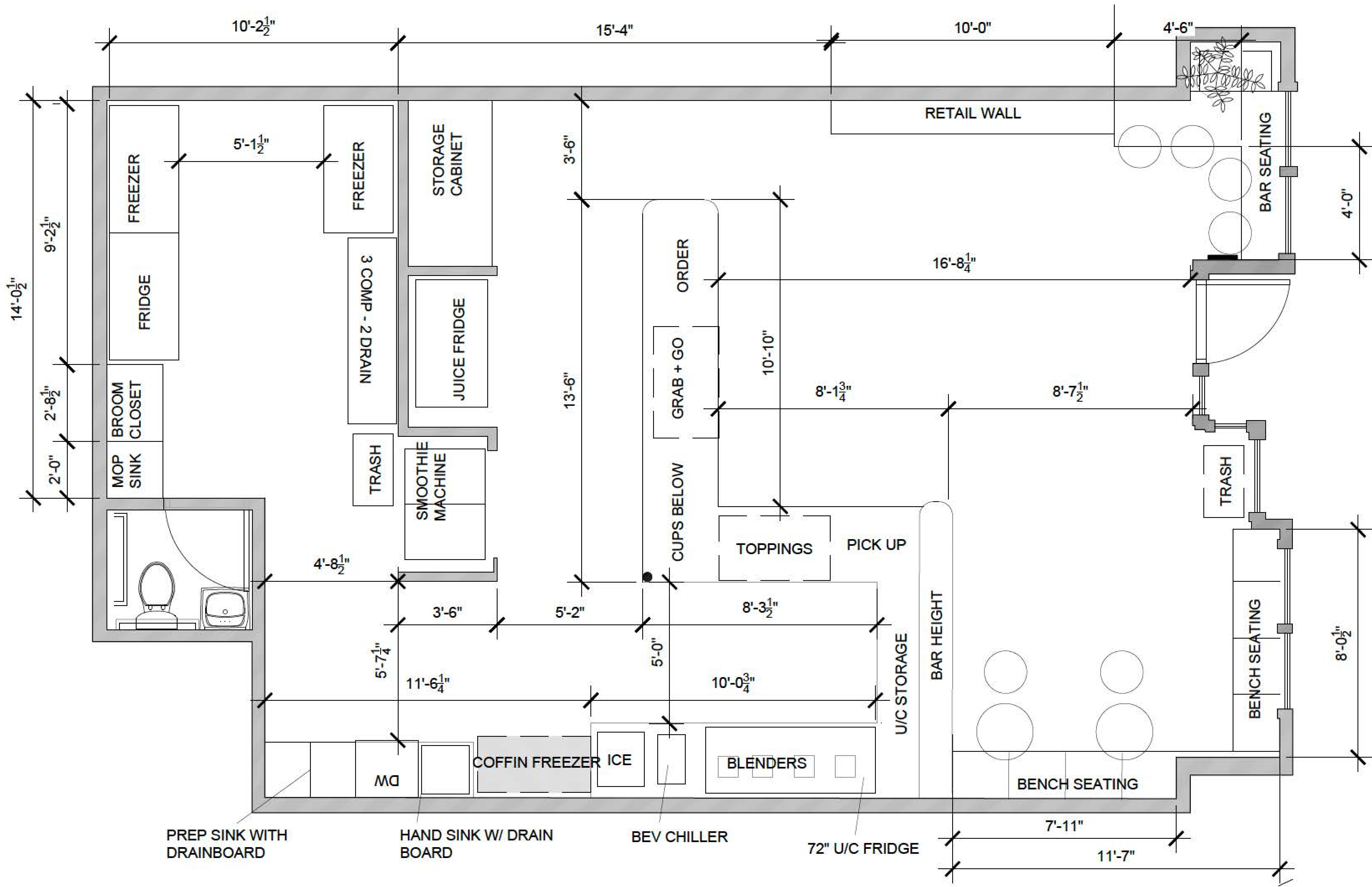




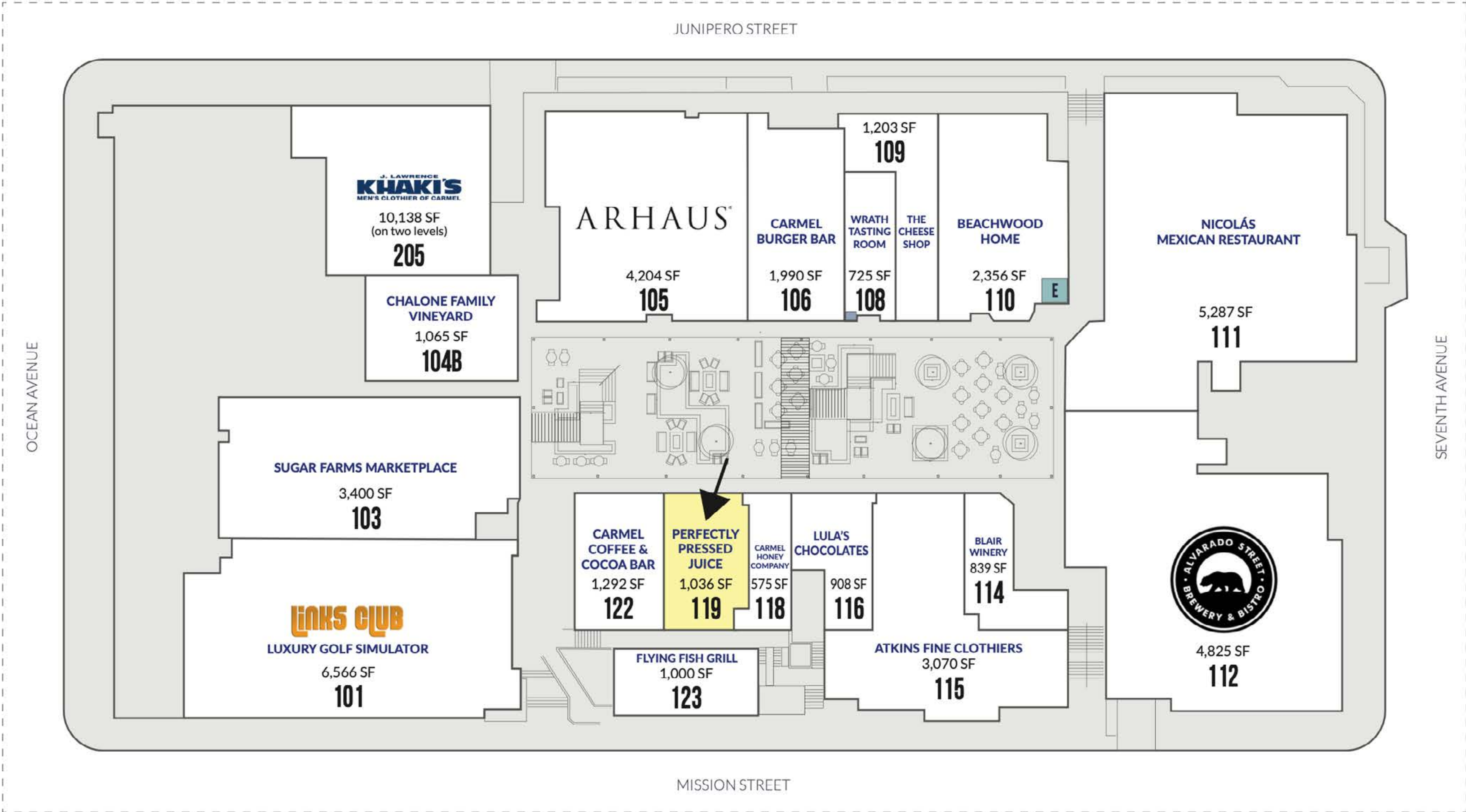
Perfectly Pressed Carmel is being designed in house by co-owner Kate McCloskey. Every material and detail is being thoughtfully selected with Carmel's exclusivity in mind. Featuring artisan and local materials and merchandise will distinguish Perfectly Pressed Carmel as a must visit destination unlike anywhere else.



PERFECTLY PRESSED CARMEL | FLOORPLAN



PERFECTLY PRESSED CARMEL | PLAZA LOCATION





Smoothies

A blend of unique smoothies that can only be found at Perfectly Pressed Carmel and a few of our fan-favorites that have won 'Best Smoothies In Monterey County' 4 Years in a row

PB Banana – Banana, Almond Milk, Peanut Butter, Cacao, Honey, Plant Protein, Collagen
Banana Oatmeal Smoothie – Banana, Oats, Almond Milk, Cinnamon, Flaxseed
Cacao Coffee Crunch – Captain + Stoker Cold brew, Cacao Nibs, Almond Milk, Whey Protein, banana, maca
Mucho Mango - Mango, banana, pineapple, lime, mint, coconut milk
Surfers Paradise – pineapple, kale, spirulina, coconut water, mango, strawberry
Muscle Mania - strawberry, banana, coconut milk, whey protein, almond butter
Matcha Mamacita – matcha powder, banana, mango, almond milk, spinach
Pina Colada - coconut mylk, coconut water, pineapple, mango, spinach, mint, chlorella
Choco Chaga - almond mylk, banana, peanut butter, date, vegan protein, chaga, cacao, hemp
Strawberry Bananaberry – Banana, Blueberry, Strawberry, almond butter, more almond butter, coconut water

Smoothie Bowls

We are launching these all-natural frozen bowls for our Carmel clientele and Perfectly Pressed Carmel is the only location to feature four specialty smoothie bowl blends

Coconut Cream, Pineapple, Blu Majik, Maple. Topped with Coconut Butter, Goji, Granola
Acai, Banana, Almond Butter. Topped with Granola, Banana, Blueberry
Coconut Cream, Banana, Cacao, Adaptogens. Topped with banana, strawberry, crunchy oats
Coconut Cream, Orange, Coconut Nectar, Banana, Collagen. Topped with Banana, Strawberry, Blueberry.

Cold Pressed Juice

Made fresh daily with local produce. Full of nutrition and absolutely delicious.

Green dream - cucumber, spinach, kale, romaine, celery, apple, lemon, ginger
Energee - beet, spinach, kale, romaine, jicama, cucumber, apple, orange, ginger
Mint kick- apple, cabbage, parsley, mint
Rad booster - radicchio, apple, lemon, ginger
Beta bomb - carrot, lemon, ginger, apple
Allure - grapefruit, coconut water, watercress, turmeric, apple
Super green - parsley, kale, celery, collard greens, romaine, cucumber, lemon
Recoverade - young thai coconut water, pineapple, lime, chia, blue majik
Green flash - pineapple, kale, cucumber, mint, romaine, ginger, lemon, spirulina
Horchata mylk - almond, date, vanilla bean, cinnamon, himalayan sea salt, alkaline water
Summer love - watermelon, lime, apple, mint
Wellness shots - always seasonal and delicious!

9.22.24

**Perfectly Pressed
Completeness Review Letter Response**

Evan,

Thank you for the response and for the guidance. Please find the below explanations addressing your comments and requests.

Number One – Incomplete Floorplan – we’ve adjusted and added information addressing your requests in the attached. Please review and advise.

Number Two – Formula Food Obligation – Thank you for the guidance and we are aligned with your recommendation to focus emphasis on name and appearance differentiation. As such we will be branding this location Perfectly Pressed Carmel. The attached document provides more clarity on the branding, examples of where it will be used, and the truly unique look and feel that this location will have to feature all the charm of Carmel.

In addition to the branding package, please note that Perfectly Pressed Carmel will have a blend of unique smoothies that can only be found in Carmel as well as a few of our award winners. This will also be the only location featuring four of our brand-new smoothie bowls. We are launching these bowls for Perfectly Pressed Carmel. They are a delicious all natural, non-processed smoothie served in our biodegradable fiber bowls and topped with healthy, fresh, local ingredients. A sample menu is listed in the attached.

We are confident that the approach of featuring unique branding, premier shop design and specialty menu items will allow for substantially differentiated “food presentation format” that a consumer will see Perfectly Pressed Carmel as being truly unique to Carmel.

I understand that the agenda will be set this week. If it is possible to receive feedback on Monday September 23, we will adjust whatever is needed to ensure we can provide all documentation needed and we can address prior to the agenda getting set.

Thank you very much again for the opportunity and consideration. We look forward to hearing your feedback.

Regards,

Alex McCloskey