

Executive Summary

Product

KCK Bagels will be bringing a healthier, tastier, and gut-friendly bagel to the neighborhood. We will offer breakfast and lunch sandwiches made with natural ingredients that will help nourish our neighbors and businesses.

The American public is looking for healthier options without forfeiting taste or convenience. KCK Bagels plus will offer just that. The sourdough bagels will be made in house, with recipes and techniques taught by one of the world's most sought after bagel experts, Beth George of BYOB BAGELS. She partnered with Frank Mauro and created this particular type of sourdough bagel at the Excalibur Bagel & Bakery equipment facility.

A significant number of BYOB BAGELS clients are winning awards across the US and around the world, extolling the bagels for their depth of flavor, and exquisite texture which has a crispy exterior, yet a light and chewy interior. Many people claim that they do not feel weighted down after eating this type of sourdough bagel.

Further, the production of these sourdough bagels are in a self-contained cascading water bagel oven that uses a fraction of the water in comparison to traditional kettle systems. The impact on the space is minimal as there will not be excessive water use. In fact, it is estimated the standard kettle system uses approximately 3,000 pounds of water per week. KCK Bagels Plus will use the BYOB BAGELS system which uses only about 38 pounds of water per week in the production of approximately 1000 bagels per day.

Customers

The target audience are morning commuters, lunch hour rush, industrial personnel, businesses and the community of River Edge.

Company goal

Mission:

To provide good quality bagels, coffee and sandwiches. KCK Bagel plus will cater to the increased desire for breakfast and early lunch coupled with cafe culture.

Principal Members

Kenneth Norrell — owner, designer and primary builder

Camille Norrell — business manager/bookkeeper

Karina Norrell — marketing strategist

Legal Structure:

KCK Bagels plus LLC

Market Research

Industry

The bagel global market is growing rapidly with the market value over 5 billion dollars in 2024 and is projected to reach close to 8 billion in 2032. The US market alone is expected to reach over 3 billion by 2030.

Company Advantages

- Early morning opening
- Healthy digestible bagels
- Variety of food, breakfast and lunch
- All products are made in-house except for cold cuts and pastries.
- Bagels and bread baked daily

What Sets US Apart

KCK Bagels Plus will do outreach to the community offering samples demonstrating the uniqueness of the sourdough bagels, which will keep customers returning for more, because they love the taste and texture. Our bagels will not give customers the heavy weighted down feeling of the standard NY/NJ bagel. This is a proven concept as BYOB BAGELS clients are receiving accolades and awards nationwide, and collectively have served 100s of 1,000s of customers. Thousands of consumers nationwide are giving 5 star reviews for these types of bagels because of their taste, texture, and ease of digestibility.

Marketing & Sales

Growth Strategy

To grow the company, we will do the following:

- We will produce great tasting sourdough bagels with the help of a renowned bagel industry professional.
- As business grows, catering will be added to deli's, stores and a breakfast food truck.

Communicate with the Customer

KCK Bagels plus will communicate with its customers by:

- Interacting directly with the customers. Welcoming them into the store. Providing samples and explaining the uniqueness of the product.
- I will be adding a safety sign 10 feet behind the property line facing the intersection to instruct customers to cross at Grand and Kinderkamack Rd, not at Ackerson Sreet and Kinderkamack Rd. The sign will be 38"x48"
- We will also be doing social media outreach with Instagram, TikTok, Facebook and other social media platforms.
- Advertising in the community using Valpak direct mailer with bi-weekly specials and special discounts.

Consulting

KCK Bagels plus has met with and will be hiring one of the most respected bagel business consultants in the world, as featured in the New York Times. Beth George has helped individual entrepreneurs open 45 stores in the last 4 years (Referencing New York Times Article: The Cradle of Global Bagel baking? (It's Not New York)) She will be contractually working with KCK Bagels+ for a minimum of 15 months. I have included Mrs. George Bio and If you are interested in learning more about BYOB BAGELS and Beth George please check out their press page.

<https://byobbagels.com/press>