

# *Welcome to Rockin Beets*



## Fuel for the Soul

By

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We at **Rockin Beets** are aiming to change the landscape of food delivery business by making a conscious and positive impact in how we create our meals and deliver them.

We aim to deliver delicious, handmade, healthy plant based meals to the general public, whether you are at work or at home we have no limits except one. You must order a minimum 4 dishes.

#### Why Plant Based?

- The positive impact of eating a plant based diet is now very well known.
- It's good for your health.
- It's good for the environment.
- It reduces the demands on the local health system.
- It improves the mental wellbeing of those who go plant based.
- Happy body is a happy mind.
- Reduces your carbon footprint both directly and indirectly (less animals slaughtered).
- Reduce water consumption. Animal agriculture requires up to 70% of freshwater on earth.

#### Why 4 meals?

- Eat together with friends, family or colleagues.
- Prepare in advance your meal schedule per week.
- Reduce waste and transport energy (we'll be using E Cargo Bikes).
- More free time to enjoy the joys of your life.

#### What will we be using to deliver the meals?

- We will be using *Borosilicate Glass* lunch boxes.
- With the glass container the food will remain fresh longer and always taste good.
- The meals can be put into the freezer and from freezer into the oven.
- Clients can see what they are eating.

- We will be reusing these containers hopefully for a very very long time, they have a very long lifespan. So think of all that waste we will reduce.
- Customers will feel that they are having a positive impact by not creating any waste when ordering our meals.
- Biodegradable containers still require raw materials, energy to produce and deliver and energy to decompose.
- Not everyone throws their items in the appropriate bins

#### Impact on the Sustainable Development Goals.

- No.2 Zero Hunger
  - If we as a society move towards a plant based diet the need for all the crops to maintain the current volume of livestock will be reduced. Hence these crops can be used for those in need.
- No.3 Good Health and Well Being
  - Happiness and good health are essential to the development of society. More resources are saved by having a healthy population. These resources can be invested directly back into the town/city or they can be used for other projects in developing nations.
- No.13 Climate Action
  - Improved farming practices if we all move towards a plant based diet
  - Reduced carbon footprint as less energy and resources are required for a plant based lifestyle and also to run our business.
- No.15 Life on Land
  - The negative impact of deforestation to maintain the current and rising demands of animal agriculture will be reduced.
  - Reduction of energy and water required to feed the population.
  - Over one third of agriculture land is used just to feed livestock.
  - More fresh water for humans as less will be required for animal agriculture

So what do we do at **Rockin Beets**

At **Rockin Beets** our highly experienced team of chefs will be producing top quality dishes inspired from around the globe while using fresh locally grown produce. Think of the meals you've experienced on your travels around the globe. All those dishes bursting with deliciously healthy flavours, aromas and textures. We'll be cooking up Curries, Chilies, Dahls, Paellas, Soups and Salads and local favourites such as Schlotzkrappen and Lasagne. Super treats like Avocado Chocolate Mousse, or Pumpkin Cheesecake. Smoothies and Energy Bars along with super tasty Wraps and Sambos. Our aim is not just to offer quality food but also an education and an awareness of the positive impact of a healthy eating lifestyle. By following our path you will be introduced to new concepts and ideas for a fuller, happier, healthier and longer lasting life.

Our challenge is to improve our environment and reduce waste through eating healthy plant based food by using new and innovative eco friendly practices and encouraging our customers to use recyclable or biodegradable utensils and waste less.

Our mission is not to change how you eat but for **you to change how you eat**. Make the change and make a difference.

Our aim at **Rockin Beets** is the following

1. Produce food for takeaway using reusable 1 liter Borosilicate glass lunch boxes or biodegradable containers (for non-repeat customers).
2. Produce food for delivery for personal use or catering. Here a minimum of 4 meals must be ordered. Why? To reduce waste and energy used for transport but also to help people think more about what they are consuming.
3. Produce frozen food for delivery (minimum volume of 4 per order) .
4. Our online shop for ordering meals and creating your own personal meal plan.
5. Our online shop for ordering plant based goods and foods and other accessories.
6. Our online shop supporting local artisan producers of not only food but other items.

7. Provide training and education platforms, cooking classes for young and old. Here we will be looking to introduce gardens in the schools and educate the kids on how to grow and cook their produce.
8. After one year we aim to open bistros throughout the region serving our delicious food while spreading our message of the benefits of healthy plant based foods.
9. Sponsorship of sports people and events.
10. Possible sponsorship <https://www.charitywater.org/>
11. Establish a connection with those in need (sick, elderly, struggling) and look to provide healthy solutions for a better life.

### How will **Rockin Beets** operate

We aim to work only as a kitchen creating the food for delivery. Here we can create all our meals fresh each day and have them delivered by lunch time. We will also offer customers the ability to purchase for take away however we have not set the time limits on this. We will be creating a frozen line of food as well.

The fresh line will be for customers looking for an alternative to local restaurants which suits their needs. Delivered fresh each day we will be meeting the nutrient needs of those who have active lifestyles and also those looking for healthier options without having to think.

The frozen line is for those who prefer to have something in their office or kitchen for those times when they don't want to cook or are not interested in ordering a pizza and would prefer a healthy dish. Straight out of the freezer and into the oven/microwave.

Our location is also good due to it being in the urban area yet very close to the city center and also the Ind. Zone. With the Farmers Market every Thursday we will have the opportunity to offer various types of dishes and snacks to those passing through the market using the produce from the local farmers

## Our Target

**Mothers** in BOLZANO stay at home for the first few years and are well informed of trends regards health and nutrition. They are also the decision makers when it comes to food bought and

prepared. Offering healthier choices for their kids and also cooking classes is a great way to improve their lifestyle.

**Health and fitness adults.** With the large amount of active people in the region they are also trend followers and setters. At the moment there is very little info for this group regards the benefits of a Plant Based Diet and even the events are sponsored by the meat and dairy industries .

**Professionals.** There is a large number of lawyers, accountants, engineers etc. etc. who work during lunch hours or late at night. They will be ideal customers but not because of what we offer but more because of what is not on offer. There has been no innovative restaurant offering something new and fresh.

**Tourists.** Large number of tourists come to the region and the google shows that there is a demand for vegan restaurants in the region.

**Millennials.** Young adults. Trend setters are also more and more concerned about what they consume and where it is produced. Bolzano also has a very Prestigious University ranked in the top ten for small universities worldwide. It is also trilingual with nearly 15% of students from abroad

**Vegan and Vegetarians.** Throughout Italy and Europe there has been a huge increase in the volume of plant based food being consumed. V & V's now account for 10% of the population in both Italy and Germany. In Bolzano there is no restaurant solely catering for this market. Plenty of restaurants are following the trends by providing veggie meals but are they following the philosophy and beliefs of being Vegetarian and Vegan?

**Seekers of Plant Based Healthy Food.** With all the latest research and documentaries about the damage to the environment, your health and our future more and more people are looking to make a healthier positive choice.

### **Delivery of Food in Bolzano**

We will be using our customized E Cargo Bike to deliver our meals. This will allow us to enter all areas with ease but also highlight the need to leave the car behind and use the bikes more often.