



MADISONS
a great good place



MADISONS

the case for coffee



Coffee is big business. Then again, we hardly need to mention the fact - the unstoppable rise of the branded coffee shop is there for everyone to see.

And the market is nowhere near saturation. The UK branded coffee chain market is forecast to grow year-on-year by more than 10 per cent. That's part of the broader picture - with branded coffee bars expected to grow their market share from 28 per cent to 32 per cent.

More loyal. More frequent. More everything.

Consumers are rightly fussy about their coffee. In fact, well over two thirds will mainly visit their favourite coffee shops. But that's not all. They're also visiting more than ever before, and staying longer too.

Food first

The big trend in coffee has got nothing to do with the beans. Today, food's where the action is. Even the most average coffee shop is serving up pre-packaged food to drive revenues and footfall. But Madisons is pretty far from the average coffee shop.

Where we've got the space (in other words, most of our sites), we offer a full fresh deli style experience. That means fresh sandwiches filled to order - freshly cooked pasta and filled baked potatoes.

And it means friendly, rapid-fire service - proving that fast food doesn't have to come with a shrug, a smirk and lashings of lard.

Good to go

Don't get us wrong, sitting in is still popular. But there's massive growth in take-away food, especially if it's neatly packaged up in a coffee and food offer. So that's exactly what we do.

what can we get you?



2003 and all that

History. We've nothing against it. But most people find corporate history second only to corporate mission statements as a guaranteed cure for insomnia. So we'll keep ours as short as possible.

Madsons was bought by the Out of Town Group in November 2003. That meant Madsons became part of the UK's leading retail catering specialist. (If you're interested, we do everything from fast food kiosks to fully licensed restaurants).

Not another cappuccino wannabe

The first thing that strikes you about Madsons is just how seriously we take our coffee. We know it's why people come back again and again. And great coffee means hiring great people.

There's a real art to keeping the fresh black stuff flowing - fresh, fast and well presented. That's why we invest so much in training: our people are our company. Simple as that.

The food (again)

The freshly made sandwiches. The freshly prepared pasta. The freshly baked potatoes. You get the idea.

Customers love the idea of building their own food, and it's what keeps them coming back.

Did we mention it's all freshly made to order?

Happy to be here

We could bang on about psycho-social trends in branded coffee shops, but what's the point? The truth is much simpler: we've created a hugely likeable destination for almost everyone who uses a mall.

From the mother dragging around three unwilling children (we're child-friendly...) to the business people (...but we're not running a nursery), Madsons is a very good place to take the weight off. The comfy furniture and warm décor see to that.

We're also totally smoke-free. So everyone can enjoy their time-out.

"everyone can enjoy their time-out"

the madisons menu



OK - so you know that we go beyond the usual coffee shop offering of plastic sandwiches and cardboard muffins. But what does that mean?

Madisons Coffee House

Come in, order up - grab then go.

This is the branded coffee house as you know it (albeit with our fanatical approach to preparing seriously good food and coffee). Yes - it's sit-in as well as take-away. And yes, there's a good range of food on offer - from sandwiches and soups to cakes and pastries.

Deli Style

Proof positive that good food doesn't mean a good wait.

With a big push on healthy eating (from lo-cal to gluten-free) and ridiculous freshness, our made-to-order approach keeps customers coming back.

Perfect for a seat and a chat - or the lunchtime dash back to work.

rainforest alliance

Rainforests are good.

Giant barren wildernesses are bad.

That's why our coffee (yes, all of it) has the seal of approval from Rainforest Alliance. That means the producers grow their beans in the traditional way - under the leafy canopy of the rainforest. The alternative? Slash and burn these ancient trees, to make way for seriously intensive coffee farming (cue drums of fertilizer, pesticides and heavy machinery).

Happy world. Happy people.

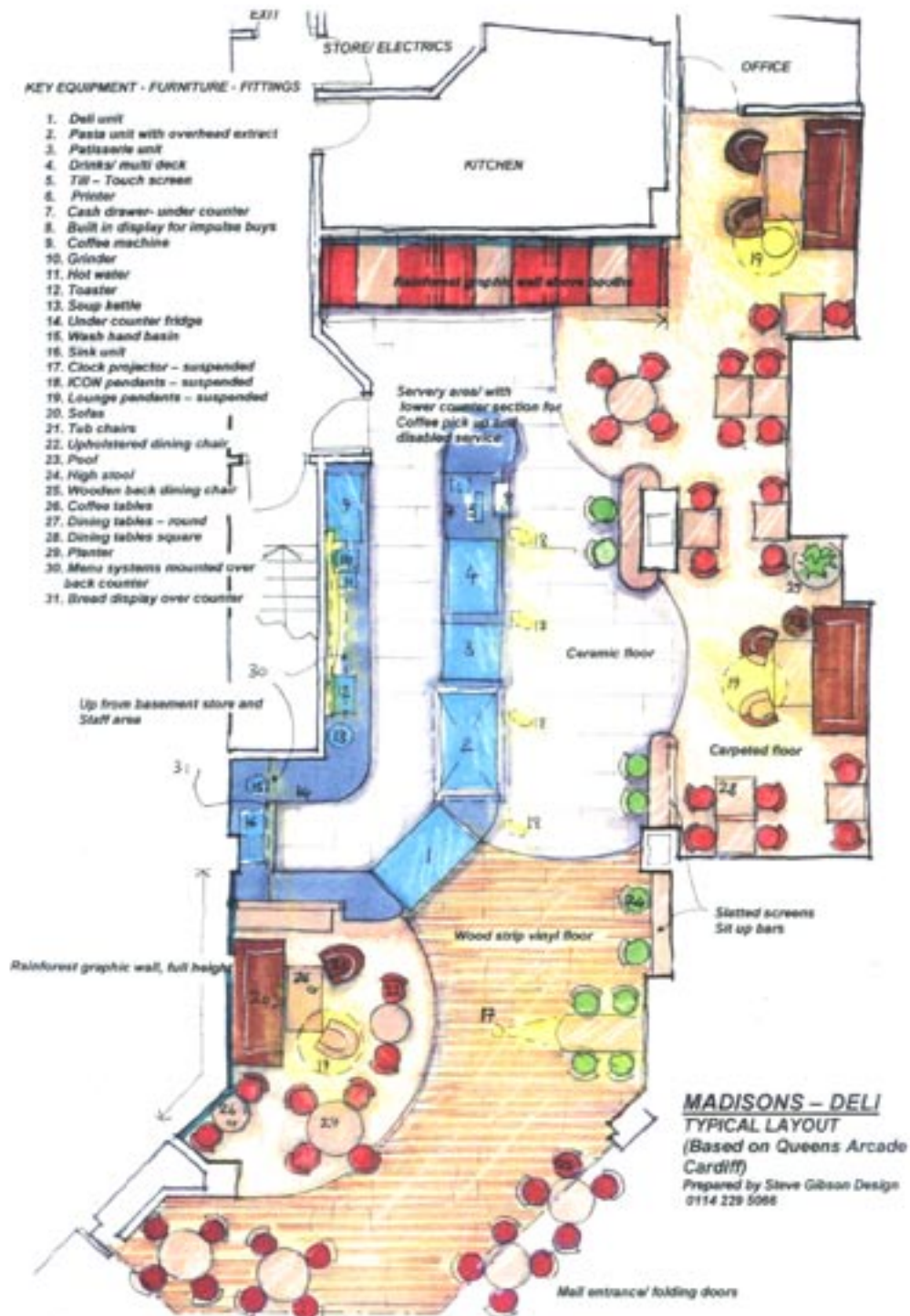
The beans in your cup aren't just good for the planet. Rainforest Alliance also makes sure the coffee farmers and their families are paid a fair wage, with access to healthcare and education.

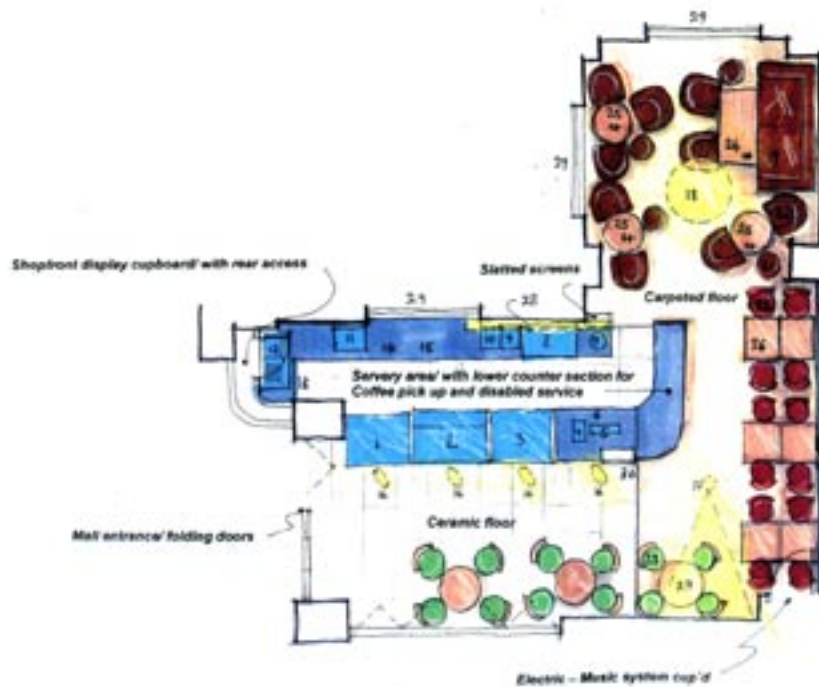


good food doesn't mean a good wait

Deli - Typical Layout

MADISONS





KEY EQUIPMENT - FURNITURE - FITTINGS

1. Drinks multi deck
2. Shelf unit
3. Perforated unit
4. Printer
5. Till - Touch screen
6. Cash drawer - under counter
7. Wash hand basin
8. Coffee Machine
9. Grinder
10. Hot Water
11. Toaster
12. Sink Unit
13. Glass washer - under counter
14. Fridge - under counter
15. Freezer - under counter
16. ACOV pendant - suspended
17. Clock projector - "
18. Lounge pendant - "
19. Stole
20. Tub chair
21. Pool
22. Upholstered dining chair
23. Timber back dining chair
24. Coffee table
25. Coffee table - round
26. Dining table - square
27. Dining table - round
28. Menu system - over back counter, above menu wall
29. Blinds to external windows
30. Built in Display for impulse buys

Take Away Menu | Gunwharf Quays

order form

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coffee

Want decaf, soya milk or skinny?

Americano	regular	large
	£1.65	£2.05
Cappuccino	£1.85	£2.20
Latte	£1.85	£2.20
Mocha	£2.10	£2.40

Chocolate, espresso, steamed milk & whipped cream

Espresso

	single	double
Espresso	£1.30	£1.65
Espresso con panna	£1.45	£1.85
Espresso softened with whipped cream		
Espresso macchiato	£1.35	£1.75
Espresso topped with steamed milk		

Flavoured Coffee

	regular	large
Flavoured latte	£2.20	£2.60
Flavoured cappuccino	£2.20	£2.60

Choose from our range of flavoured shots

Iced Coffee

Cold coffee is best. Skimmed coffee is very good

Machica vanilla or chocolate	£2.20	£2.55
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Extra coffee shots & flavours 40p

tea

Leaf Tea

English breakfast	£1.55
Green tea & ginger	£1.55
Earl grey	£1.55

chocolates

Chocolates

	regular	large
Hot chocolate classic	£1.85	£2.15
Hot chocolate deluxe	£2.55	£2.95

With whipped cream & marshmallows

More than just a deli!

At Gunwharf you will also find a Madisons Coffee House located in Market Square. It is a fully staffed, warm and delicious. Our Madisons Coffee House offers a great range of coffee, tea, toasted croissants, sandwiches and pastries. Great for a quick coffee stop and a light bite!

NEW TO GUNWHARF QUAYS

madisons deli

take it away menu

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Some of our products may contain nuts or other allergens. For any further information, please contact our customer service team. Madisons is a registered trademark of Madisons Coffee House Ltd. Madisons Coffee House is a registered trademark of Madisons Coffee House Ltd. Madisons Coffee House is a registered trademark of Madisons Coffee House Ltd. Madisons Coffee House is a registered trademark of Madisons Coffee House Ltd.



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