



Sunny Dunes Market & Cafe

Palm Springs, California



Sunny Dunes Market & Café



Close the gap

Rutledge Continental will provide a new concept that combines retail and food service, creating true differentiation in the market.



Target audience

Tailor the assortment to the Sunny Dunes community (residents of Warm Sands, Elan, Cody Place) and the Antique/Gallery visitors to the neighborhood.



Beyond Breakfast

By creating a menu that meets the needs of all day parts beyond breakfast there's an opportunity to drive sales in Sunny Dunes!



Palm Springs

Rutledge Continental will provide a proven SOP for a truly unique Specialty Retail experience that doesn't exist in Palm Springs.

Financial Top Line Overview

- **Option 1: Full Ground Floor Concept 1,946 Sq Ft**
 - Rent + NNN: \$4 SF/MO = \$7,784 per month
 - 8% rent target for retail specialty = \$97,300 monthly sales target, \$1.17M annually
 - \$22,453 weekly sales target factoring in a \$30 basket size (avg spend per customer) = 748 customers a week = 107 customers a day or \$3,208 avg daily sales
- **Option 2: Ste 101 Concept 856 Sq Ft.**
 - Rent + NNN: \$4 SF/MO = \$3,424 per month
 - 8% rent target for retail specialty = \$42,800 monthly sales target, \$514K annually
 - \$9,877 weekly sales target factoring in a \$30 basket size (avg spend per customer) = 329 customers a week = 47 customers a day or \$1,411 avg daily sales

Note: this is purely a rent exercise based on industry standards, a full pro forma will be provided with concept development

About Matthew

A Servant Leader, passionate about People, Product, and Process, yielding Performance in Multi-Unit Operations and Merchandising.

A lifelong passion for Specialty Food Retailing after growing up in his parent's Italian delicatessen, grating and eating Parmigiano Reggiano since I was a toddler. Matthew attended culinary school both in Florence, Italy and San Francisco, California. A Certified Cheese Professional by the American Cheese Society, as well as a member of the International Guild of Fromagers. Five years exceeding results as the Senior Operations Team Leader for Whole Foods Market's Northeast Region, overseeing the Cheese, Wine, and Craft Beer program for over 50 locations across the New York tristate area. Launched, Rutledge Continental in 2023, utilizing the decades of experience in retail markets and fast casual restaurants from a team comprised of small business owners, restaurant operators, and his own multi-unit operations and merchandising experience.





Next Steps

1. Visit [Rutledge Continental](#) an overview of services and store development expertise
2. Contact us for your complementary 30-minute consultation with Matthew [HERE](#)
3. Let us co-create a winsome first to market concept for Palm Springs and the Sunny Dunes market.

Thank you



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