

# CLIENT PREP GUIDE

Exceptional Coffee +  
Effortless Experience



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# WELCOME

Thank you for choosing Char'latte Coffee Co. We're honored to bring our craft to your event and help you create a warm, memorable atmosphere for your guests.

This guide will walk you through everything you need to know before your service date — so your experience feels smooth, beautiful, and stress-free.

*Char'latte*

INFO@CHARLATTECOFFEECOMPANY.COM

CHARLATTECOFFEECOMPANY.COM





# WHAT WE PROVIDE

Every booking includes our signature elevated service:

Professional Baristas & Mixologists  
Polished, friendly, and trained in both espresso and coffee-forward mocktails.

The Char'latte Cart  
Our self-contained coffee bar — modern, minimal, and designed to be photographed.





# WHAT WE PROVIDE

Luxury Coffee Service  
Scratch-made syrups, locally  
roasted espresso, whipped  
toppings, and seasonal  
enhancements.

Eco-Forward Practices  
Compostable or recyclable  
cups/lids, recycled sleeves,  
locally sourced ingredients when  
possible.

Event-Day Styling  
Aesthetic décor touches (menu  
stands, premium signage, bar  
accents) to seamlessly  
complement your event's look.



# WHAT WE NEED FROM YOU



ONE

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## SPACE REQUIREMENTS

Indoor Setup: We are adaptable to various indoor environments. For optimal efficiency and to accommodate our equipment, we recommend a minimum space of 5x7 feet with access to two nearby electrical outlets.

Outdoor Setup: In addition to the indoor requirements, outdoor setups necessitate protective shelter for consumables and equipment from environmental elements (e.g., a large umbrella, tent, or gazebo). Please inform us if you require us to provide a shelter; rental options are available for an additional fee..

# WHAT WE NEED FROM YOU



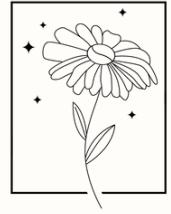
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## ELECTRICAL NEEDS

Our equipment has significant power requirements. To ensure uninterrupted service, please confirm that the service area provides adequate power wattage. Our cart features two separate power connections that must be plugged directly into wall outlets. We require 15 or 20 amp outlets, and ideally, two separate circuits for optimal performance. Please note that sharing circuits with other equipment may impede our equipment's efficiency. If any of these accommodations cannot be met, please be advised that operations may be less efficient. Our setup typically consumes approximately 4,500-5,000 watts.

# WHAT WE NEED FROM YOU



THREE

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## WATER

Upon arrival, our staff will require information regarding the location of a restroom or handwashing facility. We are self-sufficient for water concerning beverage production and dishware rinsing. While not strictly required, a commercial sink or a sink suitable for dishwashing at the conclusion of service is preferred. Please inform us if you have dishwashing accommodations available. Our baristas know.



# YOUR MENU PLANNING

Before your event we will finalize:

- Your final guest count
- Custom menu [if package selected allows]
- Dietary request

Espresso  
sour\*



# YOUR MENU PLANNING



ONE

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## GUEST COUNT

We need a confirmed headcount at least seven days prior to your event to guarantee proper staffing and preparation of supplies. Informing us of any changes in guest count allows us to assess whether a package upgrade is necessary.

TWO

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## CUSTOM MENU

If your package features a custom menu, you have the opportunity to select from the following options:

- Our signature classics
- Seasonal specials
- Custom beverage
- Add-on experiences (such as matcha bar, affogatos, cocktails, etc.)

# YOUR MENU PLANNING



THREE

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## DIETARY REQUEST

Let us know about:

- Dairy-free options
- Tea only request
- Kid friendly options
- Allergies or sensitivities

# EVENT TIMELINE



To help your event flow  
effortlessly:

- Arrival time: 60-90 minutes before
- Service duration: 3 hours unless otherwise purchased/ discussed
- breakdown: 30-45 minutes after last drink is served

We will coordinate with your planner, venue, or event host to ensure things go perfectly.

Please pass along the associated contact information, and we will take it from there.

*Espresso  
Martini\**





# PAYMENT + POLICIES

## Deposit:

- A 20% non-refundable deposit is required to reserve your date.

## Remaining balance:

- Due 14 days before your event.

## Travel fees:

- Extra travel fee may occur if event is more than 60mi one way.

## Cancelations/Rescheduling

- We understand life happens. Contact us as soon as possible. We will always try to accommodate within the parameters of our cancelation policy.



# DAY-OF EXPECTATIONS

Here's how to prepare on the day of your event:

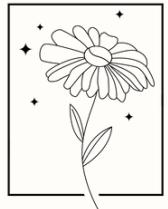
- Ensure the set up area is fully cleared.
- Provide a point of contact (designated host or event planner).
- Ensure we have access to power.
- Relax—we will handle everything from set up to cleaning up our area.



# OPTIONAL ADD-ONS

Elevate your experience  
with a:

- Matcha bar
- Affogato Station
- Cocktails
- Hydration station



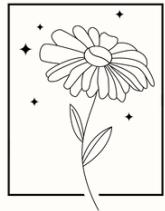
## FREQUENTLY ASKED QUESTION

# WHAT IF MY PROJECT IS TAKING LONGER THAN THE TIMELINE SAYS?

Projects and custom menus occasionally evolve beyond the initial timeline — and that's completely normal. At Char'latte, we treat recipe development and menu design like a creative craft, not a rushed checklist. If your project needs a bit more time to perfect, we'll communicate that clearly and keep you updated every step of the way. Our priority is delivering a menu that feels intentional, refined, and fully tailored to your event. Quality will always outweigh speed — and we'll never compromise the final experience.



# THE CHAR'LATTE DIFFERENCE



We aren't just serving coffee — we're curating a moment. Every ingredient is intentional. Every detail has purpose. Your guests will remember the way it felt, long after the last sip.

*Char'latte*

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