

THE SUNFLOWER

TORY BURCH
FOUNDATION

VAIL GAYLORD

SENIOR CAPSTONE PROPOSAL

WINTER 2026

CONCEPT INTRODUCTION

The Sunflower café/bar would bring the Tory Burch Foundation's mission to life in a tangible, everyday way. By serving coffee, food, and beverages exclusively from Foundation Fellows, **the space directly supports women-owned businesses and increases their economic visibility.**

Beyond retail, The Sunflower would function as a **welcoming hub for mentorship, networking, and educational events**, creating real opportunities for connection and growth. Its elevated yet approachable atmosphere reflects the Foundation's values of empowerment, community, and access. By combining **commerce, storytelling, and community-building**, The Sunflower transforms the Foundation's mission into a physical experience that **inspires and supports the next generation of women entrepreneurs.**



COMPANY OVERVIEW



TORY BURCH FOUNDATION

INCREASING WOMEN'S ECONOMIC POWER THROUGH ENTREPRENEURSHIP

Tory Burch launched her company in 2004 with a clear purpose: to *build a global luxury brand and a foundation that would advance women's economic power*. In 2009, **Tory established the Tory Burch Foundation to provide women entrepreneurs in the United States with capital, education, and community**. Every Tory Burch product supports the Foundation's work. Through her unique hybrid model, Tory has created a paradigm for authentic brand purpose.



ABOUT THE COMPANY

FELLOWS PROGRAM

The Tory Burch Foundation Fellows Program **connects extraordinary women** entrepreneurs with the essential **tools to scale, lead and shape the economy**. Most importantly, Fellows **engage with decision-makers and founders** who are committed to growing together and building with intention.

450+ businesses started due to the program

50 women chosen each year to be fellows



PREMEIRE PEER
NETWORK

COLLABORATIVE
COACHING

ADVISOR ACCESS

SELF-PACED
EDUCATION

SECONDARY RESEARCH



WOMEN-OWNED BRANDS

The impact of women-owned businesses in 2025

U.S.

15.7 million

women-owned businesses
comprise 40.6% of all businesses

Employ

12.6 million

people—9.1% of total employees in the U.S.

Generate

\$2.8 trillion

4.6% of total firm revenue nationally

RECENT STATS

- In 2024, **49% of new businesses were founded by women**, the highest rate in the past 5 years
- Total **new business applications** in 2025 were **up 20%** yearly
- Between 2022 and 2025, the **number of businesses in the U.S. increased from 35.7 million to 38.7 million**, a rise of 3 million





INDUSTRY TRENDS

HOSPITALITY EXPANSION



Brands, specifically in fashion, are moving into hospitality and collaborating to create hotels, resorts, and other living spaces, like this one by **Missoni**, to expand brand reach.

PHYSICAL RETAIL



Physical retail is projected to secure **~80% of total retail sales**, with U.S. store-based retail growing by 1.5% and, in some regions, outpacing e-commerce growth

CAFE-TO-BAR



Cafes are pivoting to an “all-day” model: day coffee shop to bar at night. The **U.S. cafes & bars market is projected to grow** from \$81.34 billion in 2024 to **\$165.33 billion by 2033**

INFLUENCING FACTORS

HUMAN CONNECTION



A growing desire for human connection is causing people to visit places with the intention of socializing. **9 in 10 consumers say they enjoy going to restaurants because of socializing**

DIGITAL FATIGUE



Consumers in 2026 are **“going analog”** and seeking **“joy, nostalgia, and a sense of calm”** through **tactile materials** that provide a form of sanctuary from the overwhelming digital world

MINDFUL SPENDING



Today’s shoppers are being more thoughtful with their purchases as **49% plan to commit to “mindful spending”** in 2026 as a key strategy to **combat the rising cost of living and spend less** overall



KEY FINDINGS

WOMEN WANT SPACES TO CONNECT

Many women are seeking third places that offer more than just a place to sit; they want environments that feel safe, welcoming, and genuinely connective and provide opportunities to meet others, build supportive networks, and share experiences.

PEOPLE ARE SHOPPING BASED ON VALUES

Consumers are increasingly choosing where to spend based on personal values, not just price or convenience. Shoppers want purchases to reflect their beliefs, which makes women-owned brands especially appealing. Supporting these businesses feels purposeful and empowering.

CAFES AND BARS ARE GROWING

Cafés and bars continue to grow as social, experiential destinations. Consumers are seeking atmosphere, community, and curated offerings, driving demand for unique concepts. Hybrid café-bar models, specialty beverages, and event programming are expanding, turning these spaces into all-day hubs for connection, work, and leisure.

PRIMARY RESEARCH



INTERVIEW WITH CARMENROSE FIALLO

VISIBILITY FOR
FOUNDERS IS A
MAJOR NEED

STORYTELLING AND
AUTHENTICITY
MATTER TO
YOUNGER
CONSUMERS

THERE'S A GAP IN A
PUBLIC-FACING
MARKETPLACES OR
DIRECTORY

FUNDING AND
EXPOSURE ARE THE
BIGGEST CHALLENGES
FOR WOMEN FOUNDERS

CONSUMER RESEARCH



PSYCHOGRAPHIC STATS

70% of Gen-Z and Millennial shoppers were **willing to shop locally more often** than at larger retailers

76% of high-income Gen Z and Millennials plan to "splurge" on **items tied to identity and wellness**

58% of women **like to see and feel products** in person

51% of women go to **coffee shops to meet friends and family**



THE COMMUNITY

DEMOGRAPHICS

Gender: **Female**

Ages: 18-35, **Gen Z & Millennial**

Location: **SoHo**, New York

Income: \$75K-\$200K

VALUES

- Believes in **women supporting women**
- Shops **purpose-driven, authentic brands**
- Spends money where **values align**
- **Aspires to leadership** & creative freedom

PSYCHOGRAPHICS + LIFESTYLE

- Prefers **elevated, low-key spaces** to nightlife
- Enjoys **quality coffee, food, design, and travel**
- **Shops mid-to-luxury** and **supports women-owned** brands
- Comfortable **socializing alone or with friends**
- Seeks **community-driven spaces** in the city
- Spends on **chic dining, travel, fashion, and experiences**



CONSUMER PERSONA

MEET LUCI

DEMOGRAPHICS

Gender: **Female**

Ages: 26, **Gen Z**

Location: **SoHo**, New York

Occupation: Graphic designer

Income: \$75K-\$200K

SHOPPING BEHAVIOR

Luci shops **intentionally**, choosing brands that **reflect her values**.

She mixes high and low fashion and invests in supporting **emerging designers** and **women-owned** businesses. She prefers curated, **aesthetically pleasing stores** and discovers products through **Instagram, TikTok, and word of mouth**.

PSYCHOGRAPHICS + LIFESTYLE

Luci lives a **fast-paced, city lifestyle** but **seeks spaces that feel calm, inspiring, and community-driven**. She values **mentorship, creativity, and personal growth**, and prefers **meaningful social experiences over nightlife**. She enjoys quality coffee, non-alcoholic cocktails, thoughtful design, and brands with purpose.

TORY BURCH FOUNDATION CONNECTION

While Ana has not heard of the Tory Burch Foundation, she has **heard of Tory Burch** from her mom. She would be **excited about participating** in the foundation's mission toward furthering women's economic power if she was able to do so in a way that **seamlessly integrated into her life**.



MARKET RESEARCH

MARKET DRIVERS

SOBER-CURIOUS



U.S. alcohol consumption dropped to a near 90-year low, with only **54% of adults reporting they drink** in 2025, primarily driven by Gen Z's focus on wellness and being sober-curious

EXPERIENTIAL RETAIL



Customers want a **memorable, interactive shopping experience** with **80% reporting that the customer experience is just as important** as products and services

TRUE SUSTAINABILITY



People want evidence of brands implementing sustainable practices with **85% of consumers** believing companies should **actively support environmental efforts**

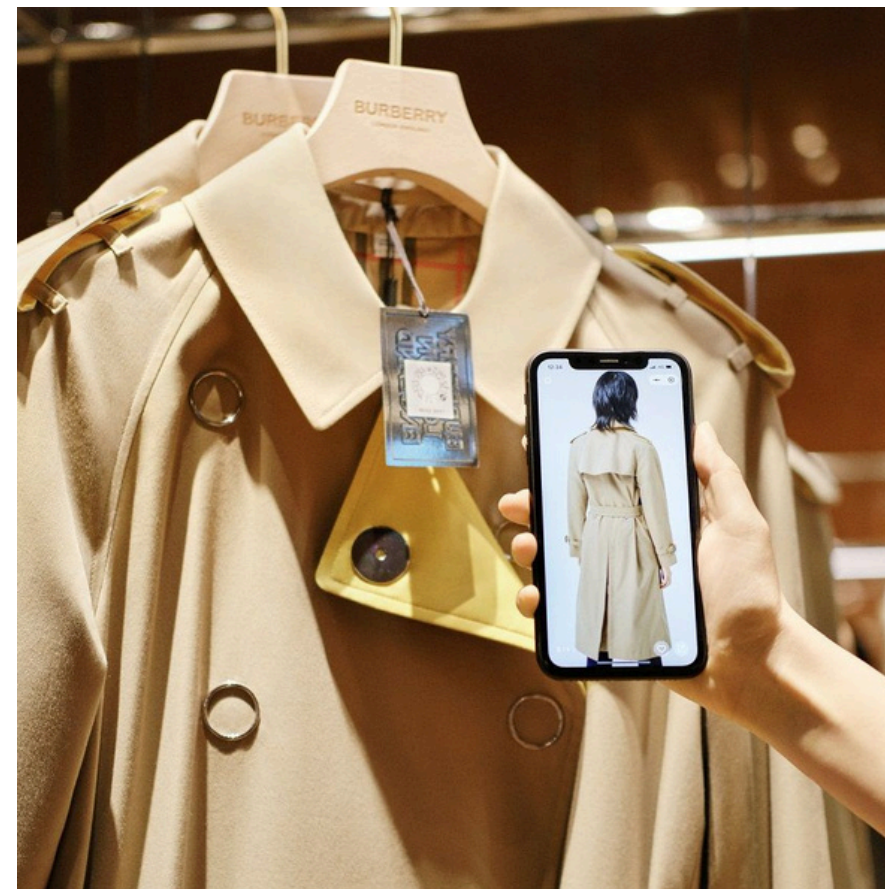
FUTURE TRENDS

INTERACTIVE RETAIL



Interactive retail **transforms stores into engaging, experience-driven spaces** where customers actively participate through things like smart mirrors, in-store events.

PHYGITAL RETAIL



Phygital retail is the **seamless integration of digital technology into physical stores** to create a connected, convenient, and experience-driven shopping journey.

AI GROWING



Global **AI spending to exceed \$2 trillion in 2026**, growing 36.8% from \$1.48 trillion in 2025. It will continue to be used in all aspects of the shopping experience, like ads



SOHO, NEW YORK

TORY BURCH FOUNDATION + TORY BURCH IN NEW YORK

With both the **Tory Burch Foundation** and **Tory Burch headquarters** (and 7 stores!) in Manhattan, New York, it makes sense to place the cafe in the same city. The **population knows of Tory Burch** and will be intrigued by a cafe related to the brand.

RETAIL + CAFE SCENE

The shopping and **restaurant culture** in SoHo is particularly lively. The area is **walkable and filled with people**, specifically women, **shopping at mid-to-high-end stores** and eating at cafes and restaurants along the way.

DAY-AND-NIGHT LIFE

SoHo is constantly buzzing, **not only during the day but at night as well**. This makes it an excellent fit for The Sunflower as the area supports a day-time cafe and a night-time bar.

GEN Z AND MILLENNIAL HUB

The demographic of locals and visits in SoHo fits with our target consumer. Unlike other areas of New York, SoHo is **full of Gen Z and Millennials who want a fun, purpose-driven shopping experience**. And in New York especially, young people tend to be **socially aware and value supporting important causes**, such as women entrepreneurship.



CONCEPT DEVELOPMENT

CONCEPT STATEMENT

THE SUNFLOWER

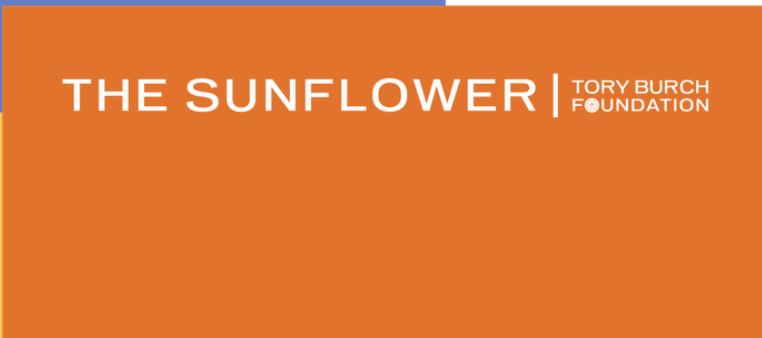
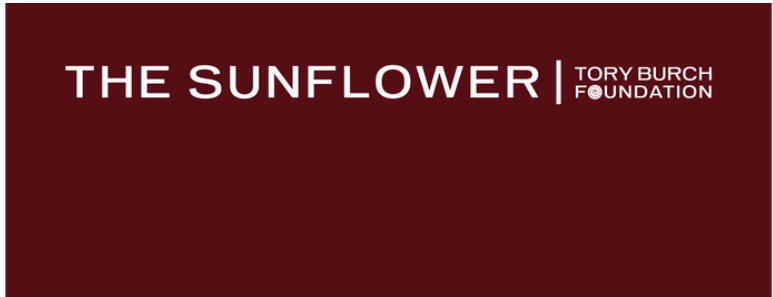
Tory Burch Foundation Café and Bar

A **daytime café and evening bar in SoHo** that serves food, drinks, and retail **products exclusively from Tory Burch Foundation Fellows**, while hosting monthly events that **connect, support, and inspire women** to pursue entrepreneurship.



TORY BURCH FOUNDATION

MADE BY RUBY





THE BASICS

WHAT

- Daytime **café** + **evening wine bar** that uses **Tory Burch tableware**
- **Laptop-free** to encourage community
- Displays and sells products from **Tory Burch Foundation fellows' brands**

WHERE

- **SoHo**, New York
- Walkable and full of target consumer

WHO

- **Gen Z and Millennial** women
- Value **community-driven and purpose-focused spaces**
- Believes in buying from and supporting **businesses with strong ethos**

HOW

- Product **QR codes introduce fellows** and their brands
- **Weekly workshops, events, and lectures** with past and present fellows
- Space **facilitates community** among women



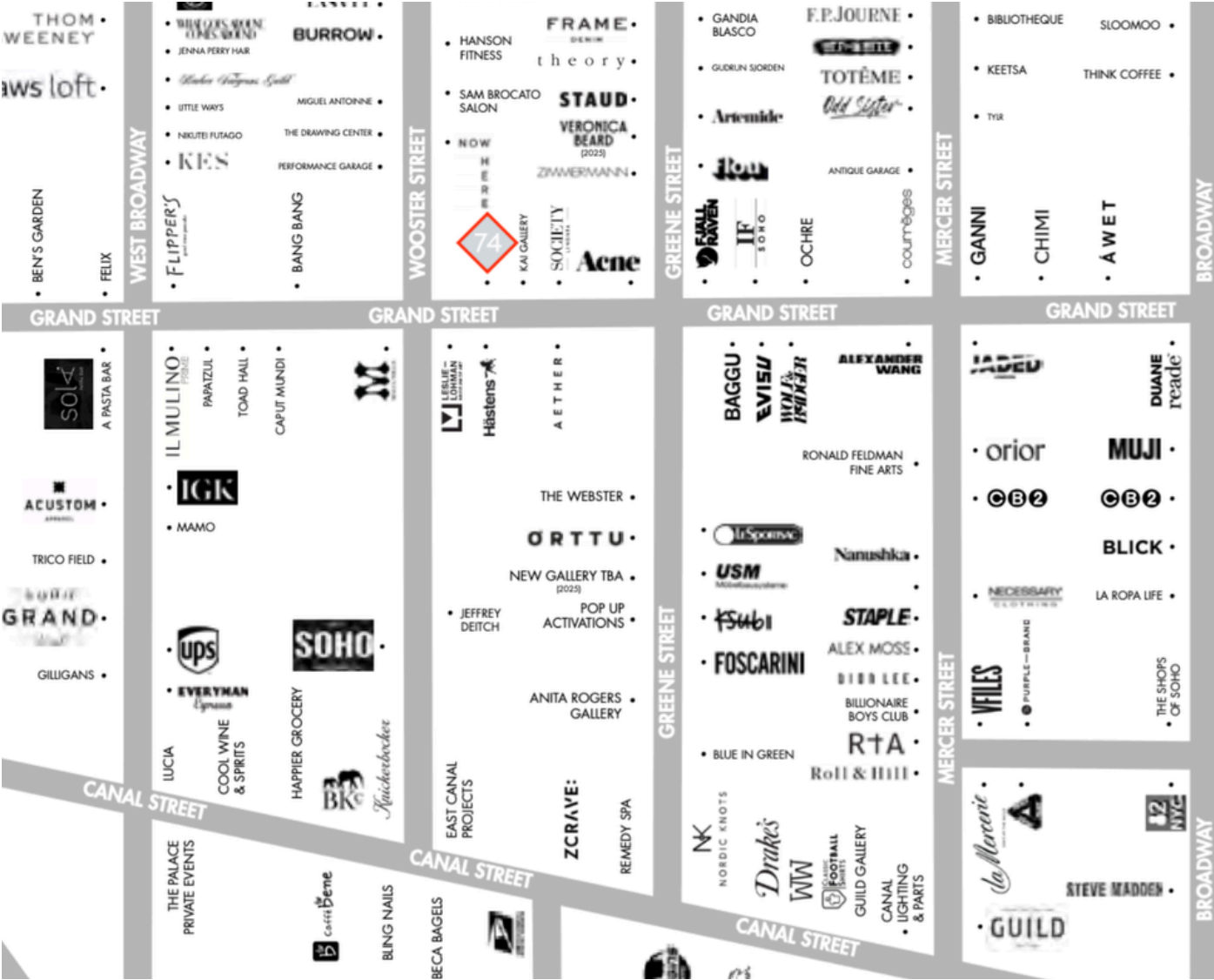
CONCEPT OVERVIEW



TORY BURCH FOUNDATION

THE LOCATION

74 Grand St New York, NY 10013



INTENTIONAL ASPECTS

CONVEYER BELT



It will offer a **new product, snack, or drink sample daily** to showcase Fellows and allow customers to be a part of the experience. 7/10 adults say they'd likely participate in tasting events at a restaurant.

TORY TABLEWARE



Using **Tory Burch tableware** will further **connect The Sunflower with the Tory Burch brand**. Keeping the brand identity is important for solidifying the Tory Burch Foundation's reputation.

SUSTAINABLE CUPS



In 2025, **Tory Burch introduced new sustainable packaging globally** to meet their environmental certification standards. 2/3 of Gen Z and Millennials are likely to buy from brands committed to sustainability.

PRODUCT DISPLAYS



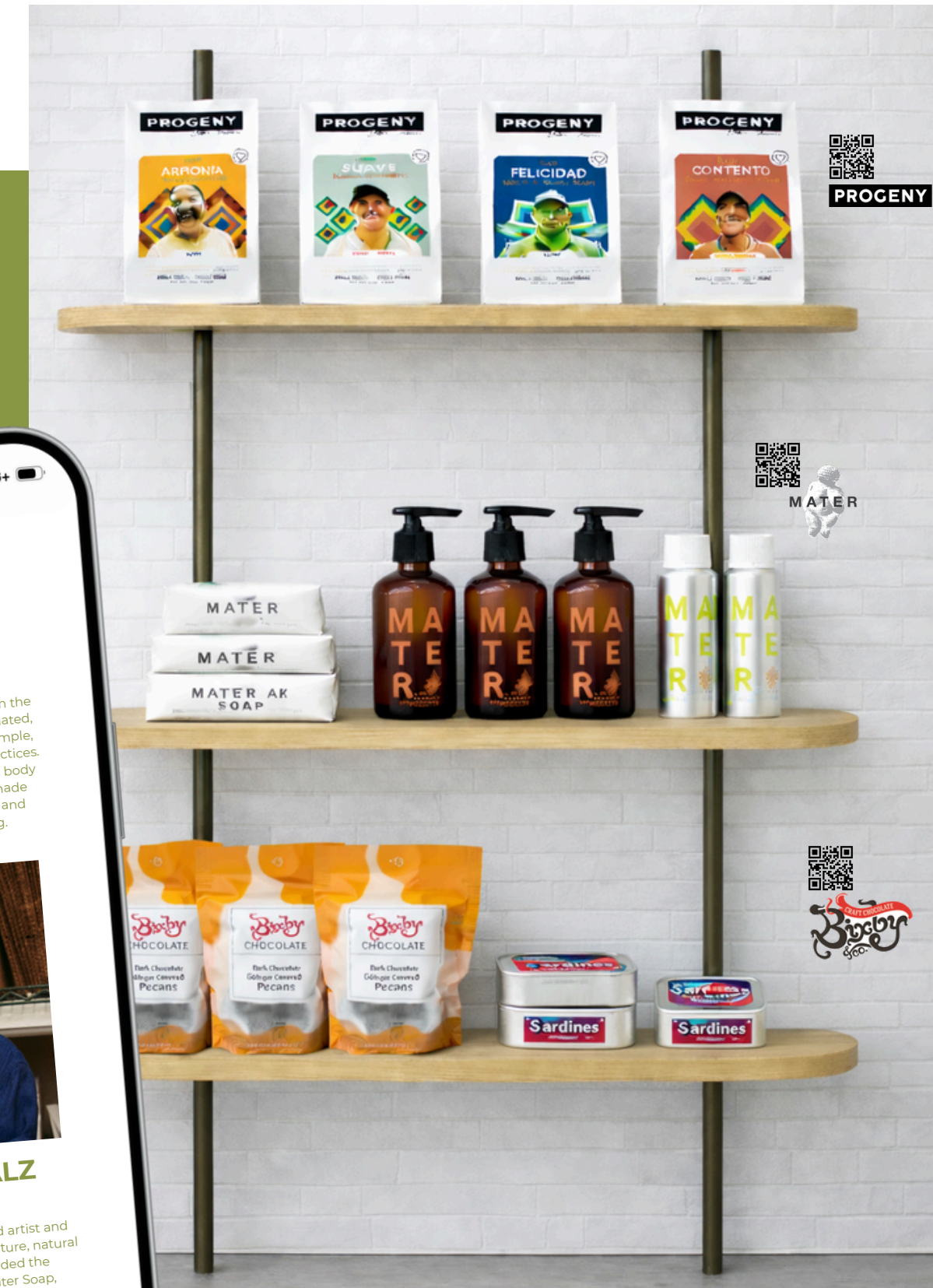
TORY BURCH FOUNDATION

PRODUCT DISPLAYS

Tory Burch Foundation Fellows and their brands on display

- Products across **many categories** (home, beauty, food, etc.) to showcase as many fellows as possible
- Scannable **QR code** links an about page of each founder
- **Rotating selection of products** depending on season

47% of consumers identify **locally owned companies** as **important** to their purchase decision



CONCEPT REASONING



MADE BY RUBY



TORY BURCH FOUNDATION

FOUNDATION

- Permanent, public-facing **space**
- **Year-round venue** for programs, mentorship, and events
- Strengthens **brand and mission visibility**
- **Generates revenue**
- Adds **to \$1 billion contribution goal** to the economy by 2030



FELLOWS

- Physical space to feature and sell their **products and stories**
- Creates opportunities to host **pop-ups, talks, and workshops**
- Strengthens individual **brand credibility** through association with foundation



COMMUNITY

- Inspires **future entrepreneurs**
- Offers **public events** focused on entrepreneurship & mentorship
- **Introduces women to women-owned brands**
- Provides a **calm, elevated alternative** to traditional nightlife



MENU ASSORTMENT



TORY BURCH FOUNDATION

PRODUCT ASSORTMENT

COFFEE + CHAI



PROGENY COFFEE



HUGO COFFEE ROASTERS



THE CHAI BOX

TEA



SIP HERBAL



TEAPRESSA



TEA WITH TAE

WINE



JUST ENOUGH WINE



SIPWELL



TENERAL CELLARS

NON-ALCOHOLIC COCKTAILS



BLIND TIGER



MINGLE MOCKTAILS



MOCKTAIL CLUB

SPIRITS



BOSS MOLLY BOURBON



STRAY DOG WILD GIN



ALL PRODUCTS ARE UNIQUE

WOMEN-OWNED, US-BASED BRANDS

VETTED BY THE TORY BURCH FOUNDATION

UNIQUE STORY BEHIND EACH PRODUCT

MENUS + PRICING



TORY BURCH FOUNDATION

THE SUNFLOWER |

TORY BURCH FOUNDATION

SoHo, NYC

2026

Drip	3
Latte	5
Espresso	4
Cortado	4
Cappuccino	4
Mocha	5
Doppio	5
Chai Latte	5
Matcha Latte	6
Hot Chocolate	4
Hot Tea	3
Iced Tea	3
Cold Brew	4
Espresso Tonic	6

PROGENY

THE CHAI BOX

sip

T

TEA WITH TAE

MADE BY RUBY

THE SUNFLOWER |

TORY BURCH FOUNDATION

SoHo, NYC

BAR MENU

2026

COCKTAILS

The Tory
Gin Tonic
Old Fashioned
Negroni
Mint Julep
NYC Sour
Gin Martini
Tom Collins
Gimlet
French 75

EAT

Olives
Mixed Nuts
Sourdough
Whipped Ricotta
Caprese
Chips
Hummus
Crudit 

WINE

ROTATES DAILY

House Red
House White
House Ros 

N/A

Capri Spritz
Bombay Fire
Havana Twist
Manhattan Cherry
Margarita
Hibiscus Bellini
Raspberry Rose
French 75
Mojito
Sidecar

SWEETS

Daily Ice Cream
Cookies

Just Enough

SIPWELL WINE CO.

TENERAL

BOSS MOLLY

Mingle

TM

STRAY DOG

BLIND TIGER

COFFEE + CHAI

PROGENY

THE CHAI BOX

TEA

sip

T

TEA WITH TAE

WINE

Just Enough

SIPWELL WINE CO.

TENERAL

SPIRITS

BOSS MOLLY

STRAY DOG

ZERO PROOF

BLIND TIGER

TM

Mingle

INTEGRATED MARKETING PLAN + STRATEGY

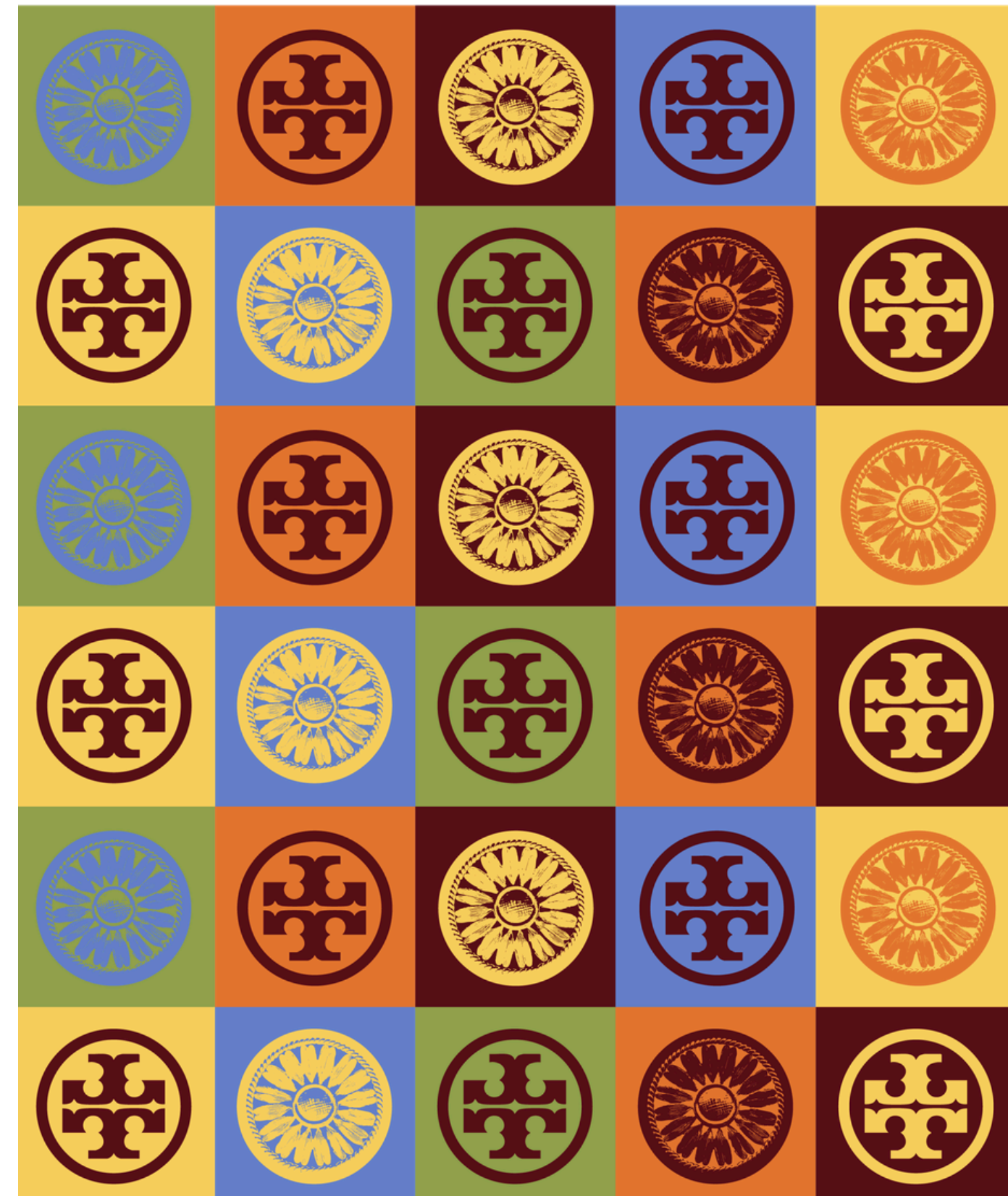
MARKETING STRATEGY STATEMENT

MARKETING STATEMENT

The Sunflower (the Tory Burch Foundation's café/bar) is an **elevated, community-driven café/bar in SoHo, New York** that brings the Foundation's mission to life **by increasing women's economic power through everyday experiences**. By serving coffee, wine, small bites, and retail **products exclusively from Tory Burch Foundation Fellows' businesses**, the café/bar creates a welcoming environment where socially conscious customers, specifically young women, can **directly support female entrepreneurs**. Through **founder storytelling, mentorship-focused lectures, and monthly community events**, the space **spotlights the achievements of past Fellows, inspires future women leaders, and fosters meaningful connections** that turn everyday purchases into purposeful impact.



TORY BURCH FOUNDATION



MADE BY RUBY

MARKETING STRATEGY

SOCIAL MEDIA FIRST

Gen Z and Millennials use social media constantly, so we will prioritize marketing on Instagram and TikTok with video content that feels genuine and based in storytelling, not selling.

FOCUS ON STORIES, NOT SALES

The primary goal of The Sunflower is to expose more women to women-owned brands and encourage female entrepreneurship. This will be reflected in the marketing as it will highlight the women behind the brands, not just products.

COMMUNITY-FOCUSED

In line with the authenticity of the foundation, there will not be any influencer marketing. Marketing will all be from the foundation, the fellows, and women who visit The Sunflower.



DIGITAL MARKETING

#1 THE SUNFLOWER SOCIALS

WHAT + HOW

The Sunflower will start an Instagram, TikTok, and YouTube shorts account. The Tory Burch Foundation Instagram will link The Sunflower account and website in their bio. A series of videos, posts, and stories will introduce The Sunflower and the work of the Tory Burch Foundation. Videos will begin 1 month before opening to build excitement and will continue on throughout the café/bars existence.

90%

of Gen Z use
social media

7 hours

Gen Z spends daily
on entertainment
and media content

96.3%

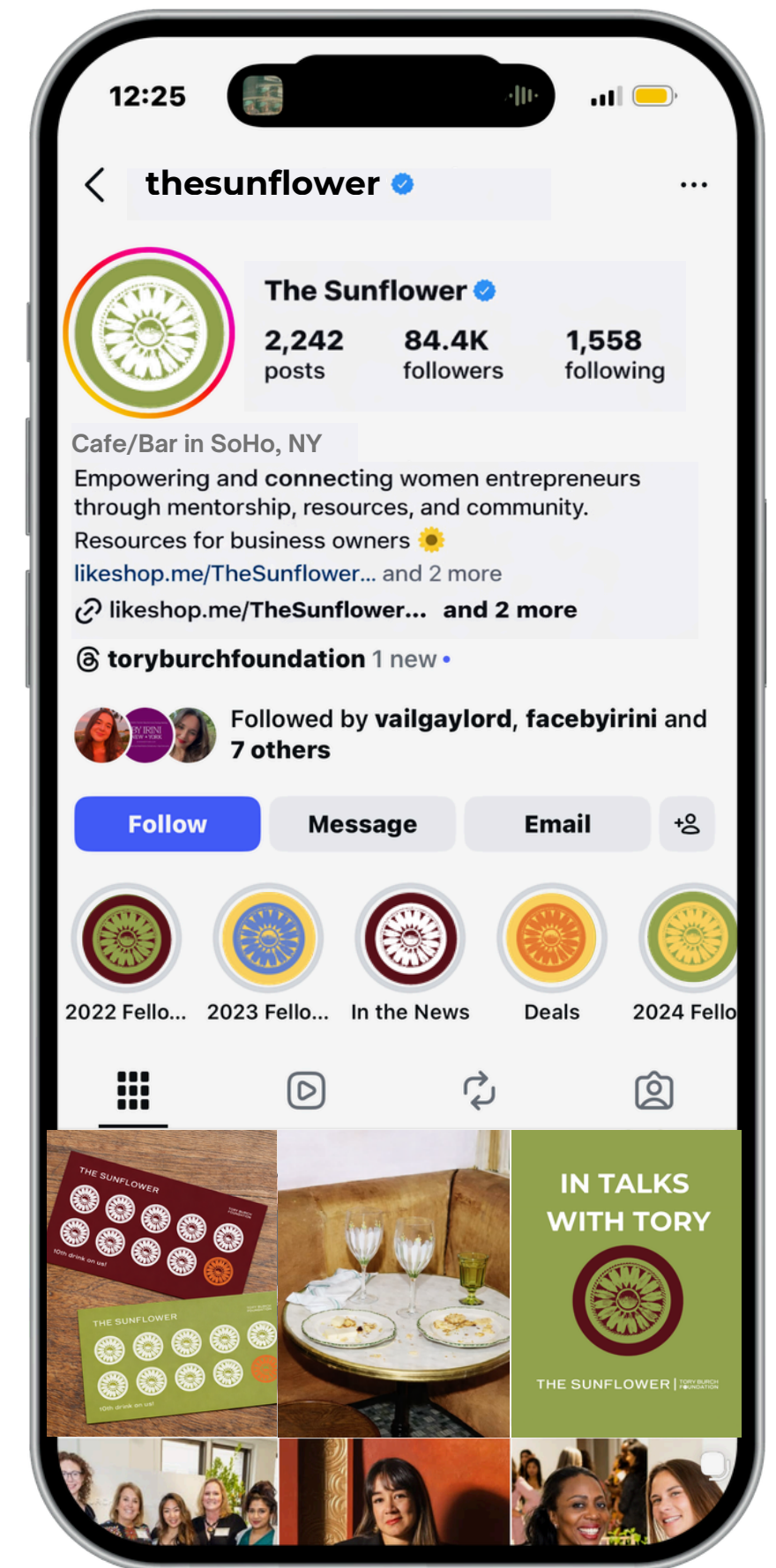
of Gen Z view
digital videos

THE IMPACT

People following the Tory Burch Foundation will know about The Sunflower and want to visit it. Interest will be built online for The Sunflower, so that when it opens, people are already excited and come to see it.



TORY BURCH FOUNDATION





#2 IN TALKS WITH TORY

WHAT + HOW

A one-time series of 10 short-form videos on Instagram, TikTok, and YouTube Shorts of interview with Tory Burch about the Tory Burch Foundation and the decision to open The Sunflower. Tory will speak directly to the camera and videos will show footage from events she references.

WHY

Reels of Tory Burch do well on the current Instagram for the foundation and on Tory Burch accounts. One article notes that *“when there is a strong founder story, consumers have something to connect to and it can assist the brand in being viewed as authentic – specifically if the founder's background directly links to the product or service.”*

THE IMPACT

High number of views and likes on these videos due to Tory's presence. Women save the video and go to visit the cafe when in New York.

IN TALKS WITH TORY



THE SUNFLOWER | TORY BURCH
FOUNDATION



#3 MEET THE FELLOWS

WHAT + HOW

A campaign video and short-form video content with all of the Tory Burch Foundation fellows where they share who they are and what company they started. Shot on film through visiting locations throughout the US where these women are. The campaign video will air a month before the opening and short-form video clips will be posted on the Tory Burch, Tory Burch Foundation and The Sunflower instagram.

WHY

People do not just buy brands, they buy into the stories and having the founders of these companies speak gives a face and voice to their stories, allowing consumers to make an emotional connection to their brands.

THE IMPACT

The community will have a better understanding of who these women are and what products are sold at the cafe. Fellows will have higher exposure to the general public. Women will be inspired by these entrepreneurs and contribute to their brands or may want to start their own.

**MEET THE
FELLOWS**



THE SUNFLOWER | TORY BURCH
FOUNDATION



#4 LET'S CHAT EVENTS

WHAT + HOW

Weekly lectures and workshops hosted by a Tory Burch Foundation fellow or mentor at The Sunflower.

WHY

Gen Z and Millennials are looking for experiences and values the opportunity to learn something new. This will be a way to further showcase the fellows – specifically ones that do not sell products that work with the store or own companies that are mission based and not product based.

THE IMPACT

Women in the New York community will have the chance to learn from these incredible women. Women who are considering entrepreneurship can ask questions and for advice from them. Allows for non-product based fellows to be directly involved in The Sunflower.



Sofia Deleon, Founder of Tenango and El Merkury

#5 PUNCH CARD

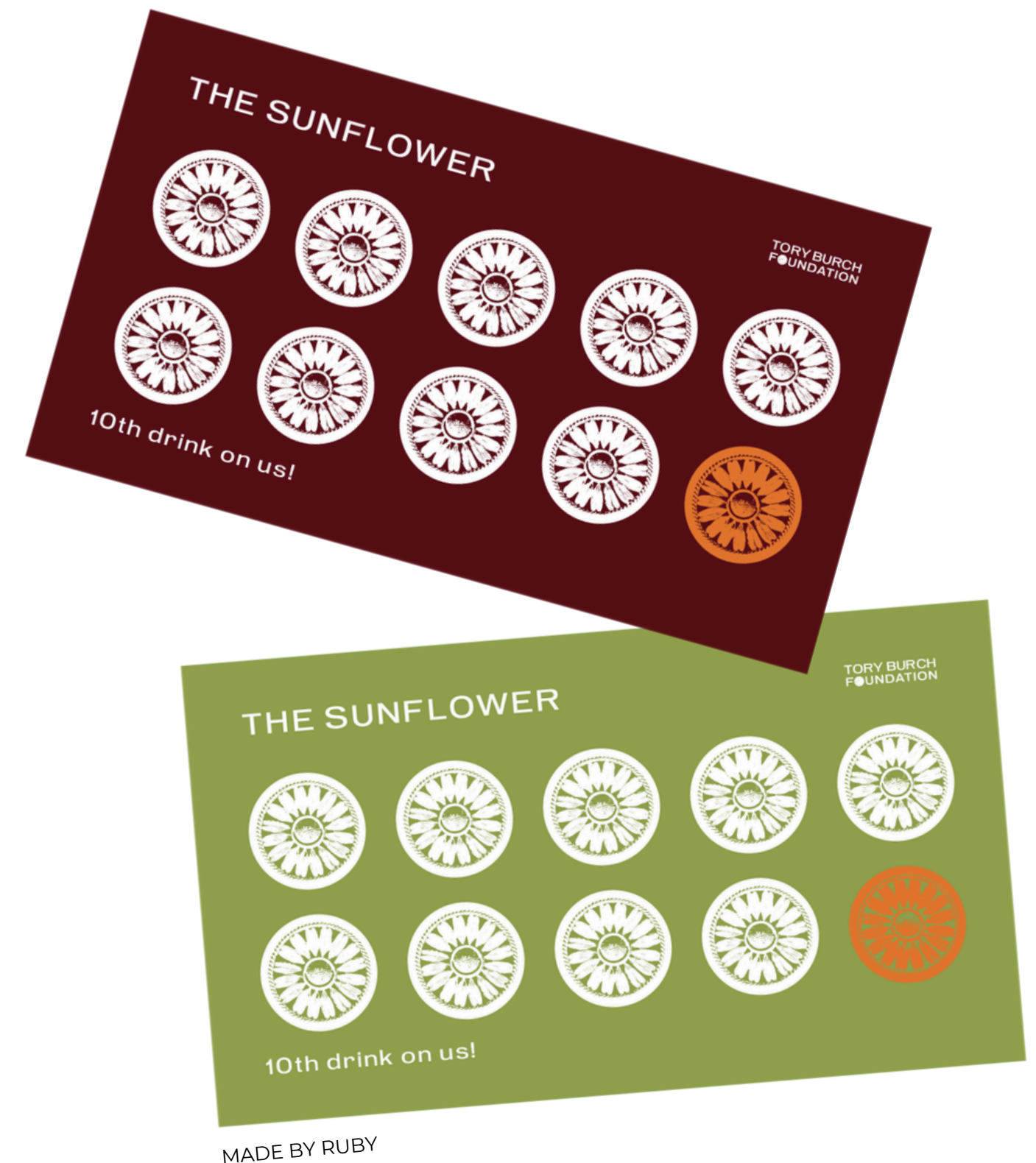
WHAT + HOW

Physical punch cards for women to get a 10th drink free



THE IMPACT

Women will come back more often and feel a part of the community. It is also a tangible way to “give back” to the women who support The Sunflower by offering them a free drink.





#6 THE HALL

WHAT + HOW

A wall with sunflower knobs where women can hang a card they fill out answering a question.

WHY

This provides an experience for customers to participate in and connects them to the women who came to The Sunflower before them.

THE IMPACT

Women will feel encouraged and inspired by reading other people's cards and will enjoy participating in adding to the hall themselves.





#7 THE DIRECTORY

WHAT + HOW

There will be two of these digital directories with the ability to search and scroll through all the Tory Burch Fellows and what businesses they have started.

WHY

This allows women to discover new brands, specifically service based ones, that are Tory Burch vetted. It also provides a way to showcase the Fellows who do not create products.

THE IMPACT

Women will discover new companies and use them. All of the Fellows will be showcased and be a part of The Sunflower.





CONNECT

SUPPORT

INSPIRE

MADE BY RUBY

MARKETING OBJECTIVES

SOCIAL MEDIA PUSH

The Sunflower's Instagram and TikTok pages will promote the fellows, The Sunflower, and the Tory Burch Foundation at large. The tone will be welcoming, encouraging, and community-oriented with the focus always on women-supporting-women

INTERVIEW-BASED CAMPAIGNS

Meet the Fellows + In Talks With Tory are both campaigns that will promote The Sunflower and the work of the Tory Burch Foundation. Both will be in short-form content on social media pages and as a full video on the websites.

AUTHENTIC PROMOTION

In line with the authenticity of the foundation, there will not be any influencer marketing. Instead, the fellows will post and repost information about The Sunflower. Additionally, anyone who posts tagging The Sunflower, The Sunflower will interact with to further connect with the community.



KPIS

KPI	OBJECTIVE	TIMELINE	DESCRIPTION	RATIONALE
DAILY CUSTOMER FOOT TRAFFIC	- An average of 120 customers per day by the end of the first six months - Track daily, evaluate monthly	Within 6 months of opening	Measures the total number of customers entering each day, across both daytime and evening hours	Foot traffic is the foundation of revenue and brand awareness. Consistent traffic indicates strong location performance, marketing effectiveness, and word-of-mouth growth.
RETAIL PRODUCT ATTACHMENT RATE	20% of transactions include a retail item by the end of the first six months - Track monthly	Within 3 months of opening	The percentage of customer purchases that include a retail product from a Tory Burch Foundation Fellow brand	Retail sales directly support women entrepreneurs. This measures how effectively the space converts customers from passive visitors into active supporters.
EVENT ATTENDANCE + REPEAT VISITORS	50+ attendees per monthly event 30% repeat attendance by the end of the ninth month - Track per event, review quarterly	Within 9 months of opening	Measures attendance at workshops, founder talks, networking nights, or community events, as well as how many attendees return for future events	Events are central to positioning it as a hub for women entrepreneurs. High attendance and repeat participation indicate strong engagement, and brand loyalty.

MARKETING BUDGET



BUDGET

Category	Description	Estimated Cost Range (USD)
Space Lease & Build-Out	Lease deposit, architectural design, construction, plumbing, electrical, bar build, restrooms, ADA compliance	\$900K – \$1.8M
Furniture, Fixtures & Equipment (FF&E)	Coffee machines, grinders, bar equipment, refrigeration, dishwashers, tables, chairs, lighting, POS system	\$250K – \$500K
Product Development & Initial Inventory	Coffee, wine, food suppliers, women-owned retail products, packaging, menu testing	\$100K – \$250K
Branding & Interior Styling	Signage, menu design, retail displays, décor, branded packaging, uniforms	\$75K – \$150K
Marketing & Launch Campaign	Social media, PR, influencer partnerships, launch event, photography, content creation	\$150K – \$300K
Experiential Programming	Speaker events, workshops, founder spotlights, community activations (first year)	\$75K – \$150K
Operational & Staffing Costs (6–9 months runway)	Salaries, training, management, baristas, bartenders, benefits, payroll taxes	\$600K – \$1.1M
Licenses, Permits & Legal	Liquor license, health permits, legal fees, insurance	\$75K – \$200K
Contingency Fund (10–15%)	Unexpected construction, supply, or operational costs	\$250K – \$400K
TOTAL BUDGET	All expenses	\$2.5M – \$4.85M

FIRST YEAR SALES REVENUE

Revenue Category	Estimated First-Year Revenue
Food & Beverage Sales	\$5,000,000
Fellows Brands Sales	\$2,750,000
Branded Merchandise & Products	\$2,000,000
Sponsorships & Partnerships	\$1,125,000
TOTAL FIRST YEAR REVENUE	\$10,875,000

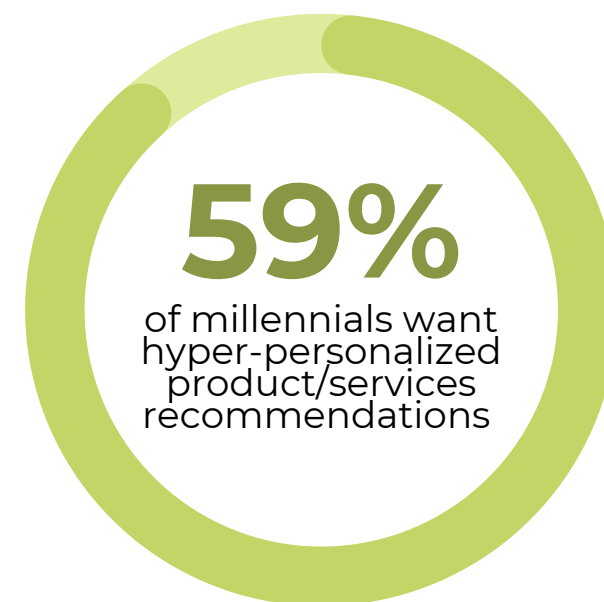
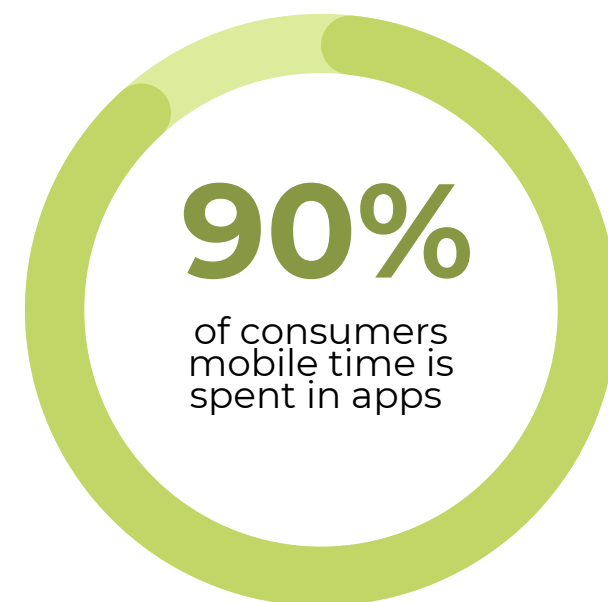
THE FUTURE

FUTURE DEVELOPMENT

THE APP

WHAT + HOW

The Tory Burch Foundation will launch an app 6 months after The Sunflower's opening that allows users to browse the fellows, see current work and events the foundation is involved in, use virtual resources, and apply for the fellowship program. It will also have a tab about The Sunflower with photos, the menu, and explanations of what it is and why it is important.



THE IMPACT

Currently, the Tory Burch Foundation does not have a way for people to easily scroll through past and present Fellows and their brands. This would provide a way for people to do that. It would also allow women who are planning to come to the cafe or curious about it to easily view the menu, offerings, and upcoming events beyond the Instagram.



MADE BY RUBY



WHAT CAN YOU DO NOW?

1. Follow The Tory Burch Foundation
2. Support the Fellows
3. Continue to support women-owned brands and advocate for them

THE TEAM

TEAM

VAIL GAYLORD

FULL PROJECT DEVELOPMENT



RUBY STOCKTON

GRAPHICS AND BRANDING





WORK CITED

- <https://www.statista.com/statistics/1032200/coffee-shop-industry-market-size-us/>
- <https://www.thebusinessresearchcompany.com/report/bars-and-cafes-global-market-report>
- <https://progenycoffee.com/pages/locations>
- <https://www.forbes.com/sites/shimiteobialo/2025/11/10/investors-tap-into-the-zero-proof-and-non-alcoholic-beverage-market/>
- <https://justenoughwines.com/collections/the-wines>
- <https://www.bossmolly.com>
- https://sipwellwine.com/?srsltid=AfmBOOpGhePSfOJMqxqjyFw8_FD__m2DYYbzCdqDHjIAW0qbMVTXz50thhttps://straydoggin.com
- <https://news.gallup.com/poll/693362/drinking-rate-new-low-alcohol-concerns-surge.aspx>
- <https://squareup.com/us/en/menu-pricing/bakery-and-coffee-shop-prices-in-new-york-city>
- <https://www.escoffier.edu/blog/world-food-drink/consumer-dining-trends-2025/>
- <https://go.restaurant.org/rs/078-ZLA-461/images/SOI-2025-Report.pdf?version=0>
- <https://www.nrn.com/restaurant-finance/the-restaurant-industry-s-sales-forecast-for-2025-has-dampened>
- <https://www.statista.com/topics/1248/coffee-market/#editorsPicks>
- <https://www.restaurantdive.com/news/starbucks-thanksgiving-consumer-sentiment-survey>
- <https://www.forbes.com/sites/moiraforbes/2025/05/19/the-1-billion-promise-tory-burchs-bold-bet-on-women-entrepreneurs>
- <https://shortyawards.com/2nd-socialgood/embraceambition-2>
- <https://www.bbntimes.com/politics/tory-burch-foundation-pledges-1-billion-to-boost-economy-through-women-entrepreneurs-by-2030>
- <https://newsroom.bankofamerica.com/content/newsroom/press-releases/2024/04/tory-burch-and-bofa-unveil-free-online-educational-resource-for-.html>
- <https://www.forbes.com/sites/allbusiness/2025/04/23/the-state-of-women-entrepreneurs-reports-show-optimism-and-growth/>
- <https://www.empower.com/the-currency/work/female-entrepreneurs-news>
- <https://www.newsweek.com/womens-global-impact-2025-daniella-pierson-2093642>
- <https://www.statista.com/statistics/1032200/coffee-shop-industry-market-size-us/>
- <https://www.thebusinessresearchcompany.com/report/bars-and-cafes-global-market-report>
- <https://progenycoffee.com/pages/locations>
- <https://www.forbes.com/sites/shimiteobialo/2025/11/10/investors-tap-into-the-zero-proof-and-non-alcoholic-beverage-market/>
- <https://justenoughwines.com/collections/the-wines>
- <https://www.bossmolly.com>
- <https://sipwellwine.com>
- <https://straydoggin.com>
- <https://news.gallup.com/poll/693362/drinking-rate-new-low-alcohol-concerns-surge.aspx>
- <https://squareup.com/us/en/menu-pricing/bakery-and-coffee-shop-prices-in-new-york-city>
- <https://www.escoffier.edu/blog/world-food-drink/consumer-dining-trends-2025/>
- <https://go.restaurant.org/rs/078-ZLA-461/images/SOI-2025-Report.pdf?version=0>
- <https://www.nrn.com/restaurant-finance/the-restaurant-industry-s-sales-forecast-for-2025-has-dampened>
- <https://www.statista.com/topics/1248/coffee-market/#editorsPicks>
- <https://www.restaurantdive.com/news/starbucks-thanksgiving-consumer-sentiment-survey/806479/>
- <https://www.point2homes.com/US/Neighborhood/NY/Manhattan/SoHo-Demographics.html>
- <https://theindustry.beauty/gen-z-and-millennials-lean-on-loyalty-programmes-amid-economic-uncertainty/>
- <https://www.loopnet.com/Listing/74-Grand-St-New-York-NY/37981482/>