

Mission Statement

To create an atmosphere that ignites a passion for arts and literature – providing a welcoming community space where individuals can explore new perspectives, connect through stories, and transcend into creative realms while enjoying the warm hospitality of a cafe or wine bar.

Vision Statement

To foster a vibrant, culture-rich space that fosters connection, creativity, and curiosity through thoughtfully curated books, locally sourced beverages, and immersive events, we aim to enrich the cultural fabric of Bristol.

Executive Summary

Business Overview

Novel Pour is a hybrid independent bookstore, coffee shop, and wine bar planned for downtown Bristol, Rhode Island. The business combines curated literary retail, specialty coffee, wine, and community centered events to create a welcoming “third space” that evolves throughout the day – from a quiet café and reading environment in the morning, to a relaxed wine bar and cultural gathering place in the evening.

Novel Pour will be located at 676 Hope Street in Bristol, RI with the following operating hours:

Sunday: 10:00 AM - 9:00 PM

Monday: 10:00 AM - 9:00 PM

Tuesday: Closed

Wednesday: 10:00 AM - 9:00 PM

Thursday: 10:00 AM - 9:00 PM

Friday: 10:00 AM - 10:00 PM

Saturday: 10:00 AM - 10:00 PM

Novel Pour is a start up business operating as a Partnership. The principal owners in this partnership are Victoria Silva and Jessica King.

Company Description

Legal Structure & Ownership

Novel Pour will operate as a general partnership registered in the State of Rhode Island, owned jointly by Victoria Silva and Jessica King. Both partners will share ownership, decision-making authority, and responsibility for business operations, with roles and profit distribution defined in a formal partnership agreement.

Ownership & Management

Novel Pour will be owned and operated by Victoria Silva and Jessica King, both of whom will be actively involved in daily operations, staffing, inventory management, and event programming.

Victoria Silva - Managing Partner

Victoria will oversee:

- Beverage operations
- Inventory management
- Vendor relationships
- Brand and marketing strategy
- Financial tracking and internal controls

Victoria brings nine years of restaurant and wine bar experience, including bartending and service roles that provided hands-on knowledge of wine service standards, inventory flow, and customer experience management.

In addition, Victoria has successfully operated her own small business for the past four years, demonstrating financial accountability, client retention, and brand development expertise. Her background in marketing and small business operations equips her to manage growth strategy, customer acquisition, and internal controls.

Jessica King

Jessica will oversee:

- Event programming
- Community partnerships
- Staffing and scheduling
- Customer experience standards

Jessica previously managed a restaurant, gaining experience in staff supervision, hospitality operations, and workflow management. For the past 10 years, Jessica has worked as a teacher, where she developed strong leadership, organization, and people-management skills in high-responsibility environments. She will remain in her full-time teaching position during Year 1 to provide financial stability while the business establishes revenue. At the end of Year 1, the partners will review financial performance to determine whether a transition to full-time operations is sustainable.

Business Profile

Revenue will be generated through retail book sales, coffee and specialty beverages, wine and beer sales, and events. Retail book sales provide steady daytime traffic, while higher-margin beverage and event sales drive profitability in the evenings. Customer retention is driven by community events, curated offerings, and a welcoming atmosphere that encourages repeat visits rather than one-time purchases.

Products & Services

See Addendum #2 For Proposed Menus

Daytime Offerings

- Locally roasted coffee and espresso drinks
- Light snacks and bar-style accompaniments
- Curated selection of new books, including fiction, nonfiction, poetry, and local authors

Evening Offerings

- Curated wine and beer selections from regional producers
- Literary-themed cocktails
- Wine tastings and themed pairing events

Market Analysis

Location & Market Opportunity

Bristol currently lacks a single venue that integrates books, coffee, and wine in a cohesive, intentionally designed space. Novel Pour fills this gap by appealing to local residents, Roger Williams University students and faculty, and seasonal visitors seeking meaningful social and cultural experiences.

Novel Pour is located in downtown Bristol at the corner of Hope Street and Franklin Street, a highly walkable area with strong pedestrian traffic during peak seasonal periods. Bristol hosts the nation's longest running Fourth of July celebration, with events spanning several weeks leading up to the holiday. This period significantly increases tourism and local foot traffic throughout downtown. This season is expected to be one of Novel Pour's highest-volume periods of the year, driven by increased visitor counts, and elevated demand for beverage or experiential offerings. The concentration of seasonal activity in downtown Bristol provides a recurring, predictable demand spike that supports revenue growth without reliance on additional advertising spend.

Competitive Advantage

What sets us apart is our seamless fusion of literature, leisure, and libations – a place where reading, sipping, and socializing coexist. Unlike traditional cafes or bookstores, our space evolves with the time of day and mood of the community: a peaceful book nook by morning, an inspiring workspace by afternoon, and a lively gathering place by night. We offer a curated and intentional experience that larger chains simply can't replicate.

Target Market

- Young professionals seeking relaxed social spaces
- Retirees and academics looking for quiet reading or gathering environments
- Students and faculty from nearby Roger Williams University
- Seasonal tourists visiting historic Bristol

Market Trends

- Growing demand for “third spaces” that foster community
- Increased interest in experiential retail and lifestyle-focused venues
- Strong consumer support for local, independent businesses

Seasonality Considerations

Tourism increases foot traffic during summer months, while year-round programming and events support consistent local engagement during off-peak seasons.

Brand, Marketing, & Sales Strategy

Brand Identity

Novel Pour's brand embodies sophistication, comfort, and creativity, with warm earth tones, vintage-inspired décor, and locally sourced art.

Marketing Channels

- Social Media (Instagram, TikTok, Facebook)
- Email Newsletters
- Local Partnerships (authors, wineries, and artists)
- Community sponsorships and town events

Experiential Revenue

Hosted Book Clubs

- Monthly or bi-monthly book clubs hosted on slower weeknights
- Incentive-based bundling:
 - Novel Pour supplies books when members commit to a minimum beverage purchase
 - OR members purchase the books and receive a complimentary bottle or beverage credit
- Drives repeat visits, group purchasing behavior, cross-selling books and beverages, and community engagement.

Themed Event Nights

Poetry & Prosecco

- Open-mic poetry/ storytelling night
- Incentives:
 - Attendees receive one glass of prosecco included with entry ticket
- Revenue Sources:
 - Ticket sales
 - Additional beverage purchases
- Scheduled during off-peak nights to maximize underused capacity.

Pints & Professors (RWU Partnership)

- Guest lectures from Roger Williams University

- Incentives:
 - Student discounts on beer/wine
- Attracts the core university demographic, and local residents interested in cultural/educational opportunities.
- Encourages early brand loyalty among students

Product Promotions

Book & Bottle Bundles

- Curated book and wine pairing at a bundled price
- Price will be determined based on wine cost and inventory levels
- Used strategically to promote underperforming wines and increase the average transaction value

Blind Date with a Book

- Wrapped, surprise books
- Moves slower-selling inventory
- Encourages impulse purchases
- Low operational cost, high margin

Loyalty Punch Cards

- Buy 9 books get the 10th free
- Drives customer retention

Customer Retention

Novel Pour’s event programming—such as book clubs, themed literary nights, and university partnerships—serves as a core customer acquisition and retention strategy. These events build community, generate repeat visits, and differentiate Novel Pour from traditional bookstores or wine bars while consistently driving beverage and book sales.

- **Events as social media content:** Event programming generates consistent, low-cost promotional content that supports ongoing customer awareness and local visibility without requiring significant advertising spend.

- Email list growth through ticketing: Ticketed events and reservations enable direct customer data capture, supporting repeat marketing efforts and reducing reliance on paid advertising.
- RWU as a built-in customer funnel: The location near Roger Williams University provides a stable source of recurring traffic through student and faculty engagement, supported by targeted programming and discounts.
- Strong community identity: Recurring book clubs and events establish Novel Pour as a neighborhood gathering space, supporting customer retention and predictable repeat business.

Competitive Analysis

Competitor	Location	Offerings	Strengths	Weaknesses	Competitive Gap Novel Pour Fills
Arc(Hive) Book & Snackery	Warren, RI	Used books, light snacks, some beverages	Community-oriented, curated selection	Limited hours, closed multiple days, used books only, limited visibility	Novel Pour offers new books, longer hours, wine service, and stronger downtown presence.
Borealis Coffee	Bristol, RI	Coffee, beer, wine	Strong brand recognition, quality drinks	No book retail, more café-focused	Novel Pour adds retail books, events, and a focused cultural environment
Barrington Books	Barrington	New books retail	Wide selection, established bookstore	No food or beverages limited experiential element.	Novel Pour combines books with beverages and events.
Barnes & Noble	Multiple Locations (Warwick, Middletown, etc.)	Books, café	Brand recognition, consistency	Not local, impersonal, no community	Novel Pour offers local curation, intimacy, and

					community collaboration
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While several businesses in the surrounding area offer either books or beverages, there is no single venue in Bristol that combines new book retail, specialty coffee, wine service, and community engagement under one roof. Novel Pour’s hybrid model, extended hours, and emphasis on atmosphere and events allow it to occupy a unique position in the local market and encourages repeat visits.

Operations Plan

Staffing

- 1 manager on site at all times
- 3-4 part time baristas/bartenders with 1-2 on per shift. Employees will be required to be TIPS Certified.
- Estimated hourly wage: \$16.00

Licensing, Compliance & Risk Management

Licensing & Permits

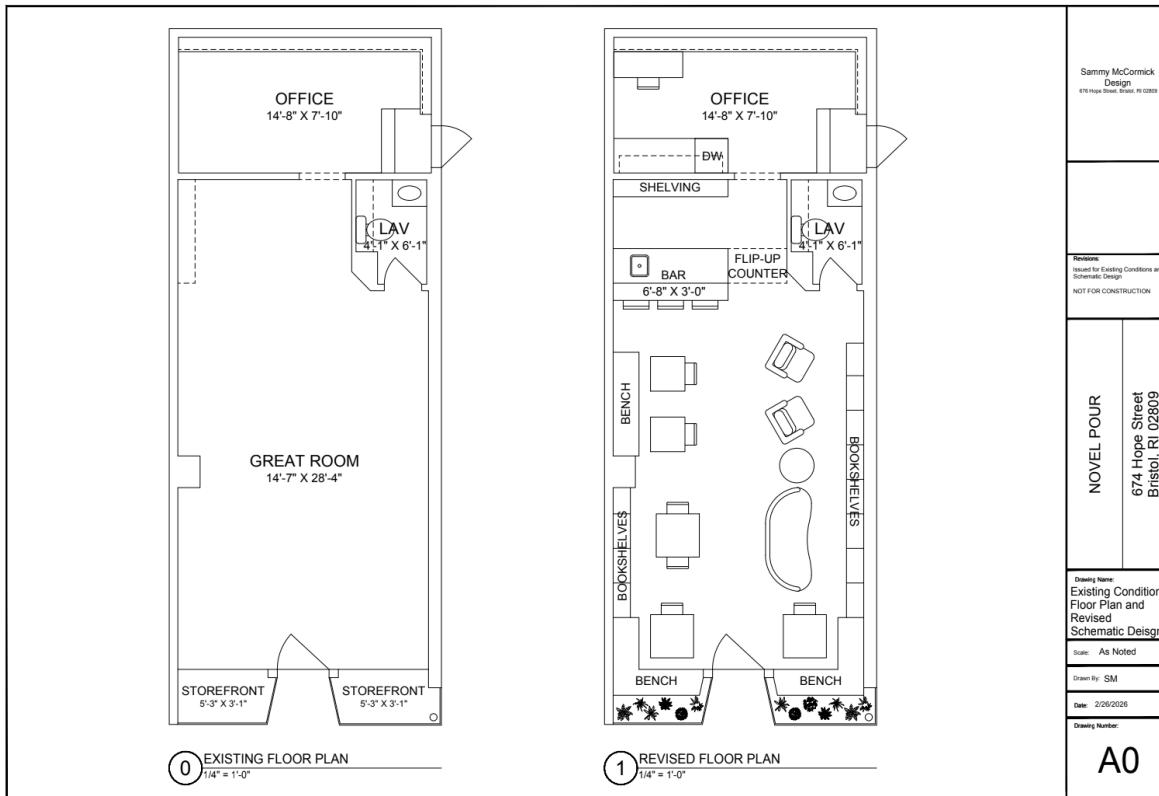
- Liquor license
- Food service permit
- Business registration and resale certificate
- Insurance coverage

Risk Mitigation

- Conservative staffing model
- Event-based revenue to offset seasonality

Addendums

Addendum #1 – Location Measurements



Addendum #2 – Menus

Food Menu



Menu

CHARCUTERIE

*Assorted Meats, Cheeses,
Fruit, & Crackers*
\$18,00

DESSERTS

Lemoncello Cake
\$7.00

Boston Cream Pie
\$7.00

Gluten Free Chocolate Cake
\$8.00

Pastel De Nata
\$3.00

Coffee & Non Alcoholic Beverage Menu



SIGNIATURE ESPRESSO

- Austen Latte
- Vanilla Bean Latte with Lavender Syrup*
- The Hemingway
- Dark Chocolate Mocha with Sea Salt*
- The Fitzgerald
- Honey Cinnamon Latte with Oat Milk*
- The Plot Twist
- Seasonal Latte (ask your barista)*



CLASSICS

- Coffee (Iced or Hot)
- Cappuccino
- Latte (Iced or Hot)
- Mocha (Iced or Hot)
- Flavor Options: Vanilla, Caramel, Cinnamon*

NON COFFEE

- The Secret Garden
- Lavender Honey Steamer*
- The Midnight Library
- Dark Hot Chocolate with Vanilla*
- Little Women
- Chai Tea Latte*
- The Odyssey
- Iced Hibiscus Citrus Tea*



Milk Substitutes:
Almond Milk +1.00, Oat Milk +1.00



COCKTAIL MENU



BIG LITTLE LIMES

Gin, Melon Liqueur, Lime Juice, Simple, Ginger Beer

TEQUILA MOCKINGBIRD

Jalepeno Reposado Tequila, Triple Sec, Strawberry, Lime Juice, Simple, Tajin Rim

OLIVE-N-TWIST MARTINI

Gin, Dry Vermouth, Olive Juice, Rosemary, Lemon Twist



A COCKTAIL OF TWO CITIES

Single Malt Whiskey, Averna Amaro, Dry Sparkling Wine



THE CLIFF HANGER MARTINI

Vodka, Strawberry, Lemon Juice, Balsamic, Simple, Mint

MARGINALIA SPRITZ

Chamomile Liqueur, Prosecco, Seltzer Water

CRIME & PUNISH-MINT MOJITO

Rum, Blackberries, Mint, Lime Juice,

Simple, Seltzer Water

