

Savor & Slice

Amy MacLaren

Restaurant Concept

Restaurant Name & URL

Savor & Slice
Savor&Slice.com

Food

Build your own charcuterie board



Main target audience

Business People: Quick snacks for during meetings or big trays to impress clients

Cost

\$\$-\$\$\$: Affordable to Moderate (depends on which products and how much)

Pitch

Imagine a place where culinary creativity meets artisanal excellence—welcome to "Savor & Slice," the ultimate build-your-own charcuterie board restaurant. At Savor & Slice, you are the chef of your gastronomic journey. Choose from a curated selection of the finest cheeses, premium cured meats, fresh fruits, and gourmet spreads, all sourced from local farms and global artisans. Whether you're a foodie, a casual diner, or planning a special event, our vibrant atmosphere and expert staff will guide you in crafting a personalized board that satisfies your taste and aesthetic. Savor & Slice is not just a meal; it's an experience of taste exploration, perfect for creating unforgettable memories with friends and family. Join us to celebrate the art of charcuterie, one delicious bite at a time.

Strategy

Target Audience

Roles:

- Intern (Picking up the order)
- Office Assistant (placing the order by phone or in person)
- Secretary (Placing the order)
- Executive (Decision maker, what's on the order)

Demographics:

- Gender: More women than men
- Education: Collage or Higher
- Occupations: Office managers, secretaries, administrators, small business owners
- Age: Mid-twenties to sixty-five
- Location: Vancouver, Downtown area

Psychographics:

- **Personality & Attitudes:**
 - Professional
 - Detail oriented
- **Values:**
 - Moderately Liberal
 - Fast paced environments
- **Lifestyles:**
 - Active
 - Unique Experiences
 - Single Individuals

Strategy

User Personas



Rory Mcleod (29)-The Office Assistant

- Office assistant
- Loves doing errands for office
- Enjoys exploring the city on weekends
- Has a very organised file system
- Has a communications degree
- Makes sure anyone can come to them for help



John Tanaki (25)-The Intern

- Recent Graduate
- Likes learning new skills
- Strives for success
- Is an avid runner
- Runs the company Instagram page



Harrison Baker (38)-The Executive

- Executive of a tec start up
- Stives to make a good impression on clients during meetings
- Likes to take his team to dinner after a project is over
- “I want to create a welcoming space for my clients”

Strategy

User Needs

The website needs to enable the user to:

- *Order food online, in store, or by phone*
- *Find out if the restaurant delivers to their area*
- *Customize their order or pick a premade board*
- *Provide a solid experience on both website and mobile apps*
- *Ability to follow order progress after purchasing*
- *Know when order is done*
- *Know when the restaurant is open*

Client Needs

The website needs to enable the client to:

- *Sell food online that will be delivered*
- *Provide a system of order customization*
- *Provide fast service*
- *Communicate where each ingredient comes from*
- *Provide pairing advice*
- *Communicate new ingredients available*

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

“The user will be looking for...”

- Food Menu
 - Meat
 - Crackers
 - Nuts
 - Cheese
 - Dips
 - Sweet
 - Other
- Past Events Catered
- Delivery Area
- About Us
- Contact Us
- Prices
- Reviews
- Images of Inside Store
- Images of Made Trays
- Store Hours
- FAQ's
 - Where do you deliver?
 - Do you carry pre-made trays?
 - Where do your products come from?
 - Who can I contact?
 - How much time do you need prior to an order?

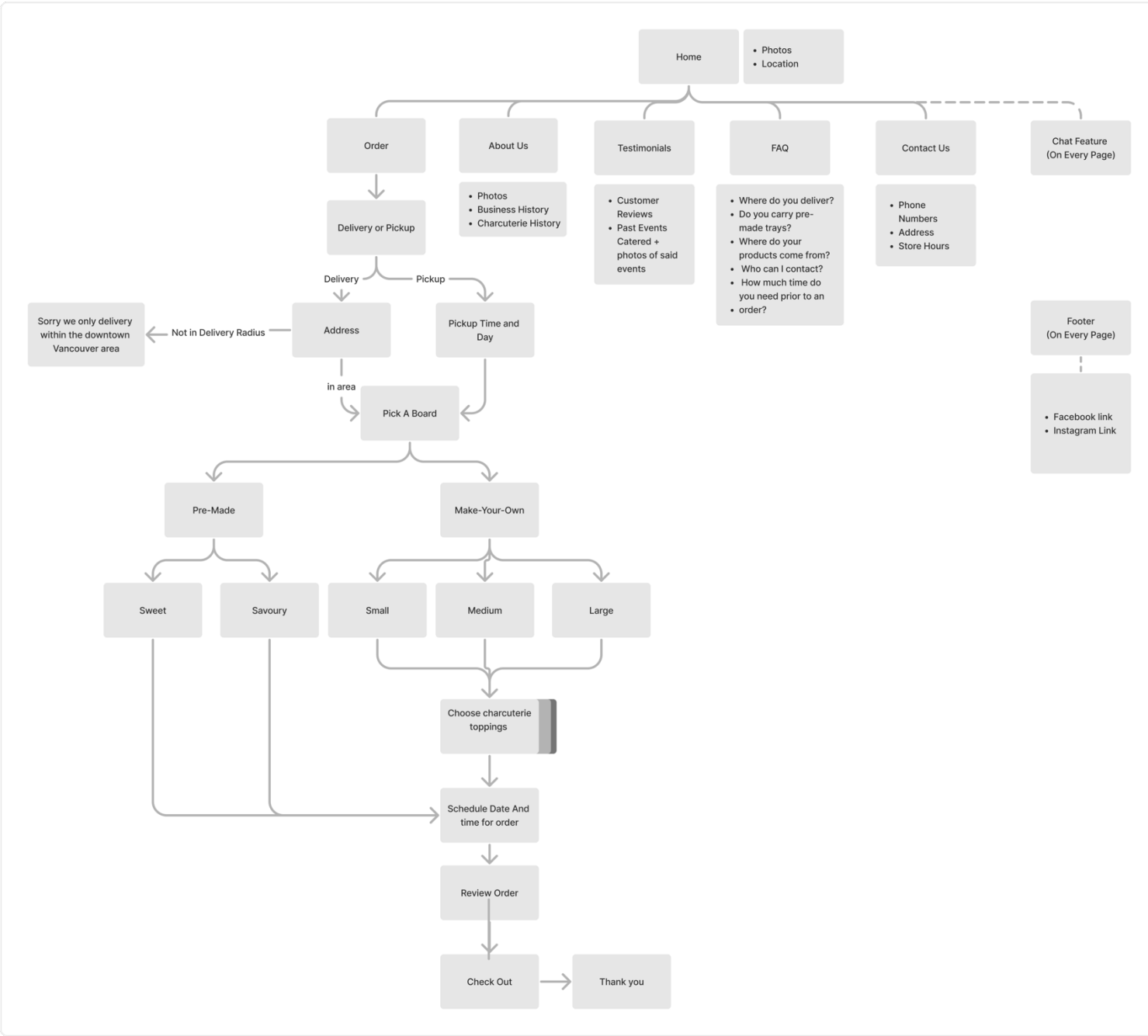
Functionality Requirements

Systems that will allow the user accomplish tasks.

“The user will be able to...”

- Customize the order
 - State Time/Date of pickup or delivery
 - Pick from menu options and indicate how much of each
- Place order
 - Contact information
 - Delivery information or Pickup time
 - Make the payment
 - Order confirmation

Section 10



A Web Page

← → ↻ <https://www.Savour&Slice.com>


 [Order](#) [About](#) [FAQ](#) [Contact Us](#) [!\[\]\(89d1e09f668245d223896beda39443bd_img.jpg\)](#) [!\[\]\(5fff40472ad10d456ceb3775edf98340_img.jpg\)](#) [!\[\]\(207d79912909f888f5f071263296f6ac_img.jpg\)](#) [Address](#)

Delicious Success


Savour&Slice is a gourmet charcuterie board company offering beautifully crafted assortments of fine meats, cheeses, and artisanal snacks. Perfect for any occasion, the boards combine quality ingredients and stunning presentation, creating a delicious experience that's both visually and flavorfully impressive.

[Order Now](#)


Savour&Slice is a fantastic choice for food lovers who enjoy crafting their own culinary experiences. With a variety of fresh, high-quality ingredients to choose from, it's easy to create a personalized board that fits any event or taste. The product is well-packaged, visually appealing, and perfect for entertaining or gifting. While it's a premium offering, the quality and customization make it a worthwhile indulgence.

 **Hellen Mayer**

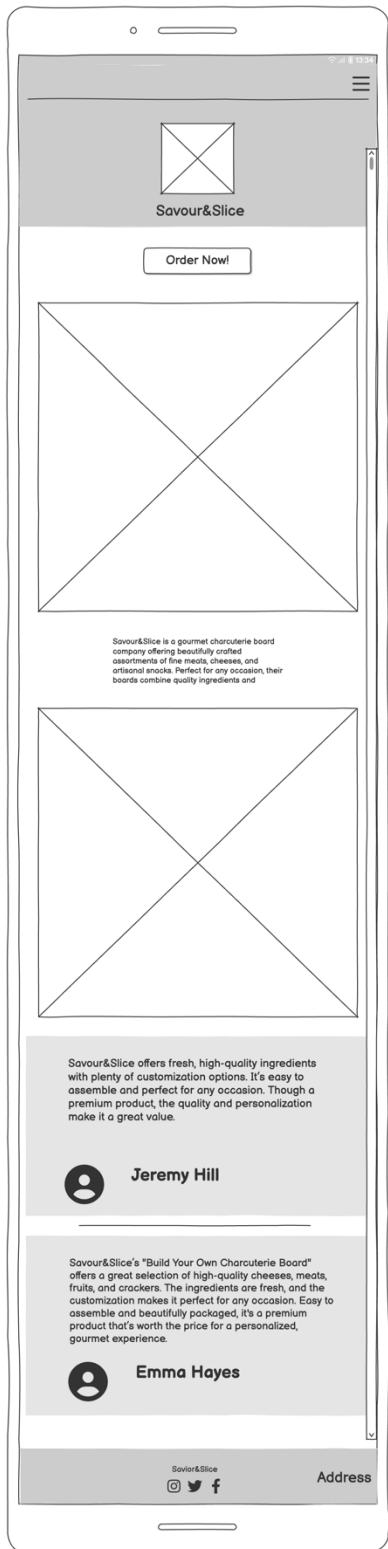
Savour&Slice offers fresh, high-quality ingredients with plenty of customization options. It's easy to assemble and perfect for any occasion. Though a premium product, the quality and personalization make it a great value.

 **Jeremy Hill**

Savour&Slice's "Build Your Own Charcuterie Board" offers a great selection of high-quality cheeses, meats, fruits, and crackers. The ingredients are fresh, and the customization makes it perfect for any occasion. Easy to assemble and beautifully packaged, it's a premium product that's worth the price for a personalized, gourmet experience.

 **Emma Hayes**

Savour&Slice [!\[\]\(f0d47e198adc0c688c8faebdc9bc003d_img.jpg\)](#) [!\[\]\(38be0354a9847e686b91de18422d82c2_img.jpg\)](#) [!\[\]\(43bb564f8e64338559c3fc8e162587a3_img.jpg\)](#)

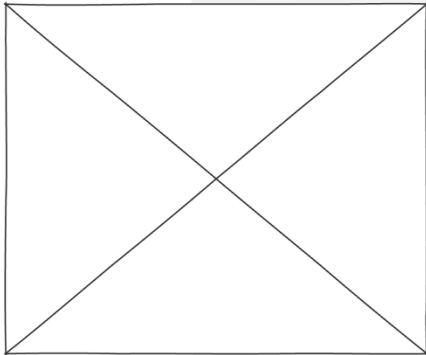


A Web Page
https://www.Savour&Slice.com

Savor&Slice [Order](#) [About](#) [FAQ](#) [Contact Us](#) [Address](#)

Pick-A-Board

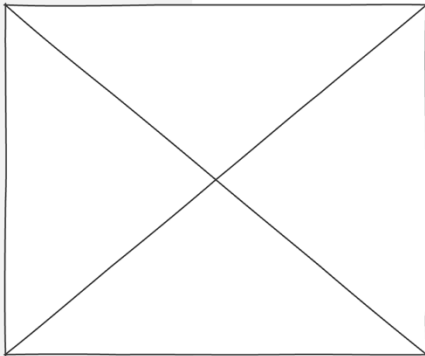
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tincidunt sagittis eros. Quisque quis euismod lorem.



Choose from any of our delicious premade charcuterie boards artfully arranged with an assortment of fine meats, cheeses, fruits, and artisanal snacks.

Pre-Made

Make your own! Choose from locally sourced ingredients that rotate regularly to create something that everyone in your group will in enjoy!



Make Your Own

Savor&Slice [Address](#)

A Web Page
 http://www.Savour&Slice.com

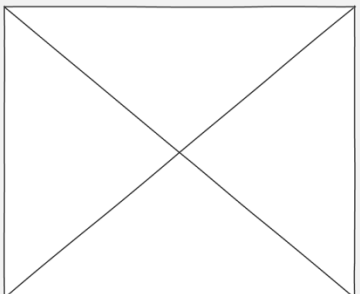
Savor&Slice
 Order About FAQ Contact Us

Address

Make-Your-Own

1. Pick the size of your board.
 2. Go Ham!

Small Medium Large

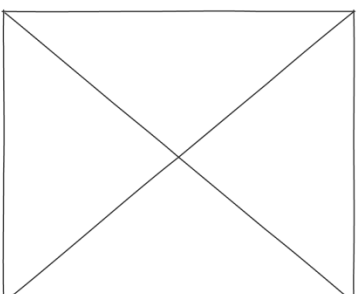


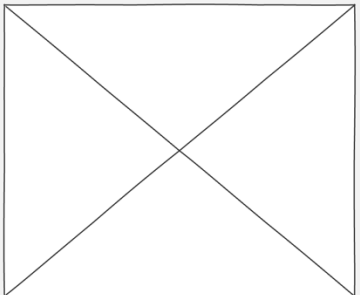
Deli

- Sausage
- Pancetta
- Soppressata
- Genoa
- Mortadella
- Bresaola
- Pancetta
- Salami
- Capocollo
- Chorizo
- Pepperoni

Cheese

- Gouda
- Cheddar
- Gruyere
- Regular Goat's Cheese
- Herb Goat's Cheese
- Asiago
- Havarti
- Brie
- Blue
- Munster
- Mascarpone





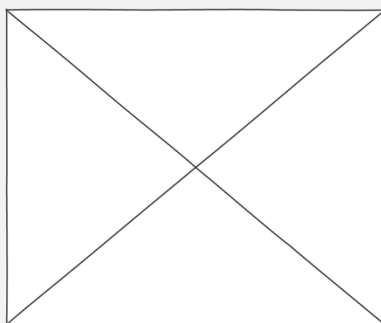
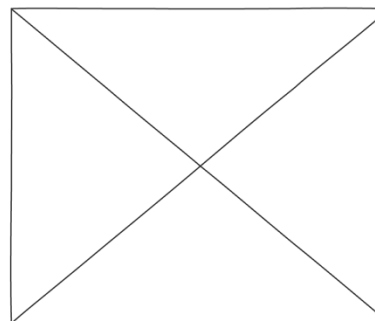
Fruits & Sweets

- Caramels
- Figs
- Pears
- Strawberries
- Dark Chocolate
- Cherries
- Cacao Nibs
- Apples
- Dried Fruits (Variety)
- Grapes

Crackers

Placeholder text for the Crackers section.

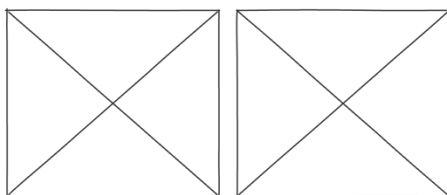
- Triscuits
- Pita Chips
- Baguette Chips
- Soft Baguette
- Ritz Crackers
- Breadsticks
- Pretzels
- Biscotti
- Artisan Crisps
- Water Crackers
- Multigrain Crackers



- Pepper Jelly
- Chutney
- Antipasto
- Assorted Jams
- Balsamic Vinegar
- Pate
- Hummus
- Marmalade
- Whipped Honey
- Regular Honey
- Salsa

Dips & Spreads

Placeholder text for the Dips & Spreads section.



Nuts

- Walnuts
- Peanuts
- Cashews
- Pistachios
- Almonds
- Macadamia

Other

- Olives
- Pickles
- Sun Dried Tomatoes
- Dill
- Rosemary
- Peppers

Placeholder text for the Nuts and Other sections.

Choose Pick-Up Date & Time

A Web Page
https://www.Savour&Slice.com

Savor&Slice
Date & Time | Cart | Shipping | Payment

Order | About | FAQ | Contact Us

Instagram | Twitter | Facebook | Address

What's The Date And Time Of Pick-Up?

//

Select a Date

May 2011

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Select Today

1:34 AM PM

CANCEL OK

Cart

Savor&Slice
Instagram | Twitter | Facebook

A Web Page

https://

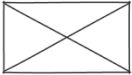





Savor&Slice

Order About FAQ Contact Us

Date & Time Cart Shipping Payment

Address

Your Cart

Item	Price	Quantity per ounce	Total
	<i>~~~~~</i>	1	
	<i>~~~~~</i>	1	
	<i>~~~~~</i>	1	

Order Notes:

Please Include If There Are Any Food Allergies

Summary :


Subtotal \$20.00

Est. Taxes \$1.40

Gift card or discount code

Total \$23.60

Savor&Slice



A Web Page

https://

Savor&Slice

Order About FAQ Contact Us

Date&Time Cart Shipping Payment

Instagram Twitter Facebook

Address

Shipping Information

< Return to Cart

Customer Information

Email

Shipping Address

First Name Last Name

Company (optional)

Address Apt. (Optional)

Country State Zip

Picking up in Store Instead? Check Here.

Summary :

Subtotal	\$20.00
Shipping	\$2.20
Est. Taxes	\$1.40

Gift card or discount code

Apply

Total	\$23.60
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Payment Method

Savor&Slice

Instagram Twitter Facebook

A Web Page

https://

Savor&Slice

Order About FAQ Contact Us

Instagram Twitter Facebook

Address




Date&Time Cart Shipping Payment

Shipping Information

[Return to Customer Information](#)

Shipping Address 12 Waldo Point Road, Mishauken, NY 11200 [Edit](#)

Shipping Method UPS Ground, \$2.20 [Edit](#)

Payment Method   

Card number

Name on card MM/YY CVV

Billing Address

Same as shipping address

Use a different billing address

Remember Me

Save my information for a faster checkout

Picking up in Store Instead? [Check Here.](#)

Summary :





Subtotal	\$20.00
Shipping	\$2.20
Est. Taxes	\$1.40
Gift card or discount code	
<input type="text"/>	<input type="button" value="Apply"/>
Total	\$23.60

Savor&Slice


Instagram Twitter Facebook

A Web Page

← → ↻ https://


 [Order](#) [About](#) [FAQ](#) [Contact Us](#)    [Address](#)

Shipping Information

 Order 131217312
Thank you, Kenny

Your order is confirmed.
We've accepted your order and we're getting it ready.

Customer Information

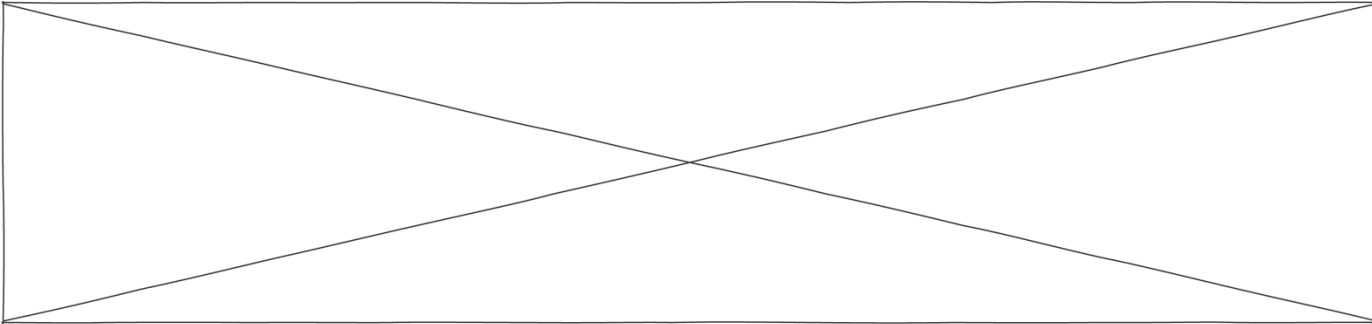
Shipping Address Kenny Bostick 12 Waldo Point Road Mishauken, NY 11200	Billing Address Kenny Bostick 12 Waldo Point Road Mishauken, NY 11200
Shipping Method UPS Ground (Estimated ship time of 3-6 days)	Payment Method  Ending in 3217 — \$23.60




Summary :

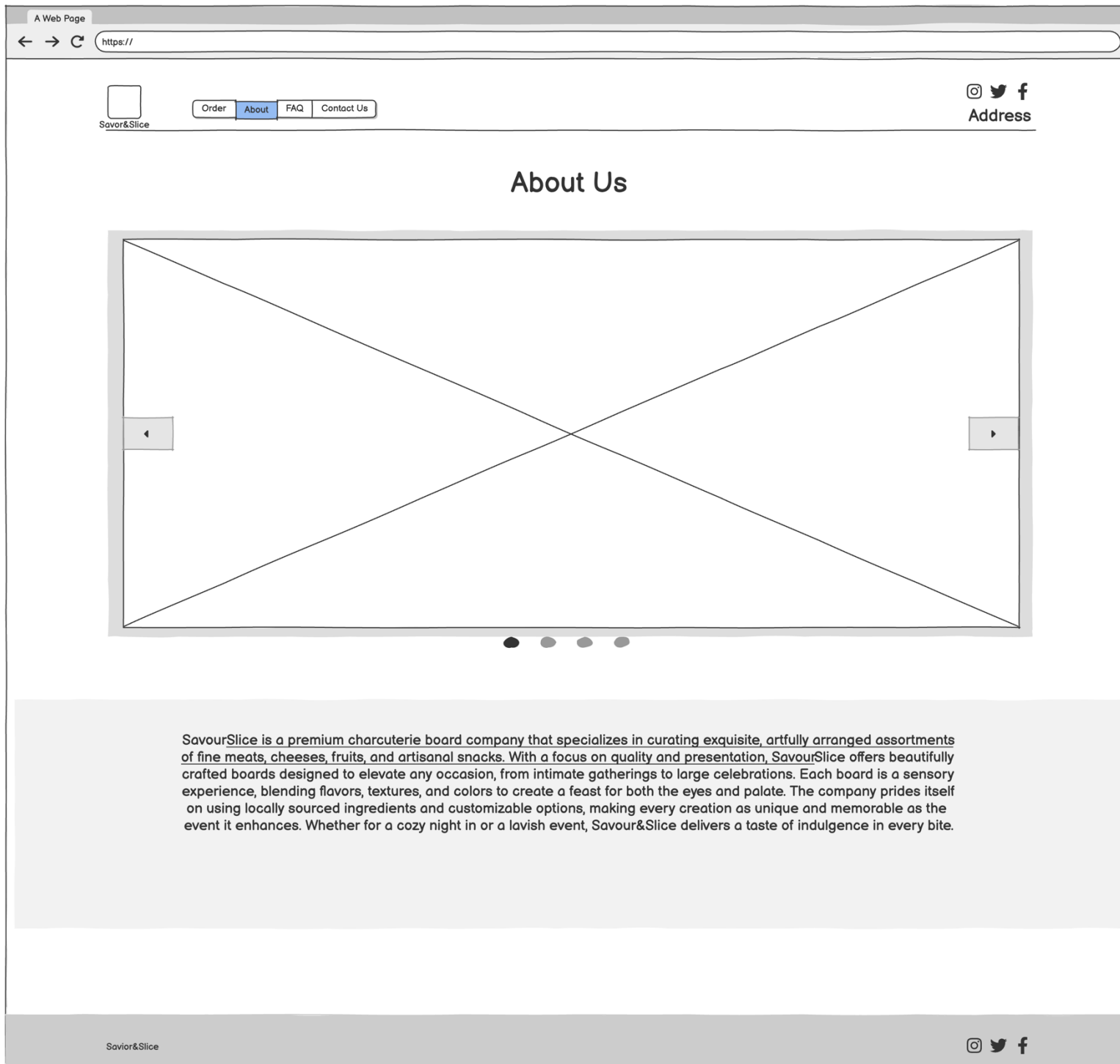
Subtotal	\$20.00
Shipping	\$2.20
Est. Taxes	\$1.40

Gift card or discount code

Total	\$23.60
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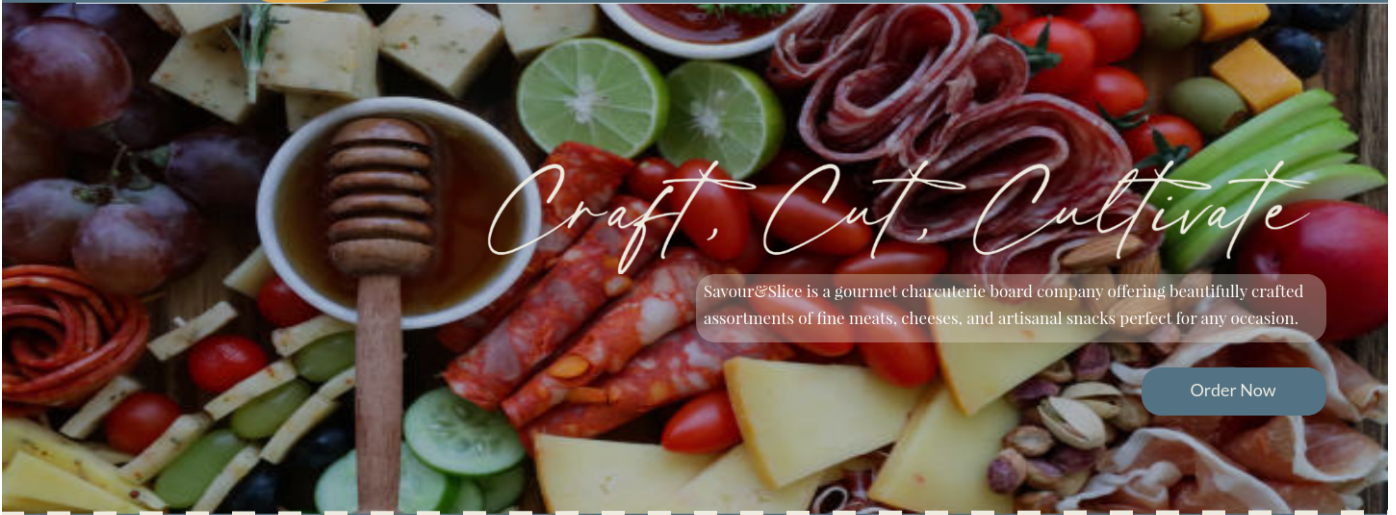


Savor&Slice   



Savour&Slice

13 screens



Craft, Cut, Cultivate

Savour&Slice is a gourmet charcuterie board company offering beautifully crafted assortments of fine meats, cheeses, and artisanal snacks perfect for any occasion.

[Order Now](#)



Hellen Mayer

The carefully curated boards are a feast for the eyes and the taste buds. The quality of the ingredients is outstanding, and the pairing guide was incredibly helpful.



Jeremy Hill

You can count on fresh, top-notch ingredients and lots of ways to make it just the way you like, whether it's for you or an event.

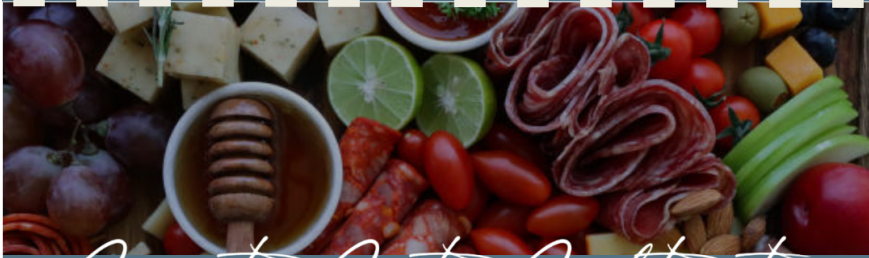


Emma Hayes

The amazing artistic presentation makes each board Instagram-worthy. Each time I come on the website, I appreciate the new and seasonal locally sourced ingredients



Savour&Slice



Craft, Cut, Cultivate

Order Now



Jeremy Hill

< You can count on fresh, top-notch ingredients and lots of ways to make it just the way you like, whether it's for you or an event. >



About Us



Savour&Slice is a premium charcuterie board company specializing in curating exquisite, artfully arranged assortments of fine meats, cheeses, fruits, and artisanal snacks. With a focus on quality and presentation, Savour&Slice offers beautifully crafted boards designed to elevate any occasion, from intimate gatherings to large celebrations. Each board is a sensory experience, blending flavours, textures, and colours to create a feast for the eyes and the palate. We pride ourselves on sourcing locally sourced ingredients and customizable options, making every creation as unique and memorable as the event it enhances. Whether for a cozy night in or a lavish company event, Savour&Slice delivers a taste of indulgence in every bite.

Pick-A-Board



Choose from any of our delicious premade charcuterie boards artfully arranged with fine meats, cheeses, fruits, and artisanal snacks.

Pre-Made

Make your own! Choose from locally sourced ingredients that rotate regularly to create something everyone in your group will enjoy!

Make-Your-Own



Pre-Made

Let us do it for you!

Caramel, Fruit and Chocolate OH MY!

Small

Medium

Large

Sweet



Savoury



Spicy, Creamy and Salty to Satisfy!

Small

Medium

Large

Choose Pick-up Date & Time

Pre-Made

Let us do it for you!

Caramel, Fruit and Chocolate OH MY!

Small

Medium

Large



Savoury



Spicy, Creamy and Salty to Satisfy!

Small

Medium

Large

Choose Pick-up Date & Time

Make-Your-Own

1. Pick the size of your board
2. Go Ham!

Small

Medium

Large



- Sausage
- Pancetta
- Genoa
- Mortadella
- Bresaola
- Salami
- Capocollo
- Chorizo
- Pepperoni
- Soppressata

Deli

Cheese

- Gouda
- Cheddar
- Gruyere
- Soft Goat Cheese
- Herb Goat Cheese
- Asiago
- Havarti
- Brie
- Blue Cheese
- Munster
- Mascarpone



- Caramels
- Figs
- Pears
- Strawberries
- Dark Chocolate
- Cherries
- Cacao Nibs
- Apples
- Dried Fruits (Variety)
- Grapes

Fruits & Sweets

Crackers

- Triscuits
- Pita Chips
- Baguette Chips
- Soft Bread
- Ritz Crackers
- Breadsticks
- Biscotti
- Artisan Crisps
- Water Crackers
- Multigrain Crackers



- Pepper Jelly
- Chutney
- Antipasto
- Assorted Jams
- Balsamic Vinegar
- Pate
- Hummus
- Marmalade
- Whipped Honey
- Liquid Honey
- Salsa

Dips & Spreads



Nuts

- Walnuts
- Peanuts
- Cashews
- Pistachios
- Almonds
- Macadamia

Other

- Olives
- Pickles
- Sun-Dried Tomatoes
- Dill
- Rosemary
- Peppers

Choose Pick-up Date & Time

Make-Your-Own

1. Pick the size of your board
2. Go Ham!

Small

Medium

Large



- Sausage
- Pancetta
- Genoa
- Mortadella
- Bresaola
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- Chorizo
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Deli

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Dips & Spreads



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- Almonds
- Macadamia

Other

- Olives
- Pickles
- Sun-Dried Tomatoes
- Dill
- Rosemary
- Peppers

Choose Pick-up Date & Time

What's The Time and Date of Pick-Up?

Sun 6 Sep	7	57	
Mon 7 Sep	8	58	
Tue 8 Sep	9	59	PM
Wed 9 Sep	10	00	AM
Thu 10 Sep	11	01	
Fri 11 Sep	12	02	
Sat 12 Sep	13	03	

Ship to Me Instead

Review Cart

Cart

[Return to Choose a Date](#)

Item	Price	
Medium Board	\$33.00	
Small Board	\$13.95	
Total		\$46.95

Summary:

Subtotal	\$46.95
Shipping	N/A
Est. Taxes	\$1.50

Discount Code

Apply

Total \$48.45

Shipping Info

Order Notes:

Please tell us if you have any allergies or preferences.



Shipping Information

[Return to Cart](#)

Customer Information

Shipping Address

Shipping Method Company Truck, \$2.50

Picking up in Store Instead? [Check Here.](#)

Summary:

Subtotal	\$46.95
Shipping	\$2.50
Est. Taxes	\$1.50

Total \$50.95

[Payment Info](#)




Savour&Slice [Home](#) [Order](#) [About](#) [FAQ](#) [Contact us](#)

Payment Info

[Return to Customer Information](#)

Shipping Address 12 Waldo Point Rd, Mishauken, NY 11200 [Edit](#)

Shipping Method Company Truck, \$2.50 [Edit](#)

Payment Method 

Card Number

Name on card MM/YY CVV

Billing Address

Same as Shipping Address

Use a Different Billing Address

Picking up in Store Instead? [Check Here.](#)

Summary:

Subtotal	\$46.95
Shipping	\$2.50
Est. Taxes	\$1.50

Discount Code [Apply](#)

Total	\$50.95
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[Checkout](#)



Thank You!



Order 123456789

Thank you, Kenny

Your order is confirmed.
We've accepted your order, and we're getting it ready.

Customer Information

Shipping Address

Kenny Bostick
12 Waldo Point Rd
Mishauken, NY 11200

Shipping Method

Company Truck Day of

Billing Address

Kenny Bostick
12 Waldo Point Rd
Mishauken, NY 11200

Payment Method

VISA Ending in 4683 - \$50.95

Summary:

Subtotal	\$46.95
Shipping	\$2.50
Est. Taxes	\$1.50

Discount Code

Apply

Total \$50.95

