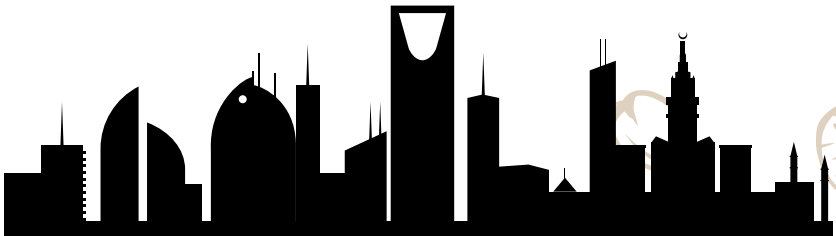
BOHO co.
COFFEE

More Than a Coffee — A Standard.

Dubai Coffee Corner & Growth Vision



WHO WE ARE

Our goal was to create a space where guests could learn about the journey before the coffee reaches the cup, respect the product, and feel safe, peaceful, and social.

Boho Co. was founded in 2022 in Istanbul by three friends — Kadirhan Çalışkan, Tarık Çakır, and Şenol Coşkun — who were deeply passionate about coffee.

Back then, we couldn't find coffee that was truly crafted with care, flavor, and knowledge. Boho Co. was born to meet this need — not only to deliver great coffee but also to let people feel the story and effort behind it.

Our goal was to create a space where guests could learn about the journey before the coffee reaches the cup, respect the product, and feel safe, peaceful, and social.

Shortly after opening, Boho Co.'s unique approach began to be imitated — and our customer base grew rapidly.
One of our proudest moments was witnessing coffee-fueled conversations turn into lasting communities.

Today, Boho Co. offers a coffee experience that blends premium products, heartfelt service, and genuine connection.
Our system may be professional, but what we make you feel is entirely sincere.

STORE INTRODUCTION

Boho Co. is located in Üsküdar, Istanbul — a district that reflects both the city's traditional charm and youthful energy.
Our space includes 35 m^2 of indoor seating and 40 m^2 of outdoor space.

The design embraces a bohemian aesthetic — cactus green, beige, and oak tones create a warm, calming atmosphere.
Wood textures, natural light layout, and soothing music elevate the coffee experience beyond the ordinary.

Guests come not just to drink coffee, but to work, catch up with friends, or simply relax.
Architecturally simple, Boho Co. is a spiritually rich environment.

BOHO CO. MENU

Boho Co.'s menu is built around two main categories: drinks and food.

DRİNKS

Beverages are one of the areas our brand approaches with the utmost care and passion. From the choice of beans to our brewing methods, every step is crafted with precision to offer top-tier quality.

We do not use automatic filter machines — all brews are prepared manually using V60, Chemex, or French Press to bring out maximum aroma, body, and acidity.

Signature drinks include:
- Iced Latte
- Iced Americano
- Lavender Iced Matcha Latte
- Caffè Latte
- Espresso

Special house creations like **Boho Shake** and **Boho Cloud** are exclusive to Boho Co.
Our **Cold Brew**, with a 18-hour extraction process, is the highlight of our summer menu.

FOOD

We carefully select recipes that pair best with coffee:
- Homemade Magnolia
- Cheesecake
- Fresh daily sandwiches

All freshly made, with attention to detail in both flavor and presentation.

BRAND IDENTITY & VISUAL LANGUAGE

COLOR PALETTE

Oak Wood

Cream

Beige

Cactus Green

Accent

A soft yet bold visual identity.

TYPOGRAPHY

Rounded, simple yet sophisticated fonts that reflect the same feel across both digital and physical platforms.

LOGO USAGE

BOHO CO.
COFFEE

A minimalist but striking logo — light on white backgrounds, bold contrast on dark backgrounds.

PACKAGING

Signature patterns and natural-toned labels on cups, coffee bags, and dessert boxes.

STORE AESTHETIC

Natural materials, greenery, textured surfaces, and warm minimalist lighting.

SOCIAL MEDIA STYLE

Consistent color filters, cozy content, visually curated stories that focus on product and storytelling.

BOHO CO. DUBAI VISION – SUSTAİNABLE GROWTH JOURNEY

Boho Co. is expanding not by multiplying stores, but through a controlled, phased, and sustainable strategy.

Hotel Coffee Corners

It starts with coffee corners located inside hotels in Dubai. These corners not only offer barista-quality coffee to hotel guests but also serve as a prestigious showcase for promoting the brand.

Roasting & Packing Hub

A Dubai-based roasting and packaging facility will be established. This facility will supply coffee to both hotels and future Boho Co. branches.

Iconic Flagship Store

To open an **iconic Boho Co. store** that will represent the brand in Dubai. This store will be a highly visible coffee spot on social media and a location that becomes synonymous with the city.

Boho Co. Academy

In the background, a **Boho Co. Academy** will be established to provide barista training and uphold brand standards. This academy will train internal staff and prepare teams for future franchise opportunities.

Franchise Expansion

Finally, once the system is fully established, a scalable business model will be offered to investors through franchising. This will ensure that Boho Co.'s quality can be maintained consistently at every location.

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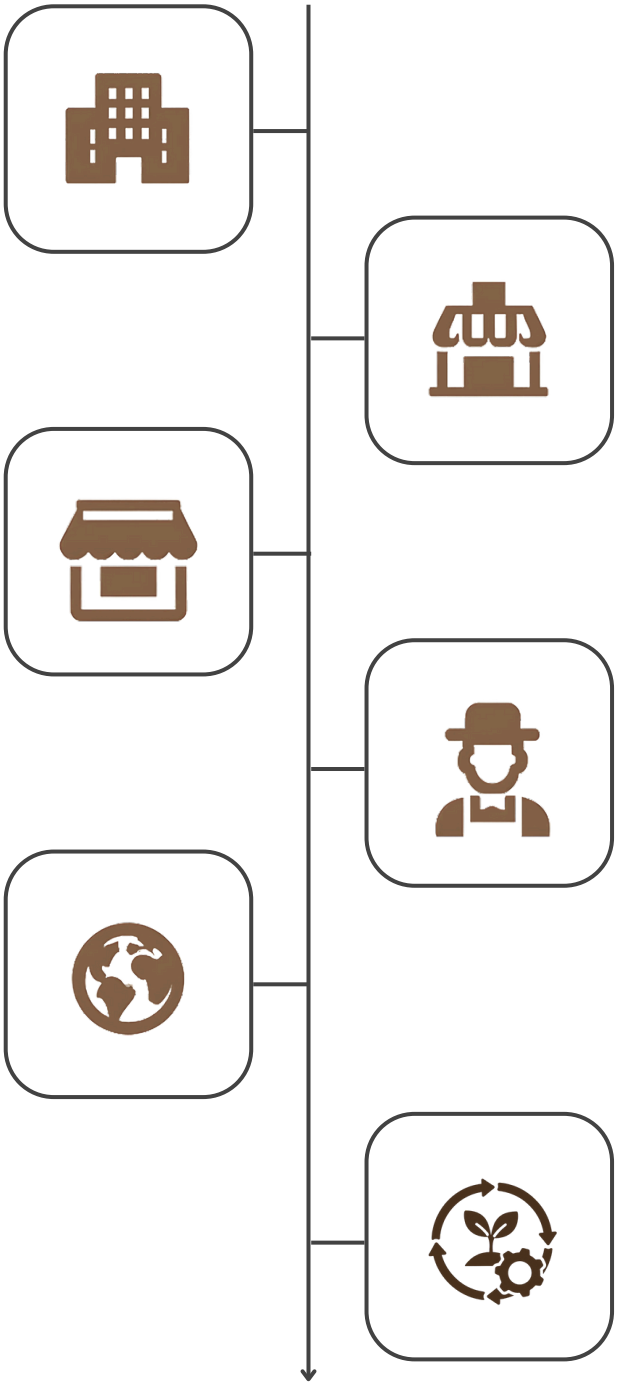


01

HOTEL COFFEE CORNERS

02

ROASTING & PACKING HUB

03

ICONIC FLAGSHIP STORE

04

BOHO CO. ACADEMY

05

FRANCHISE EXPANSION

06

SELF-SUSTAINING SYSTEM

PERFORMANCE & FEEDBACK DATA

~6,300 Monthly Visitors

(Avg. 212 people per day × 30 days)
Strong and loyal customer traffic with new guests arriving daily.

Google Reviews

Average rating: 4.7 / 5 — based on 219 reviews

Frequently mentioned:
"Top quality products"
"Beautiful atmosphere"
"Friendly staff"

Trendyol Go (Delivery App)

Rating: 4.7 / 5 – 200+ user reviews

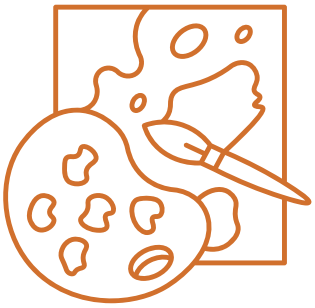
EVENTS & COLLABORATIONS

01

Workshops & Tasting Days

Occasional events where guests experience the bean's journey and deepen their coffee knowledge.

02



Local Artist Collaborations

From time to time, works by local artists are exhibited on the walls of Boho Co. These projects, which turn the space into a gallery, help us build a deeper connection with our community.

03

Micro-Communities & Social Atmosphere

The friendship groups that have naturally formed over time within the space reflect the success of creating an atmosphere where individuals can come alone and still feel comfortable socializing.

BOHO CO.
COFFEE

FUTURE PLANS & VISION

By bringing quality coffee into hotels, we are taking our brand's first step in a visible and prestigious setting.

We are establishing the infrastructure to roast our own coffee and supply the corners consistently.

Concept stores will be opened in unique locations that will spark conversation on social media and become synonymous with the city.

We will establish a training center for barista education and operational standardization to train our own staff.

Once the system is running smoothly, we will offer franchise opportunities to investors that adhere to our brand standards.

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