








169 SAINT-PAUL, MONTREAL QC, H2Y 1Z5

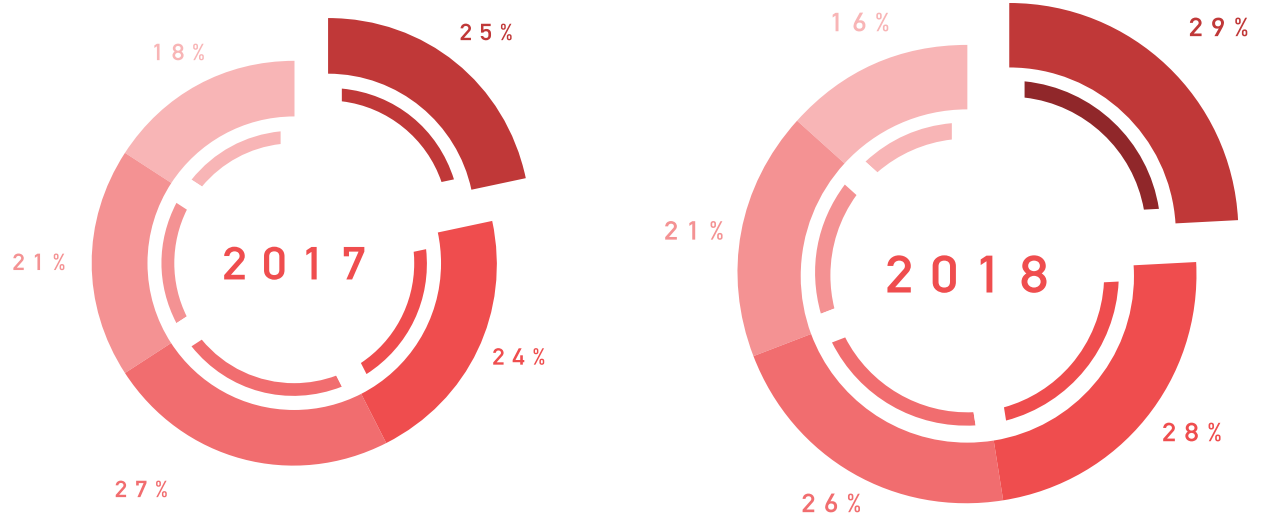
22
P L A C E S

-  18 RESTAURANTS / BARS
-  4 CAFES
-  1 CAFE / TAPAS FUSION

AGES

-  18-24
-  25-34
-  35-49
-  50-64
-  65-79

CONSUMPTION OF ESPRESSO BASED BEVERAGES YESTERDAY¹



CONCLUSION

THE OLD PORT OF MONTREAL IS ONE OF THE MOST HISTORIC, CULTURALLY RICH AND HIGHLY TRAFFICKED AREAS WITH AN ESTIMATED 5.7MILLION VISITS IN 2018.

CAFE OLE'S PRE-PROPOSED LOCATION (AS SEEN IN THE IMAGE ABOVE) IS SITUATED IN AN ALREADY ESTABLISHED MARKET THUS CONFIRMING THE DEMAND FOR CAFES AND RESTAURANTS IN

THE AREA. FURTHERMORE, CAFE OLE WOULD SIGNIFICANTLY UNDERCUT PRICES FROM THE PRE-EXISTING BUSINESSES IN THE AREA WHICH COULD POTENTIALLY REDIRECT CUSTOMERS TO CAFE OLE.

LASTY, FROM 2017 TO 2018 WE CAN SEE A NOTABLE INCREASE IN CONSUMPTION IN THE 18-24 AGE RANGE. THE NEAREST METRO IS 500 METERS AWAY, THUS MAKING

IT A PRIME LOCATION THAT IS AFFORDABLE FOR UNIVERSITY STUDENTS TO REACH AND HANG-OUT WITH FRIENDS.

