



VENDOR PROPOSAL

Born from a love of beautiful
design and balanced living,
Hayati offers a modern
matcha and coffee
experience along with a
space where taste, wellness,
and aesthetics align.

Hayati

matcha & coffee



EXECUTIVE SUMMARY

Hayati is a luxury matcha bar concept designed to bring the artistry, wellness, and ritual of matcha to Melrose Arch.

The brand began as a mobile coffee and matcha cart, catering to private events and markets across Johannesburg. Due to growing demand and a loyal following drawn to its aesthetic appeal and premium quality, Hayati is now evolving into a permanent destination. We aim to be a refined matcha bar where the experience extends beyond the cup.

Our menu centres around premium warm and iced matcha lattes, complemented by a selection of speciality coffee and seasonal mocktails. To complete the experience, guests can enjoy a curated menu of wholesome quick bites and snacks that align with a modern, health-conscious lifestyle.

Hayati blends elegance and simplicity in order to create a calm, refined space where quality, aesthetics, and experience meet.

**HAYATI IS MORE THAN A BEVERAGE
STOP , IT'S A DESTINATION FOR
MINDFUL INDULGENCE AND
ELEVATED TASTE.**



MARKET OPPORTUNITY

Matcha is experiencing a global and regional surge in popularity, driven by health-conscious consumers and a rising demand for premium wellness beverages. South Africa is no exception to this trend:

- The South African matcha market is projected to grow from USD 340 million in 2025 to USD 790 million by 2031, representing an impressive 14.8 % CAGR ([Mobility Foresights, 2025](#)).
- Across the Middle East & Africa region, more than 25 % of health-food outlets now feature matcha-based products, with the category forecasted to grow at a 2.5 % CAGR through 2034 ([Global Growth Insights, 2025](#)).
- Locally, leading café chains such as Vida e Caffè and Bootlegger Coffee Company have incorporated matcha into their menus, signalling its entry into the mainstream South African market ([Daily Investor, 2025](#)).
- According to Business Report (2025), the drink's "vibrant green colour and wellness benefits make it a natural fit for the curated, clean, and health-conscious lifestyles that many South Africans now aspire to."

For a lifestyle-oriented precinct like Melrose Arch, where design, wellness, and luxury converge, a dedicated matcha bar fills a clear gap in the current retail mix by offering an experience that's both aspirational and shareable.

TARGET CUSTOMER

Hayati's target market aligns seamlessly with Melrose Arch's existing demographic:

- **Urban Professionals & Shoppers:** The precinct attracts a premium audience of professionals and visitors who value quality, convenience, and aesthetics. Hayati's offerings cater to those who view a beverage as an experience, not just a refreshment.
- **Health & Wellness Enthusiasts:** Matcha appeals to individuals seeking natural energy, antioxidants, and mindfulness in their consumption habits which is a growing segment among Melrose Arch's fitness- and wellness-focused community.
- **Trend-Conscious & Social Media-Active Guests:** Millennials and Gen Z consumers are drawn to matcha's visual appeal. The drink's distinctive colour, presentation, and photogenic quality, along with the store and brand aesthetics naturally encourage social sharing thereby organically amplifying visibility for both Hayati and Melrose Arch.
- **Coffee Lovers Seeking Variety:** With speciality coffee as a secondary focus, Hayati also attracts the everyday coffee drinker eager to explore something new without compromising on quality or flavour.

WHY HAYATI FITS

Hayati offers an elevated, design-driven matcha experience that complements the Melrose Arch environment. It is sophisticated, experiential, and visually captivating. Our success as a mobile concept demonstrates proven customer interest, while our focus on premium matcha and mindful indulgence aligns with global trends and the preferences of Melrose Arch's discerning clientele.

A Hayati matcha bar at Melrose Arch would not only meet an emerging market demand but also enhance the precinct's appeal as a destination for modern, lifestyle-oriented consumers.

Proposed Menu

MATCHA COLLECTION (STAR OF THE MENU)

- **Ceremonial Matcha Latte (Hot/Iced)** – Traditional whisked matcha with velvety milk of choice.
- **Vanilla Bean Matcha Latte** – Soft notes of vanilla enhancing the earthy matcha flavour.
- **Honey Oat Matcha** – Lightly sweetened with organic honey and paired with oat milk.
- **Coconut Cloud Matcha** – Iced matcha with coconut cream foam for tropical smoothness.
- **Seasonal Matcha Special** – Rotating limited-edition flavours (e.g. rose, pistachio, strawberry, mango or peppermint during festive months).

SPECIALTY COFFEE SELECTION

- **Espresso**
- **Americano**
- **Cappuccino**
- **Flat White**
- **Hot & Iced Flavoured Lattes**
- **House special:** Matcha-Coffee Fusion Latte – a balanced blend of espresso and matcha.

SEASONAL MOCKTAILS

- **Cucumber & Lime Refresher** – Matcha-free, cooling and lightly sweetened.
- **Yuzu Spritz** – Sparkling citrus mocktail with subtle floral notes.
- **Golden Glow Elixir** – Turmeric, honey, and ginger tonic with a wellness twist.

CURATED QUICK BITES

- **Hand-rolled Date Balls** – Natural energy bites with cocoa, almond, and sea salt.
- **Protein Bars** – Clean, plant-based bars made from nuts, seeds, and oats.
- **Matcha Bliss Bites** – White chocolate and matcha-coated almonds.
- **Mini Chia Pudding Cups** – Rotating flavours like vanilla bean or berry compote.
- **Gluten-Free Muffins & Cookies** – Small-batch baked treats to pair with drinks.



This menu represents the initial concept and direction for Hayati's offering. Items, flavours, and product availability are subject to refinement and change based on sourcing, customer response, and seasonality.



CURRENT WORK



STORE LOOK & FEEL



879268

273C2C

F7F3E3

EF959D



THANK YOU

Thank you for considering Hayati's proposal.
We would be honoured to contribute to the
Melrose Arch experience and welcome the
opportunity to discuss this concept further.

CONTACT US

Sohail Dasoo - Director
sohail@partyalacarte.co.za
+27 83 267 9279