

# ***THE BUTTER BOOK***

New Business Opportunity Investor  
Presentation



**The Butter  
Book Project**

Reginald Edwards, Founder & CEO

August 2025

Designed in partnership with axom LLC



*A new kind of cafe, where French Pastry  
meets Memphis culture!!!*



# ***THE BUTTER BOOK LAYERS OF OUR VISION***

## **Why we are here**

- 1st Layer-Who's Reggie
- 2nd Layer-Why We Are Here
- 3rd Layer-The Vision-Mid Town
- 4th Layer- The Ask/Investment Outcomes

## **Our Slogan**

"Elevating Every Layer"







***Kouign-amann***



# REGINALD'S PASTRY STORY



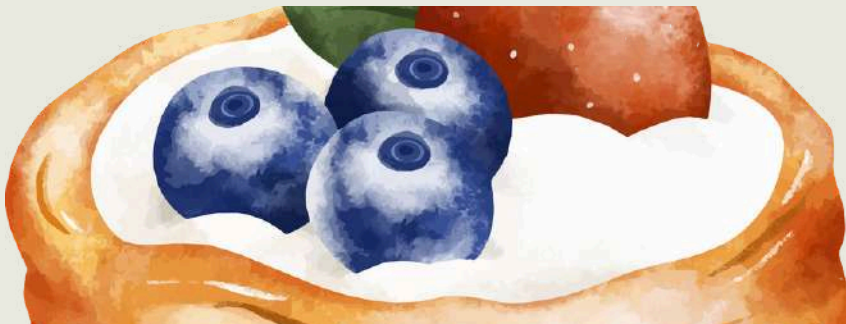


# REGINALD'S PASTRY STORY



# WHY ARE WE HERE?

We have identified a unique business opportunity in the Heart of the Mid-South. The Butter Book is prepared to capitalize on a revolutionary approach to the cafe culture in Memphis.



Feature	The Butter Book	Typical Memphis Cafe/Bakery/The Difierentiator
Product Quality	<ul style="list-style-type: none"><li>• Fresh baked pastries in-house daily</li><li>• Internationally trained pastry chef/staff</li></ul>	<ul style="list-style-type: none"><li>• Factory-made pastries or simplified recipes</li><li>• Poor Coffee Bean Quality</li><li>• Focus quality, speed and the experience</li></ul>
Atmosphere & Design	<ul style="list-style-type: none"><li>• Artistically/functionally designed interior</li><li>• World-class cafés</li></ul>	<ul style="list-style-type: none"><li>• Functional but rarely experiential</li><li>• Drive throughs</li></ul>
Brand Experience	<ul style="list-style-type: none"><li>• A lifestyle-driven café combining food, culture, and design</li></ul>	<ul style="list-style-type: none"><li>• Focused solely on “mediocre’ food &amp; coffee</li><li>• Frozen Products</li></ul>
Mid-Town Location	<ul style="list-style-type: none"><li>• Midtown Memphis — Dense, walkable, bikes, parks, creative.</li></ul>	<ul style="list-style-type: none"><li>• Primarily suburban or downtown-focused</li></ul>
Vision	<ul style="list-style-type: none"><li>• Creating a third space where people want to linger and define a new culture</li></ul>	No Innovation/Evolution Just Another Coffee Shop Nothing Fresh/Memorable

# BY THE #'S

US Bread & Bakery  
\$68.7B-\$86.9B 2029

\$300M  
*Daily spend-  
Related Products*

US Coffee Market  
\$90.9B-\$150B 2034

38%  
*Of coffee  
purchased on the  
go*

3 Cups Daily

67% Drink Coffee  
*Surpassing any  
other beverage*

Sources:  
National Coffee  
Association  
IBIS World

TN Coffee Shops  
*1.5% US GDP 20<sup>th</sup>  
US*

TAM \$120M Memphis  
*11% TN Revenue  
1.3% AGR\*\*\**

\*\*\*This  
represents:  
Market Stale  
Needs  
Innnovative  
Concepts

Coffee isn't a drink **"Its a  
Habit. It is a cultural,  
economic, and daily life  
essential."**





# PRIMED FOR MID-TOWN

- Average age of ~34 (perfect demographic for spending on coffee-adjacent products)
- 87% of the Mid-Town grounded young professionals
- By focusing on Mid-town
- BB Is All-Encompassing
- Boast outstanding coffee and pastry shop experience.







# MEET THE TEAM



## Reginald Edwards

### *Visionary*

Reginald G. Edwards, a proud Memphis native and former Central High School Warrior quarterback, is the visionary behind The Butter Book, where he blends over 20 years of corporate leadership with a lifelong passion for the culinary arts. After graduating from Central High School, Reggie earned his B.S. in Speech Communication and Marketing from Southern Illinois University, launching a successful career in business development with industry leaders such as AT&T Wireless, Newcourt Capital, DDB Canada, and Microsoft.

Reggie later pursued his culinary passion, graduating from the Pacific Institute of Culinary Arts in Vancouver, BC. Inspired by extensive travel and deep immersion in North America's top bakeries, he founded The Butter Book, a project dedicated to redefining Memphis' café culture by introducing French-inspired pastry and an elevated culinary experience. A natural relationship strategist, brand developer, and leader, Reggie combines corporate expertise with creative vision to position The Butter Book as a profitable, scalable venture with a lasting cultural and economic impact on the Memphis community.



## Sylvette Sawyers

### *Strategy Consultant*

Sylvette is a dynamic HR Executive and proven leader with a track record of shaping and executing talent strategies that drive business success. She has led high-performing teams across Fortune 500 companies, fast-growth startups, and entrepreneurial ventures, while also serving as a trusted consultant and advisor to small business owners.

Over the last two years, Sylvette has focused her expertise on consulting and advising small business owners on business strategy—helping them build the foundations required to scale with confidence and sustainability.

Recognized for her strategic vision, operational rigor, and ability to deliver exceptional results, Sylvette consistently aligns talent strategy with business objectives to unlock growth and competitive advantage. Her reputation as a trusted



## Iain Feeney

### *Technology Consultant*

Iain Feeney is a dynamic entrepreneur, consultant, and MBA candidate with expertise in business development, branding, and digital transformation. As the founder of Axom LLC, Iain has partnered with organizations across diverse industries to deliver innovative solutions in web development, policy design, marketing strategy, and operational efficiency.

With a strong foundation in political science and a passion for strategic problem-solving, Iain has successfully led over 40 projects since relocating to Memphis, building brands, optimizing business processes, and driving measurable growth. Drawing on experience across real estate investment, digital marketing, and emerging technologies, he combines analytical insight with creative execution to help businesses scale and compete in evolving markets.



## Mark Stuart

### *Brand Strategy Consultant*

Senior professional with 20 years of consulting and corporate experience driving strategic transformation through systems implementation, business integration, performance management, and process optimization. Skilled at streamlining Finance & Administration operations across diverse industries, including Healthcare, Financial Services, Software, and Retail.

Recognized for exceptional executive engagement, cross-functional collaboration, and strategic relationship management. Adept at navigating complexity, managing change, and delivering measurable business impact.

# MEET THE TEAM (CONT'D.)



*Daniela & Alexei Bucos*

*Artisan Bakers & Advisors*

Alexei and Daniela Bucos are the husband-and-wife team behind Celine Patisserie, a standout neighborhood bakery that was located in Seattle's Phinney Ridge. Originally from Moldova and Italy, the couple brings a unique global perspective and deep passion for artisanal baking to their craft. Their journey from Dubai to San Francisco to Seattle, and Vancouver, BC, has been guided by a shared dream of creating warm, community-driven spaces centered around exceptional pastries.

Daniela is a classically trained pastry chef, having mastered her skills at the San Francisco Baking Institute, while Alexei brings an entrepreneurial spirit and strong operational instincts. Together, they created a vibrant, welcoming bakery where croissants, galettes, tarts, and jewel-toned macarons shine as both daily staples and special treats.

As trusted advisors to The Butter Book, Alexei and Daniela have already contributed significantly to the concept's development. More importantly, they will play a hands-on role in helping bring The Butter Book online, ensuring the business can produce the right products at the right quality and volume. Their expertise will be critical in establishing consistent production systems, efficient workflows, and timely output to meet market demand and optimize supply.

Their continued involvement provides The Butter Book with a proven foundation of technical knowledge, mentorship, and real-world experience—key ingredients for a successful launch and sustainable growth.

Their involvement adds depth, authenticity, and proven knowledge to The Butter Book's mission to bring refined, heartfelt pastry culture to Midtown Memphis.

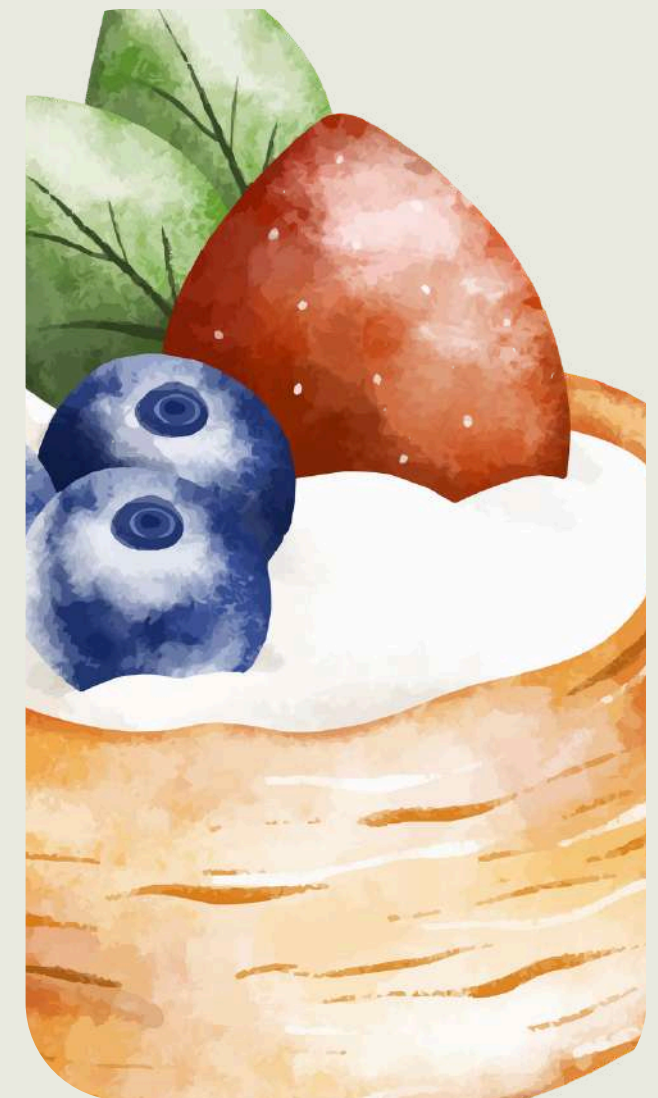


*Rhett Douglas*

*Entrepreneurship Senior Management Consultant*

Rhett Douglas is a former restaurant and gelato shop owner and operator, and previously worked in the building automation, advertising, and aftermarket autoparts distribution industries as a salesman. He received his MBA from Christian Brothers University with a focus on Sales & Marketing.

Rhett now works for Communities Unlimited's Entrepreneurship Team as a senior management consultant leading the Mississippi, Alabama, & Tennessee team in assisting small business owners with finance, operation, and marketing challenges and opportunities to help them reach their goals of entrepreneurship.





# THE ASK

## \$250,000

- \$200,000 - Acquisition Cost
- \$50,000 - Operating Costs

## Capital Stack Options:

- Equity Options (49%)
- Promissory Note
- Crowdfunding

## Unique Opportunity

- Solid Asset
  - Established Customer Base
  - Existing Revenue
  - Infrastructure in Place

***Our program is expected to increase revenues by 40%-60% within 24 months.***



**PROFIT**

# KEY MILESTONES

Q4/2025

Q1/2025

Q4/2026

Q1/2026

Q2/2027

Phase 1

*Investment*

- To secure \$250,000 prior to our acquisition.

Phase 1

- Acquire the business
- Optimized performance
- Improve Operational efficiency
- Small Batch Baking

Phase 2

*Rebrand*

- Brand design/digital
- Infrastructure overhaul

Phase 2

*Architecture*

Bring in Waissbluth from Vancouver, BC to create a revolutionary space.

Phase 2

*Iterate*

- Wholesale pastry kitchen
- Process replication
- Iterate and return investments



# ***QUESTIONS AND IMPACT***

We know why we are doing this, where we are heading, and how to capitalize on investments, and return value to key stakeholders.







# ***Bringing A Differentiated Coffee & Pastry Experience to Memphis***





# *Thank you.*



**The Butter  
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Reginald Edwards, CEO