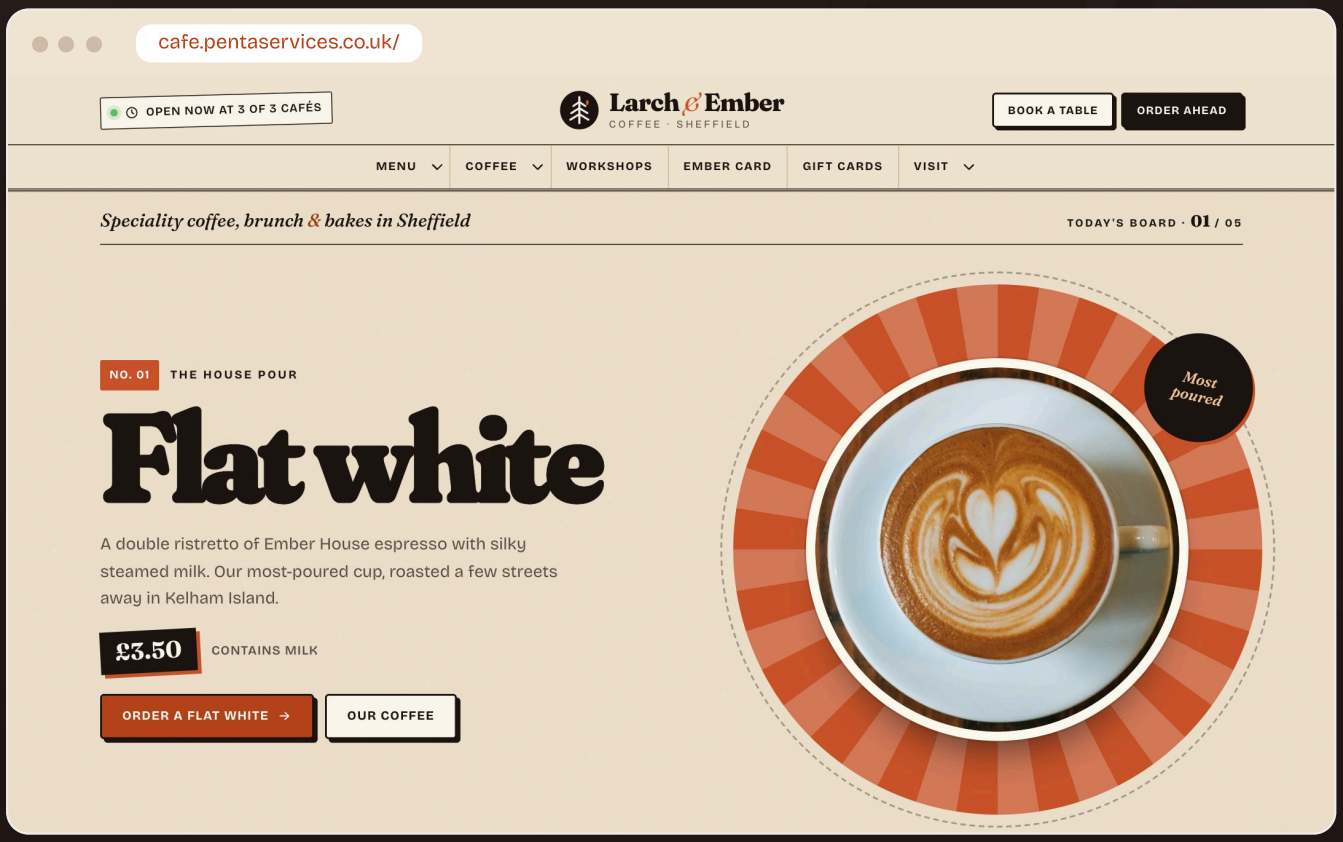
penta SERVICES

November 2026

WEBSITE GUIDE FOR CAFÉS AND COFFEE SHOPS

A café website that *fills tables and pickup shelves*

Ready-made, fast and built to be found on Google and AI assistants. A poster-style menu-board slider, a menu you can filter by the 14 allergens, order ahead for collection, table booking, a coffee explorer with brew timer, a loyalty stamp card, workshop booking and gift cards included. We adapt it to your café, host it and keep it updated.



Ready Site · Business Website package

Live preview: cafe.pentaservices.co.uk

CONTENTS

What's *in this guide*

1 · At a glance 3

2 · The homepage, section by section 4

3 · Hero slider and menu 5

4 · Allergens and Natasha's Law 6

5 · Order ahead (click & collect) 7

6 · Table booking 8

7 · Coffee explorer and brew calculator 9

8 · Loyalty stamp card 10

9 · Workshops and gift cards 11

10 · Locations and café pages 12

11 · Story, FAQ, journal and contact 13

12 · Interactive features 14

13 · Designed for the phone 15

14 · Your brand, Google and AI search 16

15 · All included and price 17

16 · How we start and next steps 18–19

TRY THE LIVE DEMO

cafe.pentaservices.co.uk

Larch & Ember is a fictional café group in Sheffield. Every name, address, price, coffee lot, rating and review in the demo is a sample that we replace with your own. The allergen facts shown (the 14 allergens and Natasha's Law labelling) were checked in November 2026.

1 · AT A GLANCE

Built for how people *choose a café*

People look up a café on their phone minutes before they go: is it open, what's on the menu, can I eat here with my allergy, can I skip the queue or book a table? This website answers all of that in a few taps, and turns the visit into an order, a booking or a returning regular.

What guests check first

- Is it open right now, and where exactly is it?
- What's on the menu, and what does it cost?
- Can I eat here safely with my allergy or diet?
- Can I order ahead or book a table?
- Reviews, photos and what makes the coffee special

What the website gives them

- Live open or closed status for every café, everywhere on the site
- A menu filtered by diet and the 14 allergens, with full ingredients
- Order ahead with pickup slots, and table booking with a calendar file
- A coffee explorer, a brew calculator and a stamp card
- Workshop booking and a gift card designer

22
pages, plus a sitemap, robots.txt and llms.txt

34
menu items with allergens, diets and full ingredients

10
interactive tools, from allergen filter to gift cards

86
automated checks run on every tool before launch

Who it's for

Independent cafés · Speciality coffee shops · Coffee roasters with a café · Brunch and breakfast spots · Small café groups with 2–5 sites · Bakery cafés · Espresso bars and kiosks · Community and garden cafés

The homepage, *section by section*

A poster and menu-board design on warm paper, in roast brown, ember orange and chalkboard green, with order ahead and booking one tap away on every screen.



1. **Poster slider, one product per slide**
   Five slides (flat white, cardamom bun, smashed avocado, matcha, filter of the week), each with the name in huge type, a die-cut product photo on a colour sunburst, price, allergens and two buttons. A 'Next up' button previews the next product.

2. **On the bar this week**
   A moving ribbon of this week's coffees with process and tasting notes.

3. **Café board and three ways in**
   A chalkboard listing each café with live open status, next to order ahead, book a table or walk in.

4. **Menu cards you scroll sideways**
   A horizontal row of menu cards with die-cut photos, prices, diet badges and allergen codes, with tabs for popular, brunch, bakes and coffee.

5. **The roastery**
   A dark band with the roaster, your sourcing promise and four coffee cards with flavour bars.

6. **Stamp card, workshops, cafés**
   A stamp card teaser, the next three workshops as tickets, and the three cafés with live status and facilities.

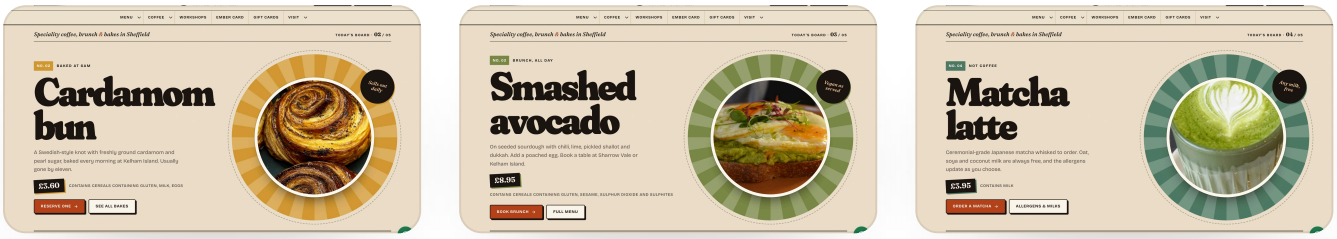
7. **Figures, reviews, gifts, journal**
   Count-up figures, a review carousel, gift cards, three journal articles and a closing call to action.

WHY IT WORKS

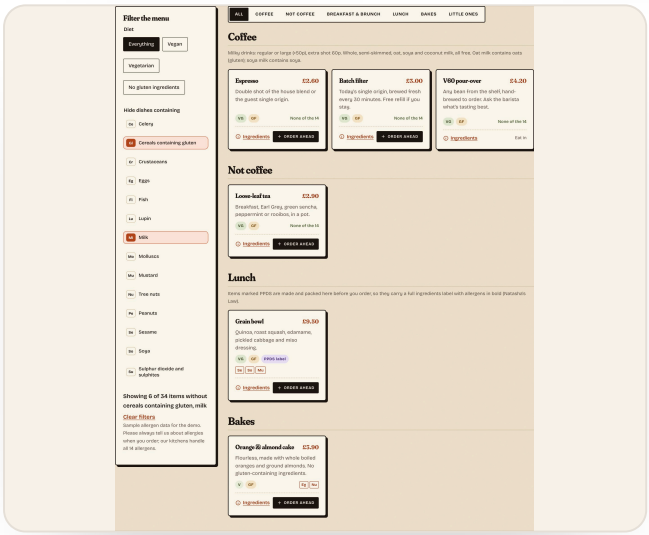
A café is chosen on feeling and convenience. The homepage leads with photography and atmosphere, then answers the practical questions (open now, menu, allergens, queue) before the visitor has to look for them.

A slider that sets the mood, *a menu that answers questions*

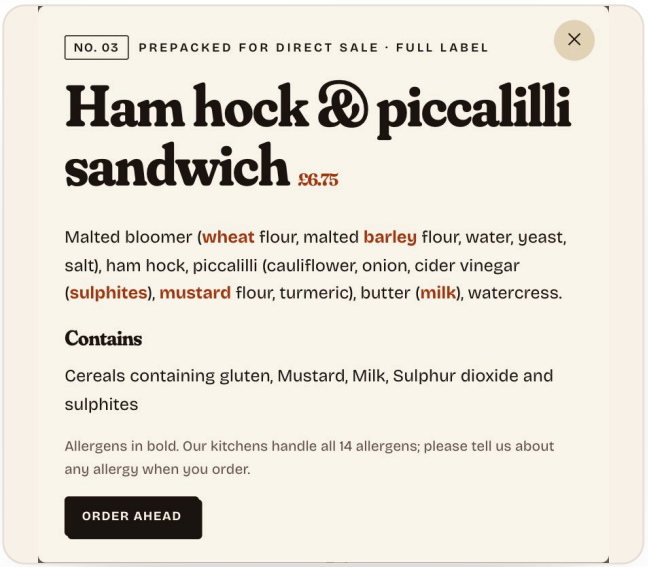
Each slide puts one drink or dish on the poster, with a slowly turning sunburst, a 'Next up' preview, pause, swipe and keyboard control. Reduced motion is respected. The menu page lists every dish and drink with price, diet and allergens.



Cardamom bun, smashed avocado and matcha slides. Slide 1 (flat white) is on the cover of this guide.



Menu with milk and gluten hidden: only the dishes without them stay.



Full ingredients with allergens in bold, as on a PPDS label.

1 Diet and allergen filters
Vegan, vegetarian or no gluten ingredients, plus a switch for each of the 14 allergens. The count updates as you go.

2 Answer-first summary
Key prices and the allergen promise in two sentences Google and AI assistants can quote.

3 Ingredients on tap
Every item opens its full ingredients list, with allergens in bold and a note on alternative milks.

4 Order from the menu
Items you sell to take away have an Order ahead button that adds them straight to the basket.

The 14 allergens, *dish by dish*

A dedicated page explains the 14 allergens and Natasha's Law, shows an allergen matrix for the whole menu and lets guests build an allergy card to show your team.

Item	Ce	Gl	Cr	Eg	Fi	Lu	Mi	Mo	Mu	Nu	Pe	Se	So	Su
Flat white							●							
Latte							●							
Cappuccino							●							
Cortado							●							
Espresso														
Batch filter														
V60 pour-over														

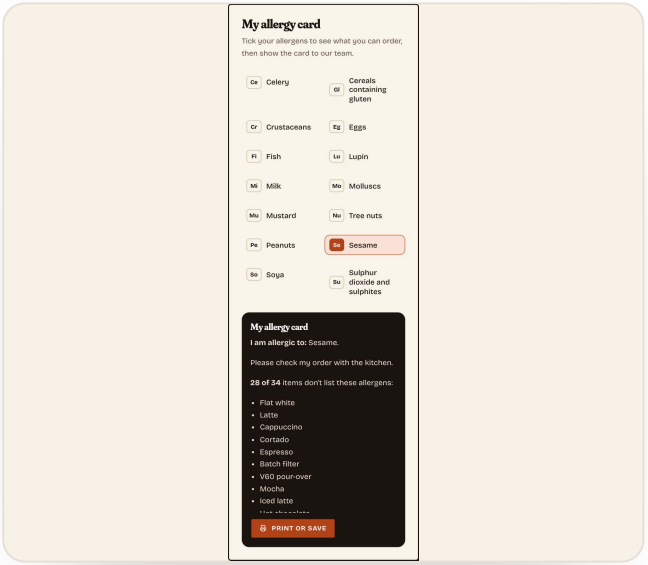
Allergen matrix: 34 items × 14 allergens, filtered by menu section; rows with the guest's allergen are highlighted.



The 14 allergens UK law requires you to declare.

Natasha's Law (PPDS)

Food that is prepacked for direct sale, packed on the premises before you order it, must be labelled with its name and a full ingredients list with the 14 allergens emphasised. Food made to order and drinks are not PPDS, but we must still tell you about the 14 allergens; the Food Standards Agency's best-practice guidance (2025) recommends giving that information in writing first, then checking with you in conversation.



My allergy card: what the guest can order, ready to show or print.

1. **Correct, current facts**
   PPDS food (packed before the guest orders) must show full ingredients with allergens emphasised since 1 October 2021; the FSA's 2025 guidance recommends written allergen information for everything else.

2. **One source of truth**
   Menu, matrix, ingredients and order-ahead basket all use the same allergen data, so they never disagree.

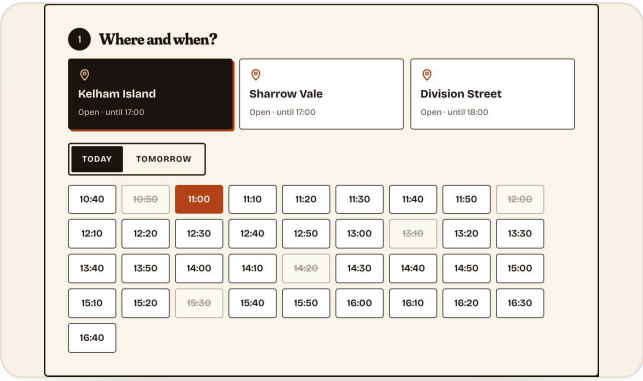
3. **Honest about cross-contact**
   Clear wording that guests must still tell staff, and that your kitchen handles all 14 allergens.

WHY IT MATTERS

People with allergies, and the families who eat with them, decide where to go before they leave home. A café that answers clearly, before the visit, wins that table and that trust.

Click and collect, *without an app*

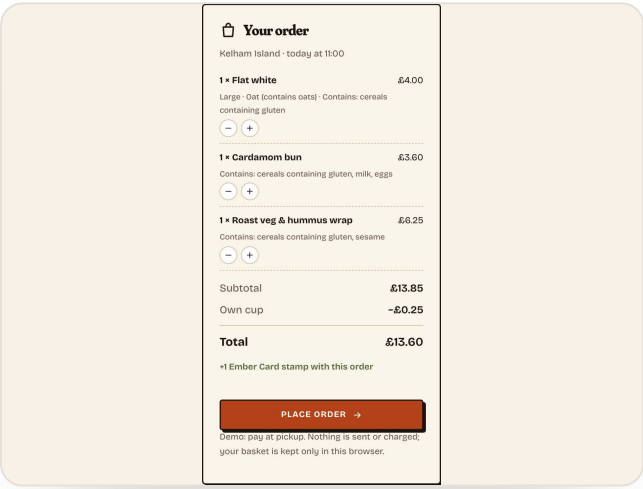
Guests choose a café, today or tomorrow and a 10-minute pickup slot, customise their drinks and get a reference and pickup code. No app to install.



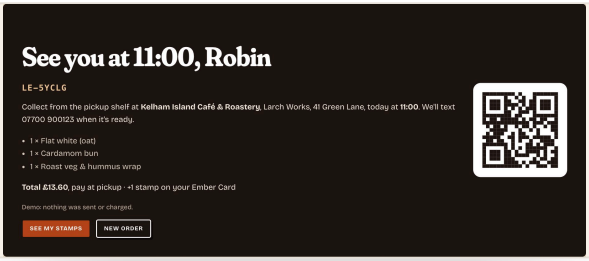
Step 1: café with live status, day and pickup slots (full slots crossed out).



Size, milk and extra shot, priced as you choose.



Basket with allergens per line, own-cup discount and stamps earned.



Order confirmed with reference and pickup code.

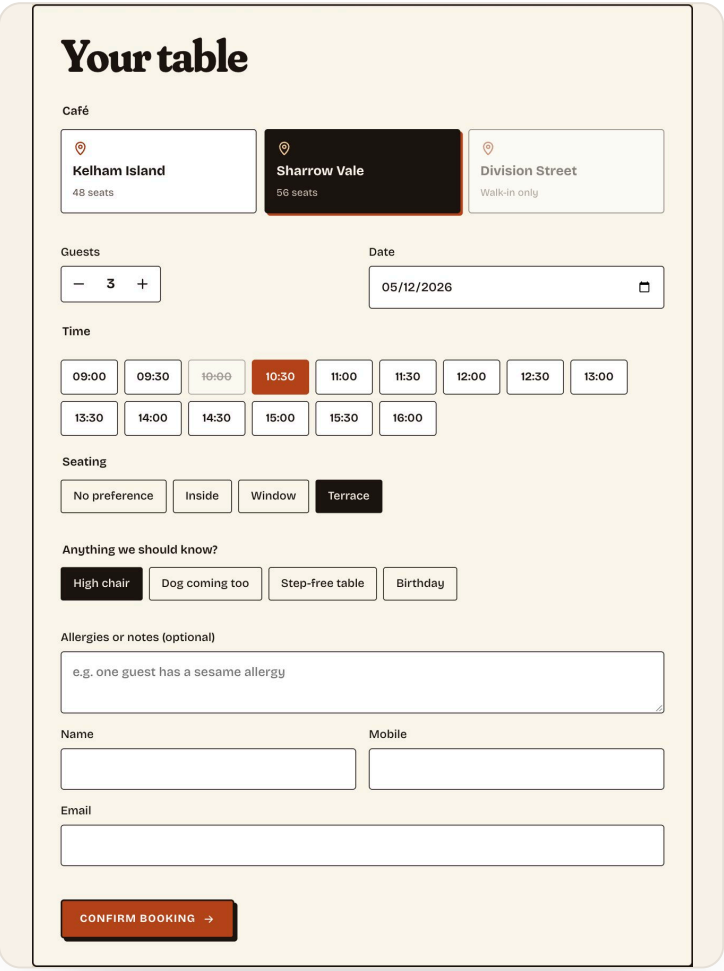
1. **Allergens follow the milk**
   Choose oat and the line shows oats (gluten) instead of milk; choose soya and it shows soya.

2. **Loyalty built in**
   Hot drinks add stamps to the Ember Card automatically.

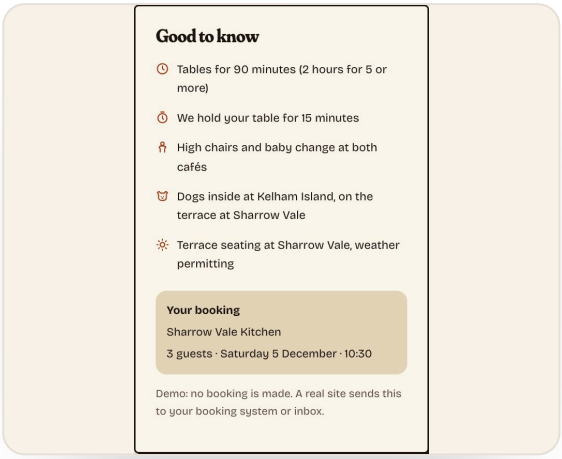
3. **Ready for your till**
   In a real build the order goes to your EPOS, an ordering platform or email, with online payment if you want it.

Book a table *in under a minute*

Café, guests, date, a time from the available slots, seating, extras and notes. Cafés that don't take bookings show as walk-in only.



The booking form: Sharrow Vale, 3 guests, 10:30, terrace, high chair.

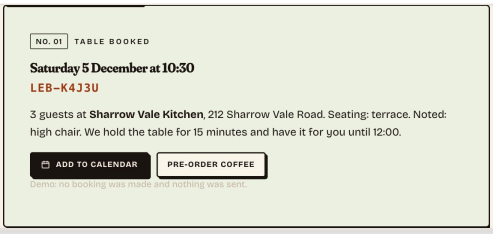


House rules and a live booking summary.

1 **Real-world rules**
1 to 8 guests (larger groups go to private hire), 90-minute tables, terrace only where you have one, times only within opening hours.

2 **Fewer no-shows**
A reference, a calendar file and a clear 15-minute hold policy.

3 **Your system or ours**
Connect it to your booking platform or receive bookings by email.



Confirmation with reference and calendar file.

BRUNCH FILLS UP

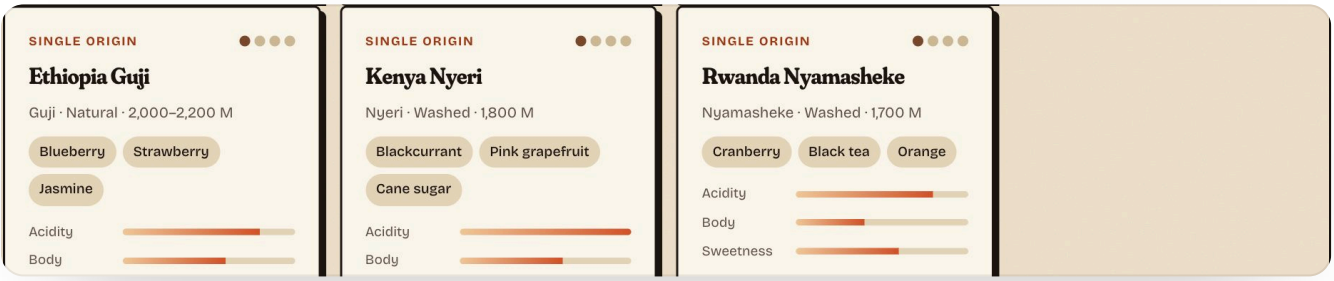
Weekend brunch is when tables are hardest to get. Online booking fills the quiet slots and stops the phone ringing at the busiest moment.

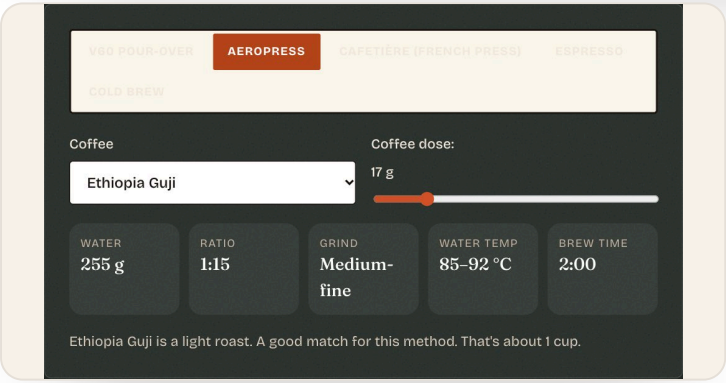
Tell the story *behind every bag*

A coffee explorer with filters for roast, process and taste and a map of where each coffee grows, then a brew calculator with a step timer.

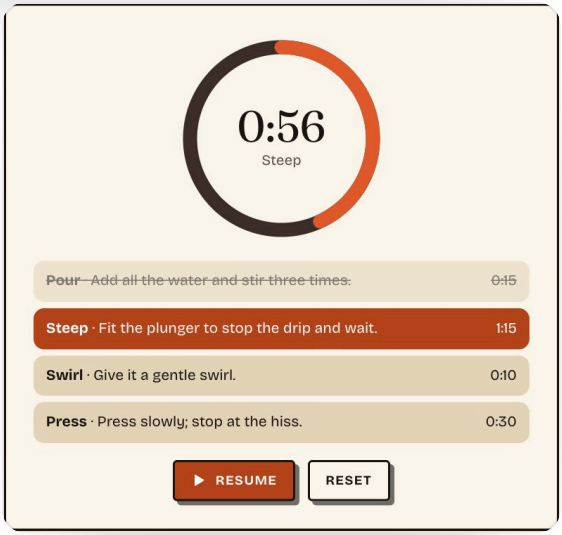


Explorer: coffee-belt map and filters (here, light roasts).





Brew calculator: method, coffee, dose → water, grind, temperature, time.

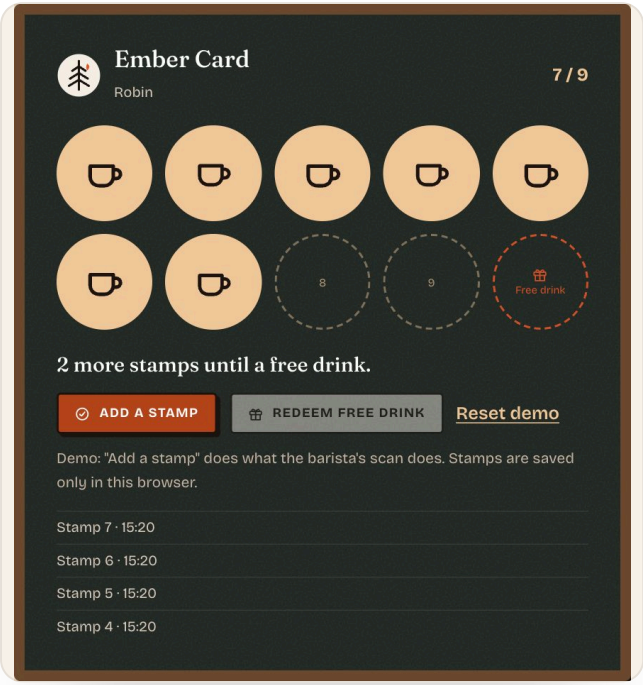


Step timer for each brew method.

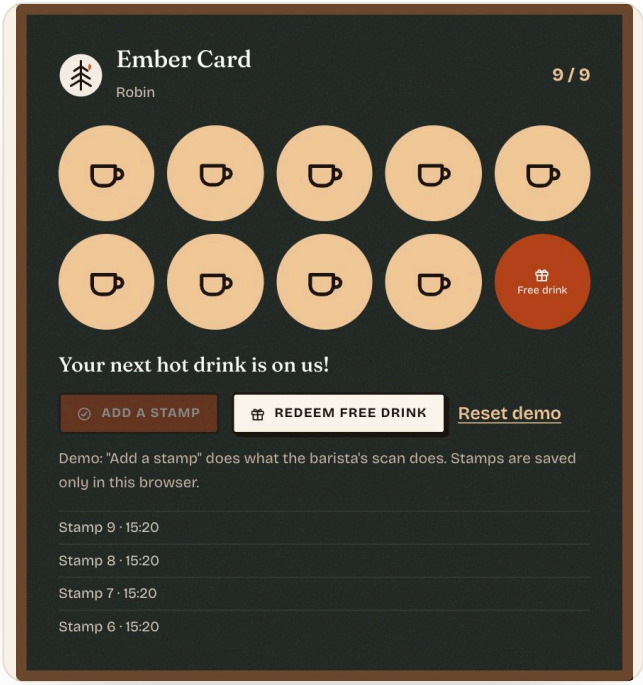
1. **Eight coffees, four flavour signals**
   Roast level, process, tasting notes and acidity, body and sweetness bars on every card.
2. **Five brew methods**
   V60, AeroPress, cafetière, espresso and cold brew, with tips tailored to the roast.
3. **Sell more beans**
   Every coffee links to its brew guide, and the page is built to rank for your coffees and origins.

A stamp card *that lives online*

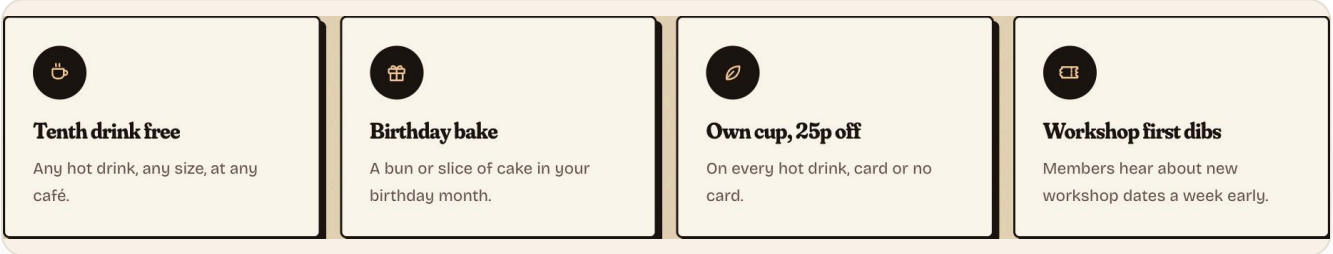
The Ember Card: nine stamps for a free drink, a birthday bake and 25p off with your own cup. Guests can try it on the page, and order-ahead stamps flow in.



Stamp card with log.



Nine stamps: free drink ready to redeem.



Perks.

1. **Simple to understand**
   No points maths: one stamp per hot drink, the tenth is free.

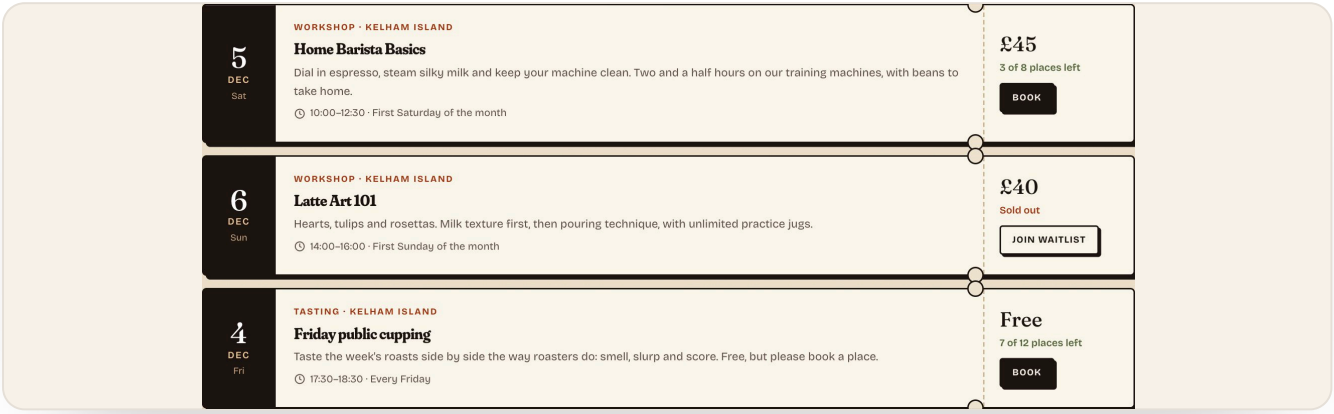
2. **Member sign-up**
   Name, email, birthday month and favourite café, ready for your email tool.

REGULARS ARE THE BUSINESS

Regulars are the heart of a café. Putting the loyalty scheme on the website, and linking it to order-ahead, turns first visits into habits.

Workshops that sell out, *gifts that sell themselves*

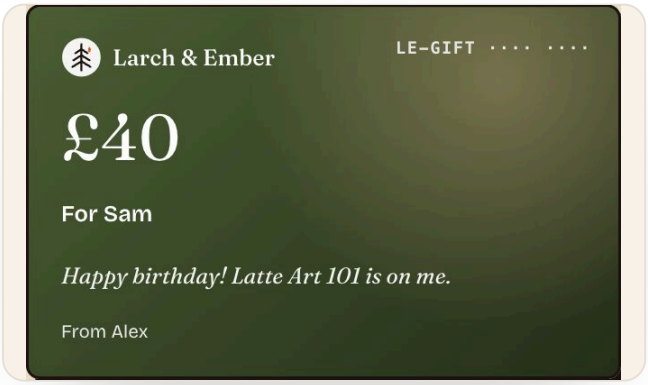
Workshops and tastings with dates worked out automatically, places left and a waitlist, plus a gift card designer with a live preview.



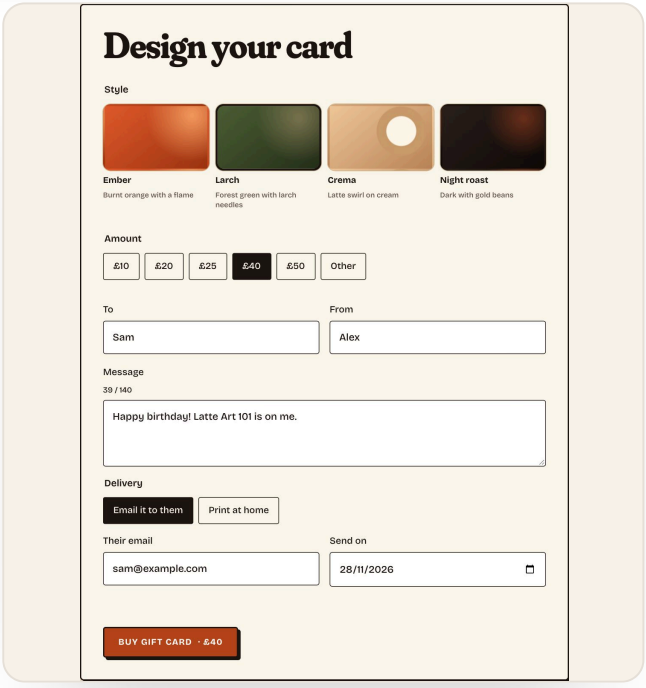
Upcoming events as tickets, with places left and sold-out states.



Booking confirmed with calendar file.



Live gift card preview.



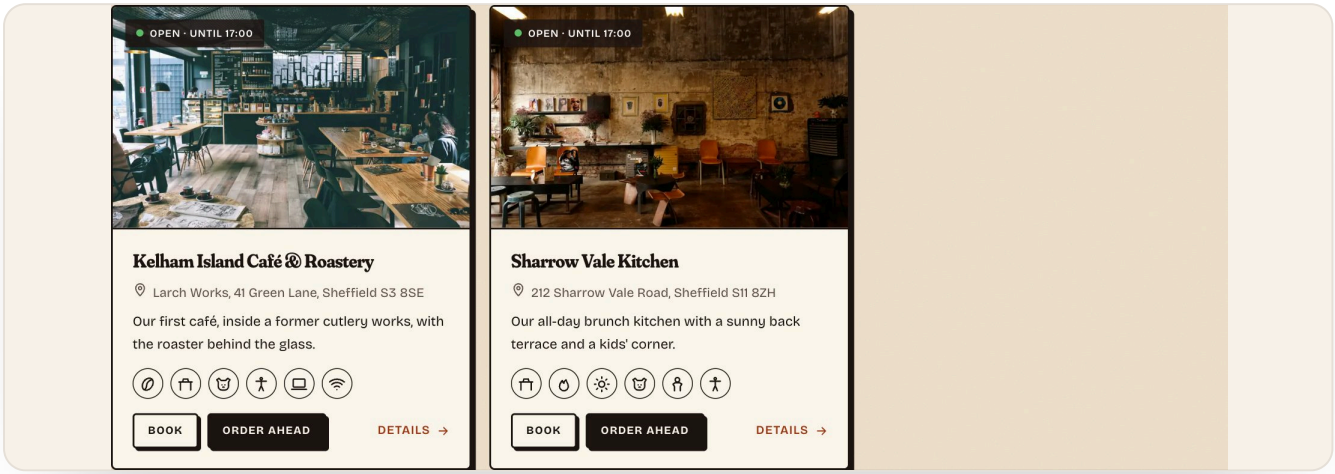
Gift card designer: style, amount, message, delivery date.

1. **Recurring dates**
   Set 'first Saturday of the month' once; the next three dates always show and Event structured data updates on every build.

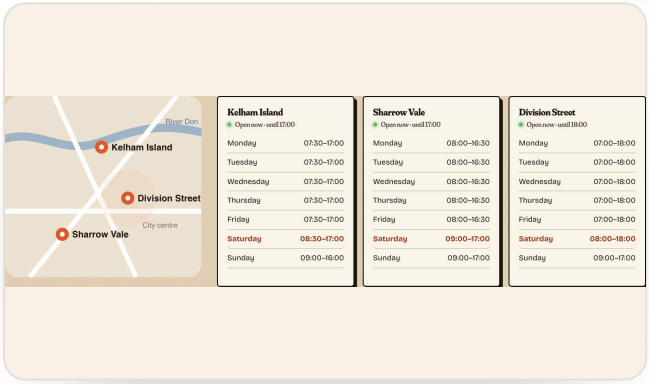
2. **Gifts all year**
   Four designs, £5 to £150, email on the chosen day or print at home, and a balance checker.

Every café, *open or closed right now*

One page for all your sites with live status, facilities and a map, plus a page for each café written to rank in its neighbourhood.



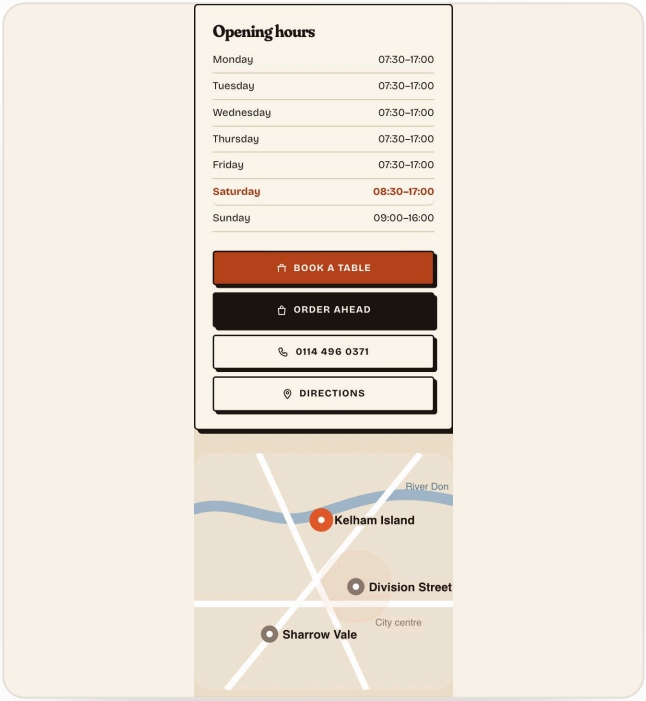
Cafés filtered by 'takes bookings'.



Map and opening hours, today highlighted.

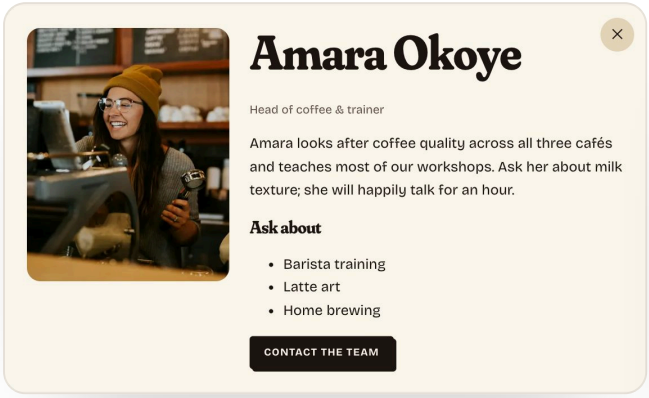
1. **Facilities at a glance**
   Roastery, bookings, dogs, step-free, laptops, Wi-Fi, terrace, kids' corner, grab and go.

2. **Local search**
   Each café has its own address, hours, geo and CafeOrCoffeeShop structured data.



Café page side card: hours, book, order, call, directions.

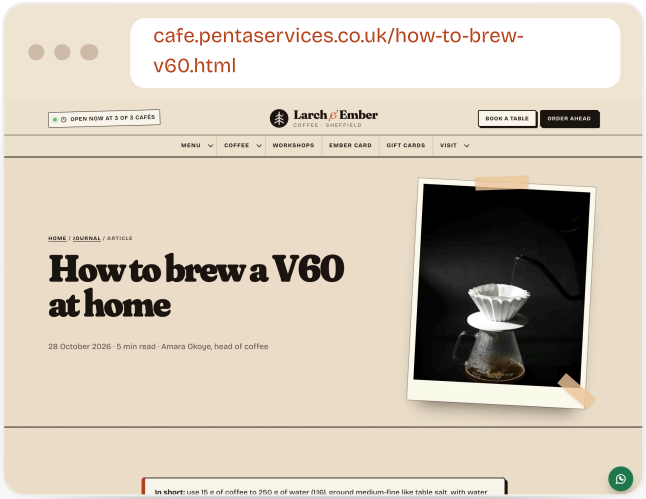
The people, the answers *and every way to reach you*



Team profile opened from the story page.

1 **Story and team**

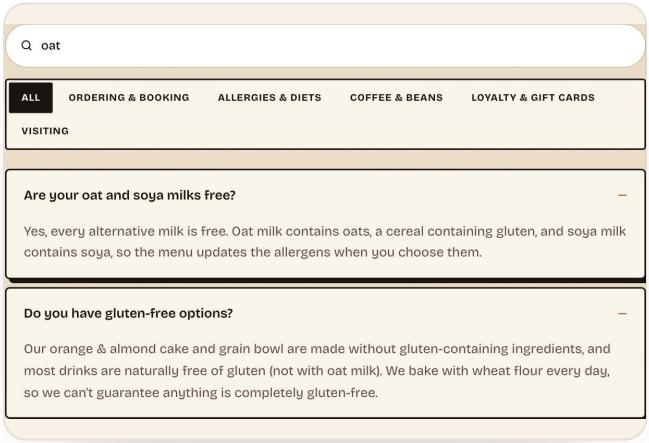
Your story, values, team profiles and a timeline.



Answer-first journal articles.

2 **Journal**

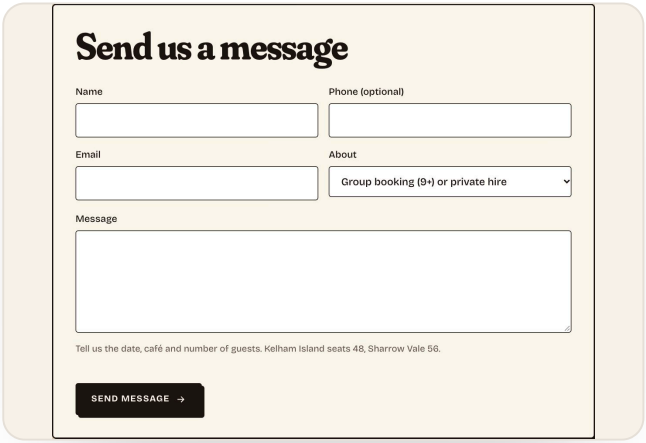
Brewing a V60, the 14 allergens explained, and coffee processing.



FAQ with search and topics.

3 **Searchable FAQ**

12 answers about ordering, allergies, coffee, loyalty and visiting.



Contact form with topics.

4 **Contact**

Topics for allergy questions, private hire, wholesale and gift cards, each with its own hint.

Small touches that *bring people in*



Dropdown menus with icons and descriptions.



Café board with live open status.

Poster slider

Five product slides, die-cut photos, a 'Next up' preview, pause, swipe and keyboard.

Menu filters

Diet and 14-allergen filters with full ingredients.

Allergy card

Matrix highlight and a printable list of safe dishes.

Order ahead

Pickup slots, drink options, basket and pickup code.

Table booking

Slots, seating, extras, reference and calendar file.

Coffee explorer

Filters, origin map and brew timer.

Stamp card

Nine stamps, redeem and sign-up.

Workshops and gifts

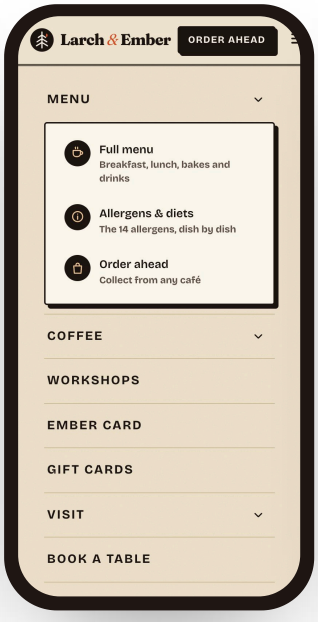
Places left, waitlist, gift card designer and balance check.

Designed *for the phone*

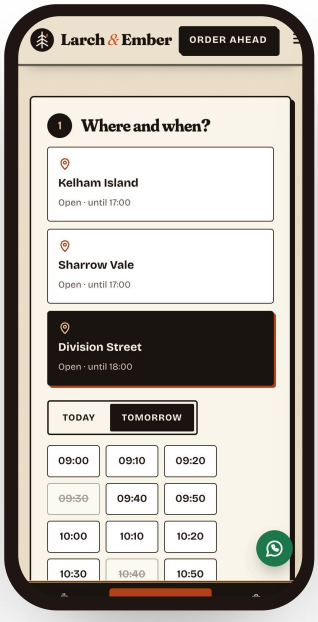
Most café searches happen on a phone, often on the way. The menu folds into a drawer, every tool works on a small screen and a bar keeps Menu, Order ahead and Book one tap away.



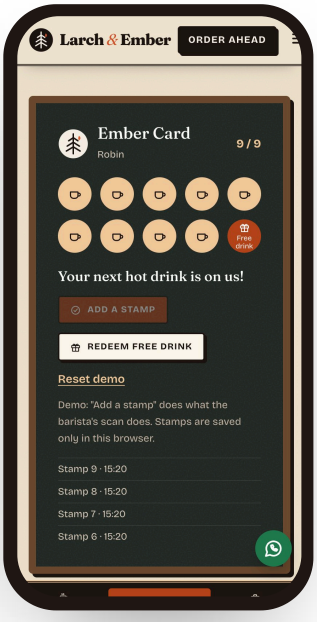
Homepage slider



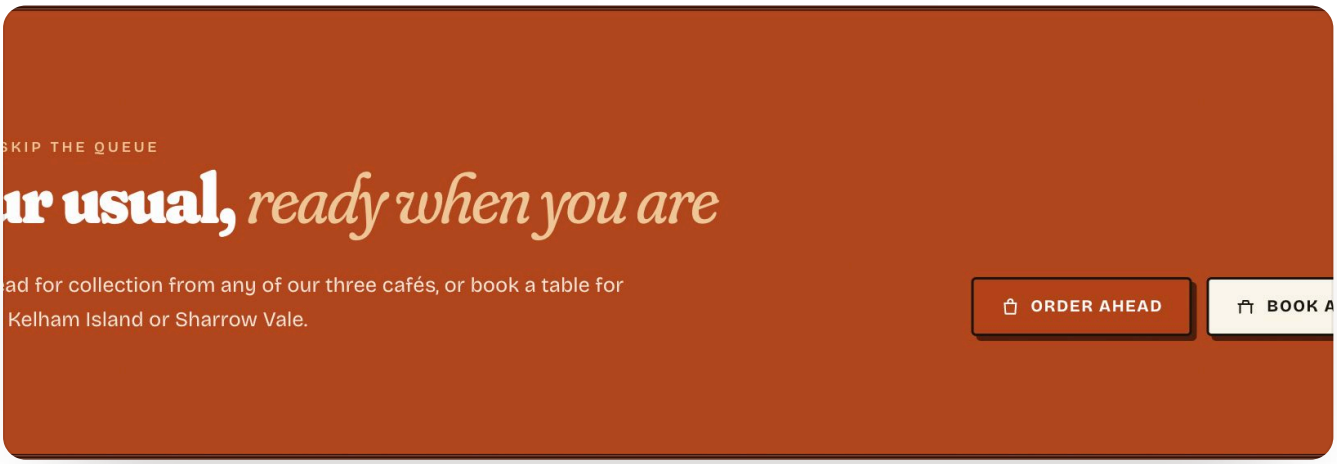
Menu



Order ahead



Stamp card



Your brand, found on *Google and AI assistants*

The demo has a poster and menu-board look: warm paper, heavy Fraunces headings, Bricolage Grotesque text, chalkboard panels, roast brown and ember orange. We replace them with your logo, colours, fonts, photos and copy.

Search engines (SEO)

- A unique title and description on every page
- CafeOrCoffeeShop structured data for every site, plus Menu with MenuItems and diets, Event, Product, FAQPage, Article and Breadcrumb
- A page for each café, plus menu, allergens, coffee, workshops and gift cards
- Google Business Profile, sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first summaries on menu, allergens, coffee and café pages
- Facts AI tools can quote: prices, hours, allergens, booking rules
- Consistent name, address, phone and hours for every café
- AI crawlers allowed, with an llms.txt summary of your cafés and tools

Searches the site is built around

cafe near me · coffee shop [area] · brunch [city] · dog friendly cafe [city] · cafe with gluten free options [city] · speciality coffee [city] · latte art class [city] · cafe gift card

ALLERGEN-READY BY DESIGN

Allergen data lives in one place and feeds the menu, matrix, ingredients and basket. You approve every allergen sheet before go-live, and wording always asks guests to tell your team.

15 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. hello@yourcafe.co.uk).

Updates and support
We keep the site updated and secure and make your changes.

Google Business Profile
Your Google Maps listing set up and linked to the website.

Privacy and cookies
Privacy notice and cookie consent for your country.

Ready Site price

Setup
£0 · US$0
Delivered faster than a custom build

Monthly
£24 · US$29
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Business Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live. Online payments and ordering-platform integrations are quoted separately.



What we need *and what we do*

What we need from you

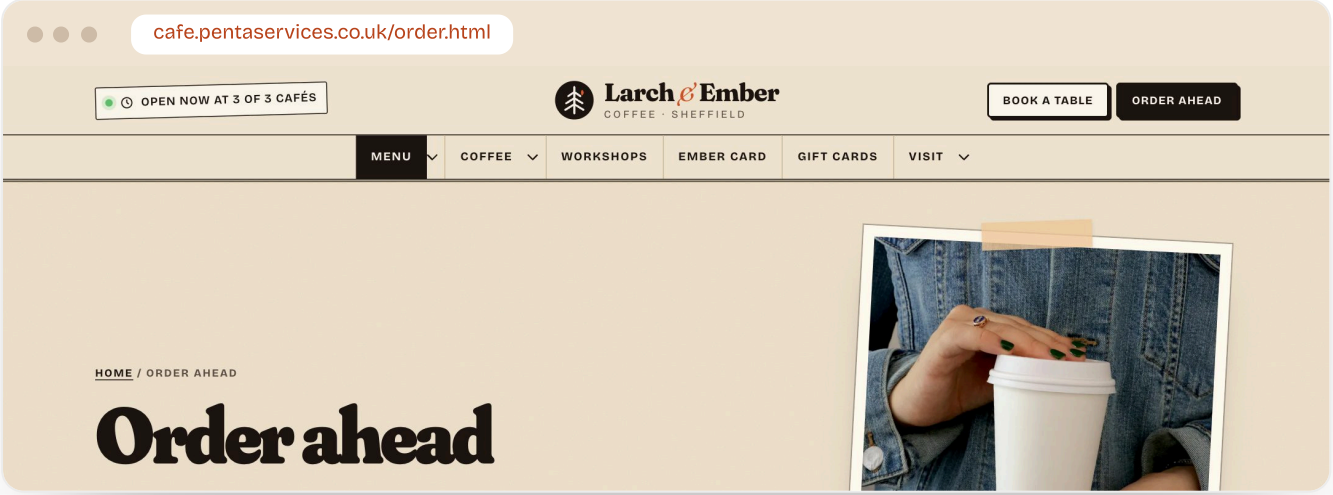
- Logo and colours, if you have them (otherwise we design them)
- Café names, addresses, phone numbers and opening hours
- Your menu with prices and an allergen sheet for each dish
- Your coffees, workshops, loyalty and gift card rules
- Team profiles and photos of your cafés, food and coffee
- Reviews and any awards you can show

What we do

- Adapt the design to your brand
- Load your menu, allergens, cafés, coffees and events
- Connect ordering, booking and forms to your email, EPOS or booking system
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your café: one site or several, eat-in or takeaway, booking or walk-in. Tools you don't need are switched off, and order-ahead can stay as a 'pay at pickup' request or connect to an online ordering platform. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that *brings guests through the door?*

1. **See the demo**
   Open the demo on your phone and computer. Try the allergen filter, order ahead, table booking and the stamp card.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, menu and allergen sheets, opening hours, photos and reviews.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: cafe.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. A menu guests trust, an order on the shelf and a table full of regulars.