

INDEPENDENT COFFEE · COLCHESTER

# North Hill Roastery

*"From market stall to online powerhouse."*

We took a much-loved local roastery from a holding page to a full Shopify-style storefront with subscriptions, wholesale and a magazine-style blog. The new site reframed them as a serious specialty brand, not just a market stall.

## / THE CHALLENGE

An overflowing customer base with no way to buy online — losing wholesale enquiries to competitors with better digital storefronts.

## / THE WORK

A fast, food-led e-commerce build with subscription logic, wholesale enquiry funnel, and content-led SEO. Photography day on-site to replace stock imagery with real product shots.

## SERVICES

E-commerce site

Brand refresh

Product photography

## / RESULTS

**+412%**

ONLINE REVENUE (90 DAYS)

**8.2k**

MONTHLY SITE VISITS

**£4.2k**

MONTHLY SUBSCRIPTION MRR

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