

THE

COFFEE SHOP

MUSICAL

A tell-all Nature Documentary, in which Artificial Intelligence observes the Human Species in their Natural Habitat

SHOW PACK



leo
&
hyde

WINNER
BEST MUSICAL
AT THE MANCHESTER FRINGE
2022

THE COFFEE SHOP

MUSICAL

SHOW PACK

The year is 6421 and two AI robots are narrating a documentary about a curious ancient life form: human beings.

These AI-Attenboroughs uncover the truth about the long-extinct humans, their religious coffee habits, their love of solitude and their secret addiction to a substance called 'internet'.

Was the human race of previous millennia entirely toxic, grotesque and pointless - or were they actually a charming species, with loveable quirks and real, authentic connections to one another?



After a sold-out week at Manchester's Foundation Coffee Shop, where we won the award for Best Musical at the Manchester Fringe, we're preparing a UK tour of independent coffee shops. We can't wait to provide an amazing live experience for coffee shop lovers all over the country.



leo&hyde is a Northern musical theatre company. We love creating pop musicals about modern life. They're fun, relatable crowd-pleasers - but always sneaking in a moment to reflect on the weird lives we're living as 21st century humans.

Our previous musicals include:

- The Marriage of Kim K (The Lowry, 2019)
- GUY (Hope Mill Theatre, 2018),
- Recently we've been geeking out about VR, AI and new technologies.

Whatever our subject matter, though, we always find an excuse to sneak in a handful of catchy pop bangers.

leo&hyde have the ear of today and speak directly to the heart.

British Theatre

Excellent, idiosyncratic and genuinely contemporary.

The Stage

Inventive and ornate... laced with surprises.

Guardian

the show

We've spent the last few years hopping around indie coffee shops, and so it's very exciting to us to now be doing a musical set in one!

We're hoping to do a show that brings the coffee community and theatre community together. The themes the show raises are:

- ☪ Cafes as places that bring communities together
- ☪ A generation addicted to their screens.
- ☪ Artificial intelligence and the future of creativity

performers

We love bringing some of the best young performers into intimate spaces, where audiences can feel how close they are. Performers so far have included:

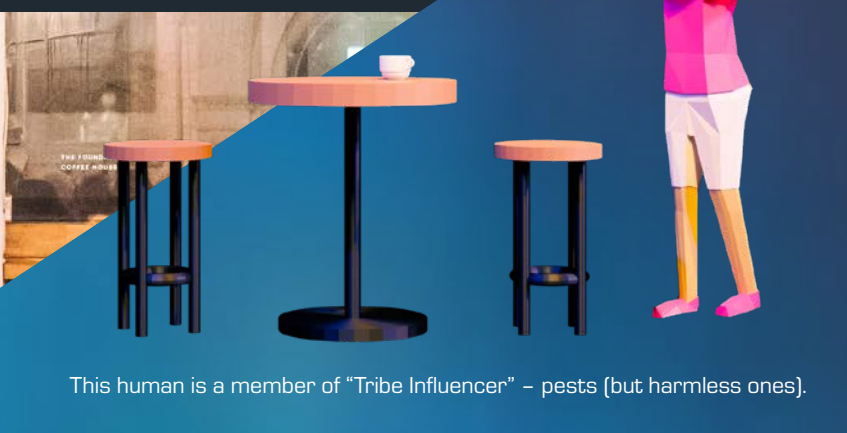
- ☪ Andrew Patrick Walker
(Bat Out Of Hell, World Tour)
- ☪ Ntombizodwa Ndlovu
(The Mountaintop, Royal Exchange)
- ☪ Liv Alexander
(SIX The Musical)
- ☪ Gabriela Garcia
(In The Heights)



High Priest: known as "barista", won't stop talking to you about their coffee.



WATCH THE TRAILER



This human is a member of "Tribe Influencer" – pests (but harmless ones).

THE PRACTICALITIES

WHAT WE BRING

- 1 We bring the musical! That's the performers, and a tech team.
- 2 We're in charge of selling the tickets via Eventbrite, and are in charge of front-of-house on the night.
- 3 We lead a marketing campaign, including:
 - Providing trailers / pics you can post on social media
 - Flyers and posters
 - Social media ads
 - A PR campaign

WHAT YOU BRING

- 1 You provide the space! This should seat at least 40, in a fairly regular space where you can see the bar from most places. Ideally, you'll have a banging sound system too. If you can send us floor plans in advance, that's helpful for us in rehearsal.
- 2 We also ask if you can supply 5 vegan cakes + 2 cold brews every night. We give little slices out as a surprise to audience members as part of the performance!
- 3 Marketing support: You help us find the audiences, by:
 - Sharing the flyers / posters from up to a month in advance
 - Sharing it with your communities and on social media.
 - Letting us know any other local tricks for reaching people.
- 4 Staff: Provide at least 1 member of staff, to be in charge of selling drinks and cakes before and after the performance. (We don't sell during the performance).



THE PRACTICALITIES

HOW IT WORKS

- 1 Ideally, we'd come the evening before and do a test run after the coffeeshop closes. On the first night, after the coffeeshop closes (ideally no later than 5PM), we rearrange the space as necessary, test the sound system, and prepare for the performance.
- 2 On any further days, we can perform twice (such as 6PM and 8PM) to maximise on audience numbers and bar sales.
- 3 We plug our backing tracks into your sound system, so it's useful to know what your sound system is.
- 4 The audience sit in the seats, the actors move around. It's really important that there are exits and somewhere they can use as a dressing room to have costume changes.
- 5 The bar sales happen before they arrive, so we recommend being fully stocked with coffees, teas, alcoholic beverages (espresso martinis, here we come!) and especially cakes, as these sell very well.

MONEYYY

For us, this musical is non-profit - our aim is to cover our production, staff and creative costs. This is £4600/week, broken down as £2800 on staff costs (2 actors, producer, production manager, director, writer royalties), £1200 marketing investment per week, and £600 on additional costs (travel / accommodation / programme printing / contingency).

- For runs less than a week, we operate a simple division: the coffee shop takes the bar sales, and we take ticket sales. We used this model at Foundation during Manchester Fringe and it worked super well on both sides.
- In the long term, we're looking at extended runs of performances when we've proven demand, such as for an entire month. For these, we're very open to chatting about bespoke models that involve taking a cut of the ticket sales too.

WHAT'S IN IT FOR YOU

- Free tickets for staff members / a fun social event for your colleagues
- Raise awareness of the coffeeshop through our marketing campaigns and inclusion in our PR campaign

- Bring in new guests
- Offer a memorable experience to your current clientele
- Generate an extra social media buzz

And most importantly...

- Catchy coffee songs swimming in your head for the rest of your life!

PRAISE FOR THE COFFEE SHOP MUSICAL

“ A high energy musical which will wholly entertain you from start to finish. ”

Number9 Reviews

“ This is a fully immersive but not interactive or participatory experience. It works superbly. ”

Number9 Reviews

“ The script was witty and I loved the social commentary about coffee shop culture. ”

“ Greatest two-hander musical set in a simulation of a coffee shop. ”

“ Best Musical at GM Fringe 2022. ”

“ You should defo go see it. ”

“ EPIC ”

“ EXCELLENT AND UNEXPECTED ”

“ I LOVE IT!!!! THIS MADE ME SO HAPPY! ”

“ Absolutely brilliant concept! loved the script, sharp and witty! ”

“ Honestly recommend this so much. Such a touching and real show. ”

“ Ultimately a love story... who knew? <3 coffee You guys were amazing, thank you! ”

“ thank you so much for the experience, it was so unique and human!! ”

“ It's rare nights like last night which remind me why I live in Manchester. ”

“ Amaazing show! So clever and funny! ”

“ Wow what a show. ”