
DRIPPLY

*A quiet welcome for
Bristol's independent places.*

A simple guide for cafés, bakeries and quiet local spots
who want to understand Drippy.



Hi there.

Drippy is built for people first — for the small moments they want to keep. It's a quiet little app for Bristol locals to remember the cafés, bakeries, and places they actually return to. No followers. No algorithm. No ads.

We don't offer paid business accounts right now. There are no sponsored posts, no ranking boosts, and no review system. You won't get a marketing rep emailing you next week.

But if you run a café, bakery, or independent place in Bristol, you're welcome to understand how Drippy works and how your place may appear naturally through real moments — yours or your customers'.

Read it when you have a coffee. It's short.

What Drippy does

When a Bristol local visits your café and wants to remember it, they save it as a Moment in Drippy — a place name, maybe a photo, maybe a quick word about how they felt. Just that.

Their Moment appears on Bristol's city feed — a chronological stream of small places people love. Other Bristol users can see it. They might save your café to their own list. They might come back next week.

No rating. No review. No "3 out of 5 stars". Just real people, real moments, real places.

How to use Drippy naturally

Drippy doesn't have business accounts yet. If you want your place to be visible, the most natural way is to use Drippy like a Bristol local does.

Download the app. Sign up in your own name, or ask a team member. Save real moments from your place — a quiet morning, fresh bakes, warm light, a small detail worth remembering.

Moments on Drippy can include people too. A busy morning queue, a regular at their usual table, two friends catching up over coffee — if people are happy to be in the moment, that's exactly what Drippy is for. Life happens in cafés.

Just be transparent. Post as yourself — the person who runs or works at the place. Don't pose as an independent customer or write fake reviews. Drippy isn't a review app, and we'd like to keep it honest.

No setup form. No claiming. No payment.

Six Moments that work

Here are six types of Moments that fit Drippy's quiet feel. Mix them. Don't post all six every week. Just whatever fits your day.

1. The Aesthetic Setup

A top-down or angled photo: flat white next to an open book, a laptop, or a pastry on a clean wooden table. Natural light is everything.

Caption ideas:

"A quiet corner for a flat white and five minutes back."

"Morning admin and the kind of light that makes it easier."

2. The Freshly Baked

Close-up of pastries straight out of the kitchen or in the display case. Texture matters — the flake of a croissant, the dark crust of sourdough.

Caption ideas:

"Fresh bakes, warm light, and a small pause in the day."

"The smell of cinnamon buns in the morning. Some things are simple."

3. Behind the Machine

Espresso streaming from a bottomless portafilter. Latte art just before it gets handed over. The craft, visible.

Caption ideas:

"Morning espresso, made slowly. One to remember."

"Quiet ritual. Steam, milk, focus."

4. The Cozy Vibe

Wide angle, warm light. Plants, soft seats, maybe rain on the window. The atmosphere of your café when it's at its best.

Caption ideas:

"Rainy afternoon, warm corner. One of those days."

"A soft hour. Plants, lamps, and not much else."

5. The Quiet Moment

Before opening, or after the last customer leaves. Just one cup on an empty table. Soft light. Nobody around. The quiet hour.

Caption ideas:

"Before the world wakes up. The quietest hour."

"Just the espresso machine and me this morning."

6. The Real Moment (with people)

A busy morning queue. Two friends catching up over a flat white. A regular at their usual corner table. Life happens in cafés — and those moments belong on Drippy too.

If people are happy to be in the photo, include them. Don't stage it. Just catch what's already there.

Caption ideas:

"The usual crowd, the usual corner. Wednesday sorted."

"Two coffees, one catch-up. Some things don't need more than that."

A few things worth knowing

- Tag your exact place when you save a Moment — that's how locals find you on Bristol's map.
- Post like a person, not a brand. Captions are short, quiet, and honest.
- People in photos are fine — if they're happy to be there. Don't photograph people without awareness. A moment with friends or regulars is natural; a covert shot of strangers isn't.
- Don't write reviews about your own place. Post it as a real moment — not a recommendation.
- Mix it up. Don't always post the espresso shot — show the morning rush, the quiet afternoon, the people, the light.
- Don't overthink it. One Moment a day, or one a week, or one when you have time. No pressure, no schedule.
- Don't ask your customers to save your place. They'll do it themselves — when they want to come back.

What Drippy doesn't do

Because it matters too — here's what Drippy doesn't do:

- We don't offer paid business accounts right now. Bristol cafés appear the same way as Bristol users — through real moments.
- We don't promote sponsored posts. There are none.
- We don't sell ratings, reviews, or "best of" placements. We're not Yelp, Tripadvisor, or Google Reviews.
- We don't sell your data to suppliers, ad networks, or marketing agencies.
- We don't push your customers to leave reviews. They share their own moments — if they want to.

Later, maybe

At some point — maybe in a year, maybe later — we might add a small business feature. Somewhere a café could share opening hours, post small updates, or claim its place gently.

It will be optional. Transparent. Never required.

When that happens, places that already use Drippy naturally will be the first to know. Until then — you're welcome here as you are.

Quick questions

Will my café automatically appear on Drippy?

Yes. Drippy uses Google Places, so most cafés in Bristol are already there. Locals can save your place anytime.

Can I see who's saving my café?

No. We don't expose your customers like that. Their Moments appear publicly in the Bristol feed, but their personal lists stay private.

Can my customers leave reviews?

No. Drippy isn't a review app. There's no rating system. People share where they like being.

Will Drippy help my business?

We can't promise foot traffic. What we can say is that real moments can help people understand the feel of your place — the light, the pace, the small details that make it yours.

That's it.

No setup form. No sign-up funnel. No marketing email next week.

Want to be part of the Bristol launch?

Email us and say hello.

hello@drippy.co.uk

We're a small Bristol company.

We answer every email.

*Drippy · BlueBlue Ltd · Bristol · United Kingdom
71-75 Shelton Street, Covent Garden, London WC2H 9JQ
Company number 17244246*