

THE BIKERS

Café

5 YEAR

Anniversary



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It's often worth listening to your gut feeling and not to the naysayers who only see the negative in all things. Not seeing the problems and the risks, but instead looking for solutions in a challenge, that's fun. When we discussed the idea of "The Bikers Cafe Thailand" with a select few people in Sattahip, many were convinced that it would be difficult to make the venture successful both in return of investment and longevity.

Too far away from Pattaya, not enough motorcycle riders, too many restaurants, etc. These were just some of the comments we received. Those very comments are what motivated us to prove that it could and would be done. We believe it took additional commitment, increased initiative and strong motivation.

And so here we are now: five years on, we can look back with a strong sense of pride on what we have achieved. Many great friendships have been forged, we learned a great deal during the process, this project has provided us a lot of joy, along the way. We have organised many successful events bringing additional motorcycling experiences to our loyal customer base. We can confidently say that we have made a noticeable difference in local motorcycle community.

We look forward to many more wonderful stories and experiences and further exploring the fascination of "motorcycles", to making new friends and providing life long memories along the way, all in keeping with our Motto "United @ The Bikes Cafe".

Achara and Martin Koller and all the team
"The Bikers Cafe Thailand" in Sattahip

Achara and Martin Koller came to Thailand after Martin sold his company in Switzerland. Together they procured a guest house in Pattaya Klaang and converted it to 19 rooms, today's **"Guesthouse Pattaya-City"** (www.guesthouse-pattaya-city)



Both of us are very active: we participate in various sports (fitness, triathlon), have four beautiful classic cars plus two sports cars, we love riding motorcycles and in addition have five dogs and nine cats waiting for us to come home each night.

During the summer of 2018 we had the idea of founding a motorcycle group and so in the last quarter of the year we were able to officially announce the **"Happy Bikers Motorcycle Friends Sattahip/Pattaya"**, which consisted of over ten different nationalities.





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A few short months later, the estate's former sales office was put up for sale here in Sattahip. And this is where the story of "The Bikers Cafe Thailand" in Sattahip truly began!

Martin said to Achara at the time: "Let's build a little bikers cafe here for the bikers." Achara wasn't particularly enthusiastic, but that did not deter Martin at all. Planning and drawing the schematics for cafe in commenced in December having completed the removal of the old sales office from the site the previous October.





5 YEAR *Anniversary*

Working on an approximate 900 m² plot, we concluded we wanted to keep as many of the trees as possible. We purposely designed the project in such a way that the trees and fauna stayed intact wherever possible. At one point during the construction phase we had to open the roof to accommodate one of the trees. The lounge had to be constructed alongside the klong river. In addition we were very pleased that we were also able to keep eight of the original 13 palm trees in the parking lot.



We initially planned to open the cafe in mid 2019, however the construction crew worked quickly, efficiently and diligently, this meant that everything was completed earlier than envisaged by the end of April 2019. All tasks were duly completed in respect of the main building with electricity, water infrastructure, soft furnishings, plus all kitchen inventory being put in place. The outside themed fixtures and water features in the garden were also finalised in the same period.

Initially we recruited six employees and we trained them in their respective duties. As a test run/soft opening, we invited all residents in this village vicinity (265 houses!) to an aperitif. Around 300 people came and really put our team to the test.





May 15, 2019 saw us welcome our first official guests. The response was both pleasing and overwhelming, we were able to welcome our 10,000th guest by December 17th of the same year.



From the beginning we decided we wanted Bikers Cafe to be open from Wednesday to Sunday. We were also of the opinion that employees should receive a fair wage that enabled them to live and support their families without hardship. That's why our menu prices are slightly higher than with some of our competitors. Achara and I follow a solid work ethics ensuring that our team is paid promptly and managed fairly all as part of a family type environment.



Shortly afterwards came what no one had expected: The Corona period! We had to close both the Bikers Cafe in Sattahip and our guesthouse in Pattaya. It was clear to us that this situation was dire for many, especially so for our employees. Having discussed the potential problems with at length with Achara we decided and committed to pay the staff full wages for two years. As we can all recall they were tough times and I hope we do not see their like again.

When we initially attempted re opened we had to close for further short periods due to the ever-changing regulations such as limited seating, no alcohol sales, etc. These times were challenging Tourism and local customers were virtually non-existent at times.



When The Bikers Cafe opened in 2019 we decided to keep things simple and initially began with a small menu selection. Today we can offer our guests over 100 different Thai and Western dishes having expanded our menu exponentially.

Our workforce has now expanded to 12 employees, some of whom have been with us since the beginning.

MENU

2024

 bikers.cafe.thailand@gmail.com

 [to.all.who.love.coffee.and.bikes](https://www.facebook.com/to.all.who.love.coffee.and.bikes)



Following the Covid period, Achara and Martin decided to offer their guests more. Not just in the culinary sector, but in the entertainment sector. It is widely accepted that until a few years ago it was almost impossible to test drive new motorcycles in the Pattaya area.

To try to alleviate this problem we began holding the "**Meets @ The Bikers Cafe**" working in conjunction with local manufactures/dealers of various motorcycle brands. Our aim to provide a free platform for them to exhibit their bikes whilst at the same time offering motorcycles test rides at a restaurant that has the motorcycle theme. These events have proven to be and continue to be very popular with our customers.

Japanese Bike Meet

Meet @
The
Bikers
Café



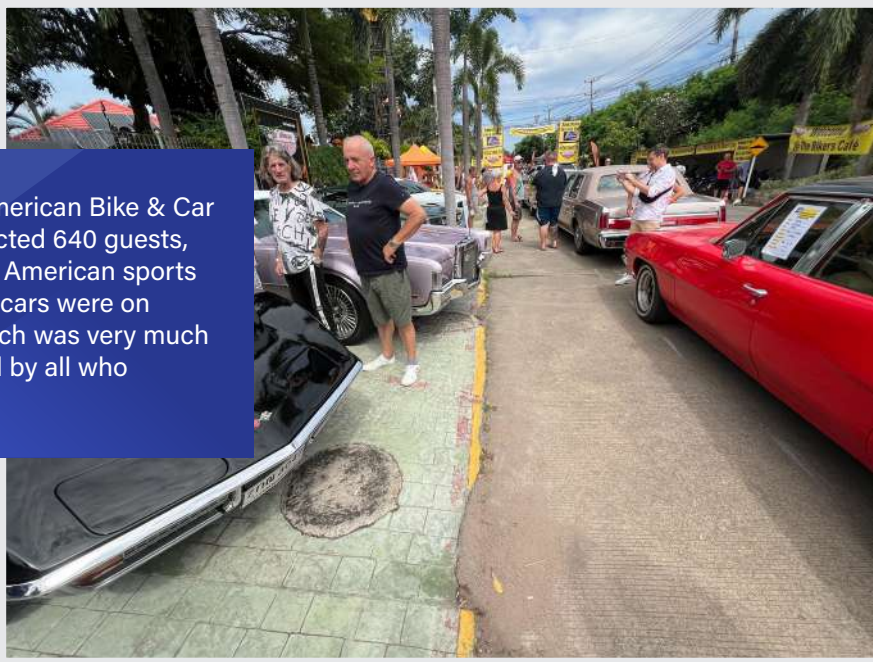
Depending on the weather, between 300 and 600 guests have regularly attend these events. A rich and varied buffet is available at said events comprising of 20 different dishes (Thai and Western) we believe reasonably priced at THB 259

We don't only do test rides we also organise reviews of immaculate or unusual motorcycles as part of the **"Meets @ The Bikers Cafe"** program. At the last "Japanese Bike Meet" which attracted some 470 guests, there were no test rides were available due to the public holiday period however we awarded both trophies and certificates in three categories (Best Classic Bike, Best Sport Bike, Best Scooter).





The last "American Bike & Car Meet" attracted 640 guests, 18 stunning American sports and classic cars were on display, which was very much appreciated by all who attended.



For the last two years, patrons have also had the opportunity to offer their motorcycles for sale on site free of charge in our motorcycle display area. We look after these bikes whilst they are in our care ensuring they are covered at night and dusting them off when required.

We would like to offer a lot more, we are not short of ideas: motorcycle flea market, vintage car meet (cars & motorcycles), sports & super car meet, etc. Unfortunately, these topics are not as pronounced in Thailand as in the western world.

Nevertheless, we aim to achieve a lot with events outside of our restaurant: Gentleman's Ride in May, visits to factories (Ducati, BMW, Bader), Elephant Run in November, etc. We offer guests an additional program.





With this concept of gastronomy and on site events we wanted to enhance and additionally breathe new life into the already vibrant motorcycle scene in the Pattaya/Sattahip area.





What we definitely want to stay is a bikers cafe. A meeting point for families, singles, couples, bikers, car freaks... Backing up our motto "United @ The Bikers Cafe".

We would like to thank all guests and friends who visit our restaurant "The Bikers Cafe Thailand" in Sattahip and wish everyone the very best for the future.



Here are some kind words we have received from our loyal customer base:

“

Congratulations to The Bikers Café Thailand's 5th anniversary! Our best wishes for continued growth and prosperity in the years ahead.

Watchara Marine

(Dealers of Yamaha Marine, Linder, Triumph, Scomadi and Ducati)

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“

Congratulations to The Bikers Cafe in Sattahip on reaching the remarkable milestone of five years! Your unwavering passion for the biking community, coupled with your love for Ducati, has truly set you apart. Your commitment to offering great food and beverages alongside fostering camaraderie among riders is commendable. We are proud to see your dedication to providing not only a haven for bikers but also a place to enjoy delicious meals and drinks. Here's to many more years of revving engines, shared adventures, and unforgettable moments on the road. Cheers to you and your team on this special occasion!

————— **Ducati Thailand**

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We “Indian Motorcycle of Thailand” would like to congratulate the 5th anniversary of “The Bikers Café Thailand in Sattahip” You guys have done an amazing job creating a two-wheel community. Without you guys’ Sattahip wouldn’t be a must-stop place for bikers. We are here to continue to support you. Keep making the community a better place. Thank you to Achara, Martin and all of your team.

————— **Ben and Indian Motorcycle of Thailand**

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Congratulations from all of us at BMW German Auto Pattaya (BMW Motorrad)! Your journey to this 5-year milestone has been nothing short of impressive. Their passion and hard work have truly paid off and made The Bikers Café a destination for all things motorcycle, coffee and fine dining. We look forward to celebrating this birthday and many more to come!

————— **BMW German Auto Pattaya / BMW Motorcycle**

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On a brighter note, we, on behalf of AAS Harley-Davidson of Pattaya, would like to extend our heartfelt congratulations to The Bikers Café Thailand in Sattahip on the joyous occasion of their 5th anniversary. May your business continue to flourish and bring you immense happiness and prosperity.

————— **AAS Harley-Davidson of Pattaya**

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We would like to extend our heartfelt congratulations to Achara and Martin Koller and their team at The Bikers Cafe Thailand on their 5th anniversary. The venue is unique, offering perfect service and delicious food in a very special atmosphere. Thank you very much, you are truly unique.

————— **Björn Jahner and Martin Rüegeegger, magazine & news portal
DER FARANG**

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5 years of cooperation between the Bikers Cafe and LIQUI MOLY. Good food at an exciting location and always feeling not just like a paying guest but like friends coming for a visit. That's how hospitality is meant to be! Congratulations and we're looking forward to the next 5 years.

————— **Roland Braun / LIQUI MOLY Sales Director Asia**

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Five years have passed so quickly and we congratulate the entire team at “The Bikes Cafe Thailand” in Sattahip on their 5th anniversary. It's great that you have the great "motorcycle" theme in Thailand.

————— **The Bastards: Sabai MC, Burapa MC, Odin Nomads MC, Thorsmen MC**

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We would like to warmly congratulate “The Bikers Cafe Thailand” in Sattahip on its 5th anniversary. Martin and his team have make it very good. Many events, always have many customers there. I hear many people in the “MC world” talking good and they stop there during their weekly ride. Me and my team from Globsub are very happy to have The Bikers Café as customer. You know what you want, and you place good order of shirts and other products. We wish you same successful trip for next coming years. Big congratulation from all of us!

———— Thomas Scheffler, CEO & Founder, Globsub Team

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Since Martin and Achara opened “The Bikers Café” in Sattahip 5 years ago, they have been known for offering great food and drinks in a beautiful motorcycle themed atmosphere. Food Estate Co., Ltd. is proud that you have been a loyal customer from day one. We congratulate you on your 5th anniversary and look forward to continuing to work together in the future.

———— Frank Crauwels, Food Estate Co., Ltd.

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Congratulations on your five-year anniversary from the Happy Bikers Motorcycle Friends Sattahip/Pattaya! It is truly impressive what you have achieved in such a short time. Your innovation, determination and hard work have made The Bikers Café to a well known and popular meeting point for tasty and excellent food. Thank you for creating this beautiful place of relaxation for all of us.

———— The organization team of the Happy Bikers Motorcycle Friends Sattahip/Pattaya

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Wow! 5 years gone in the blink of an eye. Adventure Riders Pattaya members have regularly and will continue to patronise "The Bikers Cafe." Excellent food, friendly staff, a great meeting place for likeminded people. Special thanks to Patron Martin and Achara for making us feel welcome. Keep up the great work. Braaaaaarp!

Adventure Riders Pattaya

Five years of good service, food, sponsorship on our activities and friendship have passed so quickly and we congratulate the entire team at "The Bikes Cafe Thailand" in Sattahip on their 5th anniversary. It's great that you have the greatest "motorcycle" meeting place in Thailand.

Frog, President and all members of Black Sheep MC, Pattaya

The COBRAS MC congratulates "The Bikers Cafe" on its 5th anniversary. It's always nice to visit Martin and his team with their motorcycles. Keep it up . . .

Urs and all members of Cobras MC, Pattaya

With our cash register system we can also count our guests:

- ▶ On December 17, 2019, since the opening on May 15, 2019, we were able to welcome the 10,000th guest.
- ▶ On September 2, 2020, we were able to welcome the 20,000th guest.
- ▶ On December 3, 2021, we were able to welcome the 30,000th guest.
- ▶ On July 15, 2022 we were able to welcome the 40'000th guest.
- ▶ On January 14, 2023 we were able to welcome the 50'000th guest.
- ▶ On July 20, 2023 we were able to welcome the 60'000th guest.
- ▶ On December 15, 2023 we were able to welcome the 70'000th guest.
- ▶ On April 10, 2024 we were able to welcome the 80'000th guest.



5 YEAR Anniversary



Thank you and see you soon again!

- 🕒 Open Wednesday - Friday 11.30 am - 9 pm
Open Saturday and Sunday: 10 am - 9 pm
- 📍 Ramnut 15, Plutaluang, Sattahip, Chonburi 20180
<https://goo.gl/maps/YsW3ruh2gaec2MN6>
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065 304 76 74 / 087 744 29 61 (Thai)



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