



# AFFILIATE KIT

## 2018

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**WE ARE EXCITED ABOUT  
YOUR INTEREST IN JOINING  
OUR AFFILIATE FAMILY!**

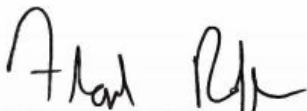
This Affiliate Kit will provide you with an overview of how to become a part of the COFFEED family.

COFFEED's Cafe and Landing concepts are fun, engaging, good-heart, fast-casual restaurants where our affiliates serve a wide variety of fresh and healthy food options. From the first sip of a nitro cold brew to the last bite of a Landing Burger, the COFFEED experience is unrivaled.

**COFFEED THRIVES IN ONE OF THE FASTEST GROWING SEGMENTS OF THE FOOD SERVICE INDUSTRY (FAST-CASUAL, HEALTHY AND VEGAN FRIENDLY,) BY SERVING GREAT FOOD WITH SIMPLE, FRESH INGREDIENTS IN A COMFORTABLE AND HIP (BUT UNPRETENTIOUS) ATMOSPHERE. OUR COMMITMENT TO GIVING BACK TO THE COMMUNITY KEEPS CUSTOMERS AND STAFF ENGAGED. IT'S A DEFINING FACTOR OF OUR SUCCESS.**

COFFEED provides a unique variety of menu offerings, an operations team that is dedicated to affiliate profitability, innovation, and effective marketing support. We operate with integrity. It shows through the trust and enthusiasm of our affiliates. We select only the best operators and the best locations. When you join the COFFEED family, our team of experts will be ready to help guide you through the affiliate process and help you exceed your business goals. We look forward to hearing from you. Thank you for your interest!

Sincerely,



**Frank Raffaele**  
Chairman at COFFEED

## HOME OF THE UNIQUE FLEUR “COFFEED ROASTERS®”

In 2012, the first COFFEED Cafe opened in Queens, NY, serving sandwiches, roasting coffee, and squeezing fresh juice. Today, guests can choose from dozens of fantastic menu offerings, including homemade chia puddings, freshly made salads, delicious flatbreads, and single-origin drip coffee from one of our many locations

Over the past five years, COFFEED has added more and more vegetarian and vegan options, as we understand a more healthy and sustainable menu is key to keeping our customers loyal.

COFFEED’s Landing menu proudly features vegetarian and low-calorie options; COFFEED is on a mission to bring the highest-quality ingredients everywhere, every day, to every guest, including locally sourced vegetables, organic chicken, and 100% certified angus beef.

Our resident coffee experts select the finest ethically-sourced, single-origin, beans and guarantee consistent excellence by “cupping” each batch of beans twice and we’re always roasting fresh coffee. Come in and try a cup!



**STEP 1: COMPLETE THE COFFEED REQUEST FOR CONSIDERATION FORM**

You have already completed step one! We will contact you shortly.

**STEP 2:  
HAVE AN INTRODUCTORY CALL WITH  
A COFFEED PREQUALIFICATION MANAGER**

We'll discuss the general qualification requirements (both financial and operational) for your territory of interest.

**STEP 3:  
HAVE AN INTRODUCTORY CALL  
WITH A COFFEED SALES DIRECTOR**

Now, you're ready to have a detailed discussion about COFFEED with one of our sales directors. We'll discuss specific qualification requirements, as well as an overview of the process to own a COFFEED Cafe or Landing.

**STEP 4:  
SIGN THE AFFILIATE APPLICATION**

Provide financial background information to allow us to do a credit check.

**STEP 5:  
RECEIVE AN AFFILIATE FINANCIAL DISCLOSURE DOCUMENT  
(FDD) AND APPLICATION**

We will provide you with our affiliate Financial Disclosure Document (FDD), which explains the COFFEED cafe or restaurant affiliate system in detail. You will thoroughly review the FDD with our sales director.

**STEP 6:**  
**SUBMIT APPLICATION FOR APPROVAL  
AND COMPLETE DUE DILIGENCE**

When your application has been submitted and is being reviewed by the approval committee, you will complete your research on the COFFEED affiliate; this includes discussions with current affiliates and members of the COFFEED Executive Team, generating restaurant proformas and beginning to create your business plan. Once you have been approved, your affiliate agreements will be sent to you.

**STEP 7:**  
**SIGN AGREEMENTS. WELCOME TO COFFEED!**

Once you have signed your agreements and all fees are paid, you are officially a COFFEED affiliate!

**WELCOME TO COFFEED!**



## **THE COFFEED PROCESS AFFILIATE KIT**

**COFFEED IS SEEKING QUALIFIED CANDIDATES WITH RESTAURANT AND BUSINESS EXPERIENCE TO CONTINUE OUR AFFILIATE EXPANSION.**

### **INVESTMENT**

The initial affiliate fee to open one COFFEED affiliate is location-dependent. Eligible candidates should have a minimum net worth of \$1 million and liquid assets of at least \$250,000. The total initial investment, as stated in Item 7 of the 2017 COFFEED FDD, is \$50,000 - \$700,000

### **FAQS**

**DO I NEED PREVIOUS RESTAURANT OR AFFILIATE EXPERIENCE TO BECOME A COFFEED AFFILIATE?**

Yes – both are preferred and extensive restaurant experience is required. Previous multi-unit operations experience is ideal for candidates pursuing a COFFEED affiliate opportunity.

**NOTE:** This does not replace our certification training program.

**IS COFFEED OFFERING SINGLE AND MULTI-UNIT RESTAURANT AFFILIATE OPPORTUNITIES?**

We are currently seeking qualified candidates to open multi-unit affiliates only.

## WHAT ARE THE INITIAL AFFILIATE FEE AND ROYALTY FEES?

Initial affiliate fee – Location-determined

Employment fee – 6 percent (6%) gross sales

Marketing & Admin fee – one percent (1%); national and local marketing (combined)

## WHAT TYPE OF TRAINING AND SUPPORT WILL I RECEIVE AS A NEW COFFEED AFFILIATE?

As a COFFEED affiliate, you will receive the following training and support:

- Program (three weeks – in restaurant)
- “Grand Opening” Support
- Ongoing Training (daily chat, hourly employee training tools, promotion training guides)
- Regular visits from an affiliate business consultant

## DOES COFFEED OFFER FINANCING?

We can provide financing to qualified candidates if necessary.

## HOW SOON CAN I EXPECT MY COFFEED AFFILIATE TO OPEN?

Your first cafe will generally open within 4 to 6 months of signing your cafe affiliate agreements. (If you have real estate already identified, that timeline is greatly reduced!)

## WHERE ARE COFFEED RESTAURANTS GENERALLY LOCATED?

- Center criteria: high-visibility convenience centers with strong retail synergy
- **Demographics** (2 mile radius): 30,000 minimum population; \$50,000+ median income; 15,000 workplace population; median age 40 and below; household size of 2.5+
- **Size requirements:** 300-2,000 square feet; end-cap with frontage exposure; outdoor patio seating in appropriate markets is recommended if you are considering a Landing.
- **Activity:** high-activity areas such as schools, theatres, parks, childcare, hospitals, and sports facilities
- **Location:** High-visibility to street and center traffic; positioned to maximize COFFEED's affiliate signage.

## WILL I HAVE A PROTECTED TERRITORY?

A protected territory is given to most COFFEED locations.

## WILL I RECEIVE GUIDANCE ON PURCHASING EQUIPMENT AND SUPPLIES?

Yes. COFFEED's *Preferred Vendor Program* covers all aspects of equipping and opening your restaurant.

## WILL I RECEIVE ASSISTANCE IN PLANNING A COFFEED GRAND OPENING?

Yes. Every COFFEED affiliate operator receives training, operations, marketing, PR and POS support.



**THE COFFEED EXPERIENCE IS  
UNMATCHED BECAUSE  
OF THESE UNIQUE  
DIFFERENTIATORS:**

- Excellent service that begins with our signature “Welcome to COFFEED” greeting.
- A cool, energetic, fresh and revitalizing atmosphere that’s always sexy!
- A fully customizable menu, prepared just the way the customer likes it, right before their eyes.
- A commitment to delicious simplicity meaning high-quality and healthy ingredients at every turn.
- Blixen, COFFEED’s very own nitro cold brew! Cold brew coffee is the fastest growing sector of the coffee market and Blixen is at the crest of the wave. Our proprietary nitrogenation system and cold brewing process makes a coffee that’s sweet without sugar and creamy without cream.



## **WHY COFFEED?**

- A deep and growing segment - Cafe presence out of the corporate franchise
- Unique, differentiated brand with unique and differentiated locations
- Efficient design to maximize return on investment
- Dedicated, passionate affiliate support team
- Customizable for nontraditional development
- Our ability to co-brand with sister companies

**THANKS AGAIN FOR EXPRESSING INTEREST IN JOINING THE COFFEED FAMILY! OUR SALES TEAM WILL BE IN TOUCH SHORTLY, BUT IF YOU'RE ANXIOUS TO GET STARTED, CALL OR EMAIL DAVID BARBAG:**

**[David@COFFEEDNYC.COM](mailto:David@COFFEEDNYC.COM) or call at 1.914.588.0737**



