



Coffee Across Canada

COFFEE SHOP FRANCHISES FROM ROAST TO ROAST



FranchiseCanada Many people dream of owning a coffee shop or café one day. But with so many opportunities available, the choices can be overwhelming. *FranchiseCanada* has gathered a wide variety of coffee shop franchises from all over the country in one place. Learn about each concept and browse the investment levels to find the perfect blend for you.



B ESPRESSO BAR

In 2004, there were already a lot of coffee shops in Toronto, but b Espresso Bar wanted to create something different: an authentic Italian espresso bar.

The café's award-winning 100% Arabica espresso is a classic Italian blend. Production is carefully monitored from farm to packaging, and beans are roasted weekly to ensure a fresh, consistent taste. Italian sodas, gelato and many artisanal food options made fresh daily are also available.

For the first decade, b Espresso Bar was a successful independent café with two busy downtown locations. In November 2014, they

took the plunge and brought their first franchisee on board. He was so pleased with the experience that he has since purchased a second location.

Today they are working on a third location, to launch in Q2 2016, with a fourth tentatively set for Q4. Growth will accelerate in 2017, but the goal is a slow, steady expansion to ensure the success of the franchisee and the brand.

b Espresso offers a competitive cost model, with a flat fee framework that maximizes franchisee revenue growth potential. Franchisees enjoy state-of-the-art POS systems, ongoing training and marketing support. 🍁



Franchise units in
Canada: 2
Available territories:
ON
Franchising since:
2014
CFA member since:
2014



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COFFEE CULTURE CAFÉ & EATERY

In a grab-and-go world, Coffee Culture Café & Eatery is something different: a place where discerning food and coffee lovers can “come for the taste, stay for a visit.”

Launched in 2006, Coffee Culture embodies a European style café and delivers comfortable seating, a warm and relaxing atmosphere, light jazz music and a fireplace perfecting the ambience of the café. Coffee Culture offers a unique selection of fresh-made food and beverages, all prepared in-house, providing guests with the highest quality items. Coffee Culture has over 70 locations open and under development across North America. At Coffee Culture, customers can enjoy coffee blends and specialty beverages, a variety of fresh baked goods, made in-house daily and throughout the day, as well as gourmet



sandwiches, wraps, and decadent desserts. With key attention to detail, they strive to provide guests with an exceptional visit each and every time.

In the last 10 years, they have grown and spread the culture across Canada with a strategic franchising plan to expand. Coffee Culture has state-of-the-art training and culinary facilities at the 40,000 sq. foot corporate head office located in Mississauga, Ontario and provides franchisees with full training, and the ability to stay connected with all departments.

Franchise units in Canada: 53
Franchise fee: \$35K
Investment required: \$360K-\$400K
Start-up Capital required: \$150K-\$175K
Franchising since: 2006
CFA member since: 2013

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Mister Transmission is committed to excellence, as a proud member of the Canadian Franchise Association since 1990 (www.cfa.ca).



COFFEE TIME DONUTS

The first Coffee Time was opened in 1982 in Bolton, Ontario. The success of their first location enabled the company to successfully expand the brand through franchising. The company was founded by Tom Michalopoulos who is still active in the business today as CEO. Coffee Time offers up a warm and inviting design that compliments a great cup of coffee made from only the finest Arabica beans available.

Coffee Time currently has over a hundred locations operating in Ontario, with additional locations in Greece, Kandahar, Qatar and the U.S. This past year the company has developed a revitalization/image upgrade with signage, packaging, colours and finishes in the restaurant which will be slowly rolled out to their locations over the next several years. Coffee Time franchises have four store options: non-traditional, kiosk, satellite and full-producing outlets.

Coffee time is focused on expansion in the Southern Ontario market, especially



Franchise units in
Canada: 102
Investment required:
\$100K-\$360K
Franchising since:
1986
CFA member since:
2008

drive-thru locations. The company provides support and assistance to the franchisee in the area of site selection, lease negotiation, design and construction, training, pre and post-opening support.



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Franchise units in Canada: 389
 Franchise fee: \$25K
 Investment required: \$100K-\$350K
 Franchising since: 1963
 CFA member since: 1979



COUNTRY STYLE

Country Style is a Canadian brand that has been around since 1963. They have been serving their same blend of delicious coffee for over 50 years. They take great pride in serving the best coffee they can by sourcing only the best beans and using exacting standards for preparing each pot they brew.

Over the past 50 years, Country Style has grown to close to 400 locations across Canada and it is poised to grow even further with a newly refreshed look and design. The brand re-fresh consists of a new logo, signage, a fresher and more wholesome menu with updated packaging and marketing material, and even new uniforms. The new vision of Country Style also aims to reach a new generation of coffee lovers by becoming more relevant to millennials and



the neo-consumer.

What sets the Country Style brand apart from the rest is its true Canadian heritage and the approachable and comfortable environment at each location. Country Style provides support to franchisees for the grand opening, local store marketing and regional marketing campaigns, as well as site selection, lease negotiations expertise, and thorough training for all franchisees.

GREAT RETURNS

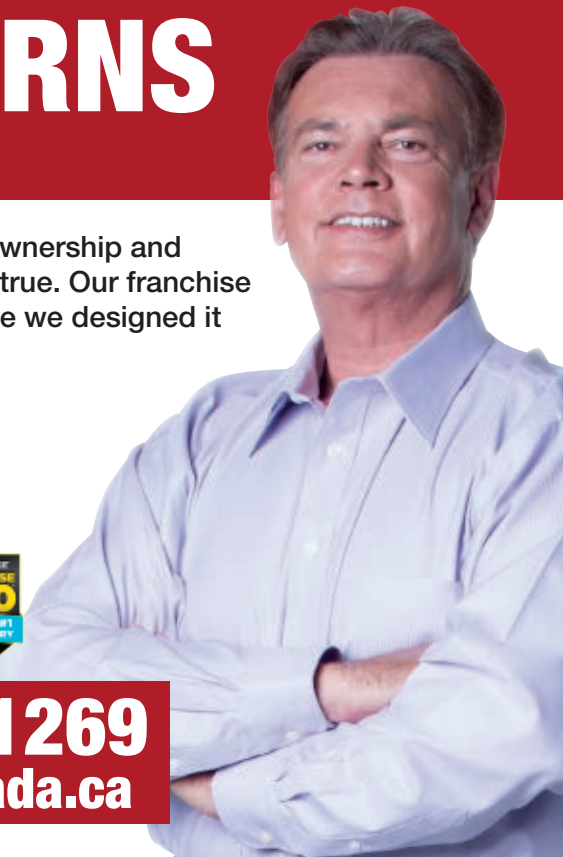
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GOOD EARTH COFFEEHOUSE

Since 1991, Good Earth has served coffee and fresh food, with a down-to-earth attitude. The company also strives for quality, responsible farming and fair trade when it comes to their coffee beans. They search for exceptional coffee through Direct Trade relationships with coffee farmers that support health, education, and environmental initiatives in coffee growing communities. The coffeehouses are also 100 per cent powered by wind energy.

They provide a warm and inviting atmosphere that builds upon the coffeehouse culture of the past. Their food is fresh and prepared on-site in the coffeehouse kitchens. Good Earth Coffeehouse



serves fresh baked goods and hot breakfasts, hearty soups and stews, fresh salads, sandwiches, and a variety of hand-crafted beverages.

Good Earth Cafes Ltd. franchises a network of coffeehouses in Canada, now numbering over 45 locations from Victoria, British Columbia to Ottawa, Ontario. Good Earth is growing across Canada with opportunities in Ontario, British Columbia, Alberta, Saskatchewan, and Manitoba. Training is held at the corporate offices as well as a training

store in Calgary. They offer ongoing support through menu development, supply chain management, training programs, marketing support, and more.



Franchise units in Canada: 46
 Franchise fee: \$35K
 Investment required: \$350K-\$525K
 Start-up Capital required: \$200K-\$250K
 Franchising since: 2005
 CFA member since: 2005



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Franchise units in Canada: (2 corporate units, no franchise units)
 Franchise fee: \$30K
 Start-up Capital required: \$350K-\$450K
 Franchising since: 2015
 CFA member since: 2015

KEKULI CAFE

Kekuli Cafe was originally founded in 2005 as Patricia Sam’s Bannock Stand, selling bannock (a bread common in First Nations cuisine) at a local carwash in Westbank, British Columbia.

Kekuli Cafe’s fresh menu is built around bannock, with many options to choose from such as bannock, wraps, bread and smoothies. The café also is licensed to sell alcohol.

The café is named after the Thompson word “Kekuli” meaning “pithouse”, a dwelling built to withstand winter. Kekuli Cafe

encourages its customers to enjoy a feeling of home while enjoying a cup of coffee and fresh food. Customers are able to enjoy Wi-Fi as well as musical playlists inspired by a love of Aboriginal/North American artists and Canadian artists.

The company also uses organic, fair trade espresso and coffee beans. They use bio-degradable coffee cups and sleeves as well as recycling initiatives in order to help protect the environment. They are currently expanding and are opening more stores in British Columbia, Alberta and Saskatchewan.



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NESTLÉ® TOLL HOUSE® CAFÉ BY CHIP®

The bakery café concept features a roast and ground coffee machine that serves up espresso, cappuccino, café latte, regular coffee, premium hot chocolate and mocha. The coffees served at the cafes are made with only the highest grade of coffee.

“Our guests deserve to enjoy truly superior coffee,” said Patrick Hummel, Vice President of Development for Crest Foods Inc., franchisor of Nestlé Toll House Café by Chip. “Everyone knows our cafés are the ultimate destination for freshly baked cookies, brownies and other delicious treats, and

we’re also the place to go for the best cup of coffee in town.”

The premium bakery and dessert destination concept is built around the world’s most recognized food service brand – Nestlé. There are currently over 150 bakery cafés in the United States, Canada and the Middle East. The versatile concept first opened in 2000 and has a variety of size options for maximum flexibility with real estate requirements.

The franchise offers simple procedures, brand recognition, and quality products. Additionally, their support team helps you with the basic fundamentals of opening your café, and provides ongoing support.



Franchise units in Canada: 7
Franchise fee: \$30,000
Investment required: \$152K-\$395K
Start-up Capital required: \$100,000
Franchising since: 2000
CFA member since: 2012



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SECOND CUP

In 1975, Second Cup was born as a shopping mall kiosk that sold six blends of specialty coffee beans. This was a small start to what was to come next – an exciting future as a Canadian brand staple, brewing fresh coffee every day.

As a Canadian specialty coffee retailer, Second Cup has become a second home to hundreds of thousands of guests every day. They handcraft over 1 million beverages every week, and sell over 7,100 pounds of fairly traded coffee each day. The Second Cup team offers a proven franchise system of passionate people and support systems in Operations, Marketing and Development. In addition to staying in touch and providing ongoing support, the team works behind the scenes to develop marketing concepts and promotions to enhance the brand image and strengthen the business for each region.

The new Second Cup Coffee Co.™ café concept opened December 5th at 289 King Street West in Toronto and celebrates the rebirth of the Canadian brand.



Franchise units in Canada: 323
Franchise fee: \$40K
Investment required: \$350K-\$500K
Start-up Capital required: Min. Liquid Assets \$200K-\$250K
Franchising since: 1980
CFA member since: 2001

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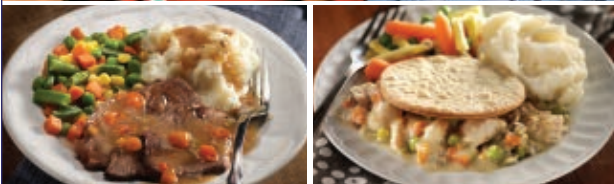
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SERIOUS COFFEE

Serious Coffee began roasting coffee in 1994 and from the start they were committed to using only high quality Arabica beans. Serious Coffee maintains a high quality product with a unique air-roasting system, and ensures freshness with quick delivery between the roaster and the cafés.

In 2000, Serious Coffee expanded to include franchise locations. There are now 23 sites on Vancouver Island and one in Powell River that opened in the summer of 2015. Plans to expand the market share include opening franchises in the Vancouver and surrounding areas, and entering the grocery store markets. In addition, they are currently developing an ordering app, mobile website, and loyalty program.

The Serious Coffee franchise system has full support for training, site selection, procedures manuals, equipment selection, design, and operations. Also, the baked goods and coffee are delivered via company owned delivery trucks. As well, head office



Franchise units in
Canada: 24
Franchise fee: \$25,000
Investment required:
325,000.00
Start-up Capital
required: 100,000

consults with café owners and regularly performs inspections and ongoing training at each site. The company is focused on providing support to franchisees and strives to consistently produce the best café experience and quality of product.

©2015 Firehouse Subs

and Public Safety. Founded by brother and former firefighters Chris Sorensen and Robin Sorensen. Firehouse Subs is a brand built on decades of fire and police service, steaming hot subs piled higher with highest quality meat and cheeses, and its commitment to saving lives through the creation of Firehouse Subs Public Safety Foundation. The founders are the real deal, the food is their creation, and the company is built upon a family of franchise operators who share their same passion for servicing others. In 2014, Firehouse Subs debuted nationwide a new low-calorie menu, Hearty & Flavorful, Under 500 calories. Firehouse Subs consistently ranks No. 1 among fast casual brands in the categories of food quality, friendly service, and taste and flavor.

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Franchise units in
Canada: 26
Franchise fee: \$30K
Investment required:
\$300K-\$675K
Franchising since:
1994
CFA member since:
1999

WILLIAMS FRESH CAFE

The Williams story began in 1993, born as Williams Coffee Pub in Stratford Ontario, named after William Shakespeare. Leveraging the years of growth, the café rebranded in 2009 to Williams Fresh Cafe. Today there are 26 locations serving customers fresh, quality food in inviting surroundings.

In early 2016, DRUXY'S Famous Deli acquired the brand, increasing the combined group's buying power and establishing a wider footprint of prime locations across Ontario that include high-traffic urban establishments, universities, colleges and hospitals.

With the recent DRUXY'S acquisition, Williams Fresh Cafe will continue to thrive by capitalizing on strengths the different menus have to offer. DRUXY'S famous deli sandwiches, for example, could appear at Williams Fresh Cafes while William's signature coffees and espresso-based premium



beverages could be poured at DRUXY'S.

Williams Fresh Cafe owners receive unique benefits. Having operated 50 DRUXY'S restaurants for 15 years before creating their franchise model, the founders can provide support based on personal experience of the day-to-day realities. Support includes site selection, design and construction assistance, training, audits, information and catering management systems, various marketing programs and continued feedback on improving operations. 🍁

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