

# FRANCHISE INTEREST BROCHURE



# GLORIA JEAN'S COFFEES

## SUPPORTED BY A GLOBAL FOOD AND BEVERAGE COMPANY

Gloria Jean's Coffees is a much loved brand of Retail Food Group (RFG), a global food and beverage company headquartered in Australia, with a regional presence in Los Angeles, USA.

RFG was founded in 1989 as the owner and manager of approximately 50 Donut King and bb's Café stores, and has been listed on the Australian Securities Exchange (ASX) since 2006.

The Company has since expanded significantly and is now owner of the iconic Gloria Jean's Coffees, Donut King,

Crust Gourmet Pizza Bar, Brumby's Bakery, Cafe2U, Michel's, It's A Grind, The Coffee Guy and Pizza Capers Brand Systems.

RFG is also a significant wholesale coffee roaster supplying existing Brand Systems and third party accounts under Di Bella Coffee. As well, RFG is a leader in foodservice and dairy processing, operating the Pacific Foodservice and Dairy Country businesses.

## RETAILFOODGROUP

## DISCOVER THE BRAND

Since first entering the Australian market in 1996, Gloria Jean's Coffees is now a global success story, serving guests in more than 686 coffee houses across over 40 territories worldwide.

Where consumers were once satisfied with a simple cup of coffee, that's certainly not the case anymore. They are looking for quality gourmet speciality coffee, which Gloria Jean's Coffees offers, a Good Cup, everytime. With research, our product range has evolved alongside globally changing tastes and trends.

Innovation is our heartland – it keeps things fresh for our guests and helps boost sales year round.

- 1979** Gloria Jean and Ed Kvetko opened a specialty gourmet coffee outlet in a small town north of Chicago, USA.
- 1996** The first Australian Gloria Jean's Coffees, coffee houses opened in two locations in Sydney.
- 2004** The international branding and roasting rights were purchased for all countries outside of the USA and Puerto Rico. There are now over 200 coffee houses across Australia.
- 2009** Global ownership of the Gloria Jean's Coffees brand with the purchase of all retail and franchise operations in the USA.
- 2014** RFG acquire Gloria Jean's Coffees international brand.
- 2019** First international store with new branding opened in the United Kingdom.





# BRAND ATTRIBUTES

## GENUINE OLD SCHOOL SERVICE

Endearing | Humility | Trust

## COFFEE EXPERTS

Sourcing | Blending | Roasting  
Pouring | Serving

## ETHICALLY SOURCED

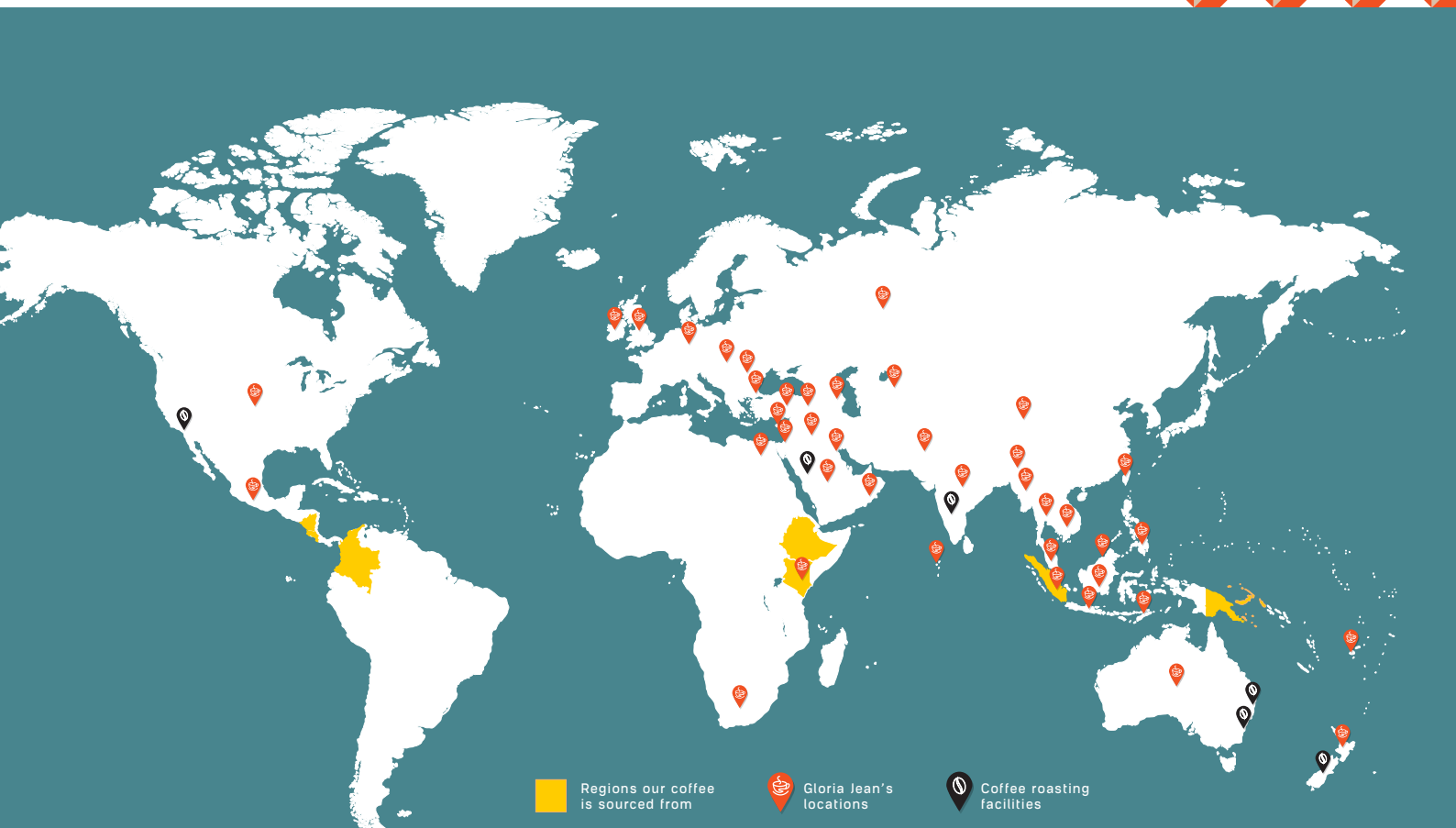
Collaboration with Farmers | High Quality Beans

## THE EXPERIENCE

Modern Stores | Delicious Food |  
Best Coffee



# WHERE WE SOURCE OUR COFFEE





# A TASTE OF OUR MENU

## FOOD

Fresh ingredients, old time favourites, modern twist

A SAMPLE OF OUR NEW MENU

### ALL DAY DINING:

Chia Pots | Eggs your way | Big Breakfast

### GRAB 'N GO:

Classic grills | Gourmet Burgers and wraps |  
Salads

### CAKES & DESSERTS:

Berlina doughnuts | Hand-crafted muffins |  
Tarts | Pastries

## BEVERAGE

Specialty coffee, old time favourites,  
indulgence

A SAMPLE OF OUR NEW MENU

### CLASSIC COFFEE:

Specialty Espresso Blend | American Blend

### SPECIALTY HOT DRINKS

### CHILLERS, SHAKES & SODAS

### TEA

### ALTERNATE BREWING:

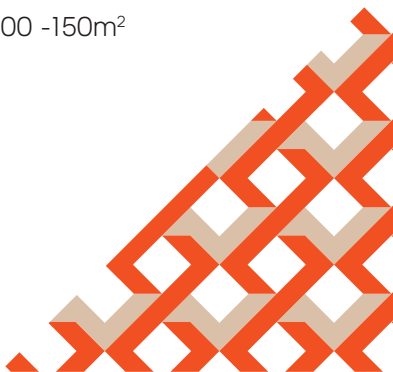
Cold Brew | Nitro Coffee | Over Ice | Soft Serve



# OUR STORE FORMATS

The flexibility of our store design means that all formats can be adapted to a broad range of locations and localised to suit individual markets. General store format options include:

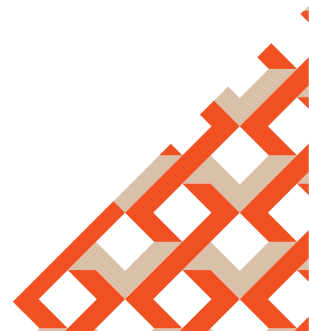
- Kiosk: 20 – 30m<sup>2</sup>
- Small coffee house: 30 – 40m<sup>2</sup>
- Large coffee house: 80 -130m<sup>2</sup>
- Drive thru: 100 -150m<sup>2</sup>



# GLORIA JEAN'S COFFEES MARKETING

## PROMOTIONS & CAMPAIGNS

Gloria Jean's offers a range of seasonal promotions suitable for each region throughout the year. We also look to include product focused campaigns which are focused around innovation & flavours. Each promotion or campaign is supported by in-store marketing collateral, social media content and recipes.





# UNIFORMS & MERCHANDISE

## UNIFORMS

Gloria Jean's Coffees supplies a modern trendy uniform featuring the logo and our brand colours

## CROCKERY

We also offer our partners a full range of branded crockery for dine in experiences.





## CONTACT

For any further queries, please contact us.

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