
***Make a
New Zealand
success story
your own***

FRANCHISE PROFILE

COLUMBUS
COFFEE



Join a world-leading café franchise

You've made the exciting decision to consider owning a Columbus Coffee franchise. So how do you know it's the right franchise for you? There are a number of great reasons to come on board.



10 GREAT REASONS TO OWN A COLUMBUS FRANCHISE:

1. NZ founded, owned and operated.
2. Well-recognised, trusted premium brand.
3. Multi-award winning franchise system.
4. Clear vision and growth plan.
5. A strong focus on innovation across all aspects of the brand.
6. Over 70 stores throughout metropolitan and provincial New Zealand - and growing.
7. Successful partnership with Mitre 10 MEGA stores throughout New Zealand.
8. Strong buying power and supplier relationships based on the size of our group.
9. Our own international standard annual barista competition.
10. Annual franchisee conferences and regular seminars



Thank you for your interest in Columbus Coffee

Our aspiration is quite simple. We aspire to be a world-leading, premium franchised café experience that people will want to be a part of, whether as a customer or a franchise business owner.

We are continually innovating to remain fresh and relevant. It's a fast-moving, highly competitive market and consumer needs are changing the way we think and do things. It's not enough to just serve a good coffee or a great menu – hospitality is all about the overall experience from the moment you walk in the door. Store environment, staff, customer service and music all play an important part to capture customer engagement.

The biggest asset we have is our network of franchisees, who bring locally-owned focus to every store. Our new franchisees are provided with an extensive training programme, learning everything about Columbus Coffee's systems, marketing and finance, visiting the roastery, getting supplier accounts set up, and spending further time in training stores. These are cafés run by experienced franchisees who excel in delivering the Columbus Coffee brand. You'll do everything from making coffee and serving customers to rostering staff – it's a chance for you to learn the basics of all roles.

With the support of a barista trainer, chef trainer and franchise business consultant, we set you up for success from the first day. Whether you've had the café six

months or six years, everyone gets support appropriate for their goals, and we increase our involvement as needed. We also encourage our franchisees to share ideas and learn from each other. Franchisees in each region meet a few times a year and constantly communicate through Facebook and WhatsApp groups. It's another way in which we're maximising the use of technology. We have a representative of each region on our Franchise Advisory Council, and frequent communication helps us listen to everyone and enables franchisees to keep up with what's going on.

We're looking for new franchisees with passion and drive to succeed, who want to invest in a business that never stays still. We have a fantastic team of people at Columbus Coffee with hundreds of years of experience between us. Our job is to support you and keep the brand fresh so you can focus on growing your business. If you want that team behind you, we look forward to hearing from you.

Warm regards,



GRAEME TAIT
Managing Director

Our story

OUR JOURNEY SO FAR

Way back in '94, amidst a nation of devout tea drinkers, four Kiwi coffee aficionados met over an espresso and decided they wanted to share a different kind of coffee experience. And so after much crafting the original Columbus Coffee café opened its doors in Auckland's bustling High Street. Surrounded by the aroma of roasting beans, people discovered the sensory delights of the freshest coffee from around the world and learnt the art of great coffee making with tastings and demonstrations.

With this new type of café, Columbus Coffee started the conversation about premium coffee and true café experiences. A conversation that has continued on with great momentum and influenced many of today's cafés.

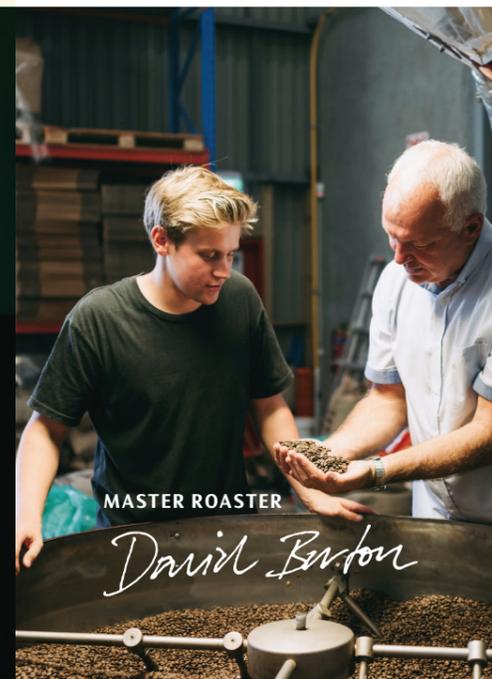
OUR JOURNEY CONTINUES, OUR FOCUS REMAINS THE SAME

Over the past two decades Columbus Coffee has opened doors in more communities throughout the country and now numbers over 70 cafés, including those situated in

Mitre 10 MEGAs – a highly successful partnership with another trusted Kiwi brand. Each café is locally owned, contributing its own flair to make the brand a local favourite everywhere.

And through this growth our focus has remained the same. Tastes from our own door step and around the world - variety, freshness, quality and a welcoming experience.

We encourage our customers to discover the local faces and flavours of each Columbus Coffee café and hope every visit leaves them feeling refreshed and inspired to return.



A focus on leadership & results



STRENGTH OF BRAND

BEST OF INDUSTRY FRANCHISE SYSTEM



Not only are we one of New Zealand's most awarded café franchises, our success since we established in 1995 has been phenomenal.

We offer our franchisees a well-recognised trusted and award winning brand with decades of heritage. This is backed with visionary leadership and some of the best coffee and food specialists in the country to create a quality offer that our customers know and come back for day after day across the country.

The power of our brand, our great customer offer and the support it offers franchisees is one of the most commonly cited reasons for choosing to invest in a Columbus Coffee franchise. All major trading banks also support our brand.

Our highly awarded franchise system built up over decades is backed by a first class support team who work with our franchisees throughout store set-up and on-going operation.

We offer you a full 'turnkey' system where we use our experience to find a great site, design and build the café, provide you with training and having helped you recruit a great team we then train them and open the café with you. It doesn't stop there, our industry leading team provide ongoing support and training for you and your team.

We have practices that are systematic and standardised for easy implementation, and uniquely we also believe in the importance of addressing 'local' market needs and welcome your input as the local owner and heart of the business.

COFFEE LEADERSHIP

FOOD LEADERSHIP

MARKETING LEADERSHIP

Columbus co-founder and one of the country's true coffee masters, David Burton is our Master Roaster and ensures the ongoing quality and consistency of our blend.

In the cafés the quality of our training means our baristas regularly excel in barista competitions and, most importantly in serving premium quality drinks to our customers.

We also run our own Columbus Coffee Annual Barista Championships, which measure our baristas at international standards.

We look to take the lead in food and our cafés benefit from in-depth training from our team and also superb recipes that are constantly added to by our award winning menu development team. Our customers' food habits change constantly so we ensure our cafés are delivering all the latest food items to keep them coming back.

Our cafés have kitchens and trained chefs preparing delicious and wholesome food fresh each day. Cooking all of our own food sets us apart from other brands and allows us to move easily with the times. For you as one of our franchisees, keeping up is easy as we lead you through the changes step by step.

Our award-winning marketing is underpinned by our industry-leading digital customer engagement programme Columbus Rewards. Added to this we have a broad programme across multiple channels including social media, above the line campaigns, partnership programmes, sponsorship, search marketing, a Kids Club programme and more.



We take our food as seriously as our coffee

- ◆ An emphasis on fresh, seasonal and wholesome food.
- ◆ All cafés feature a full kitchen with fully trained Chef.
- ◆ Regular seasonal menu innovation by our Food Team
- ◆ Strong support for store chefs during set-up and ongoing operation.
- ◆ Wide range of core Columbus cabinet and kitchen menu recipes to offer your customer base.
- ◆ A 'Local Favourite Menu' range that can reflect your local flair.
- ◆ A Lifestyle Favourites range offering vegan, gluten and dairy free, raw, refined sugar free and other 'clean' food choices.



We're behind you with first class support

“The training sets franchisees up for success because it’s tailored to suit people with varying experience and knowledge, then backed up with first-class systems and support.”

“Training modules on finance, food and beverage, menu planning and marketing gave me great insight into different areas of the business. We also

had an executive chef and barista trainer come in to set expectations around service and delivery from the start, and that has made all the difference. Our customers are delighted and it’s showing in our turnover.

One of the biggest benefits of being part of the Columbus Coffee franchise is their marketing support. Not only do we have access to resources for local marketing, we also benefit from an extensive national marketing programme. Columbus Rewards has over

350,000 members to date – it’s a unique, nationwide customer engagement programme that tracks spending down to the soy milk in their latte. As well as being a loyalty programme, the system provides us with the ability to run local level marketing initiatives.

Whether you’re looking for great coffee, great food or a great franchise, Columbus Coffee fits the bill.”

Sandi Lockyer
Columbus at Mitre 10 MEGA Upper Hutt

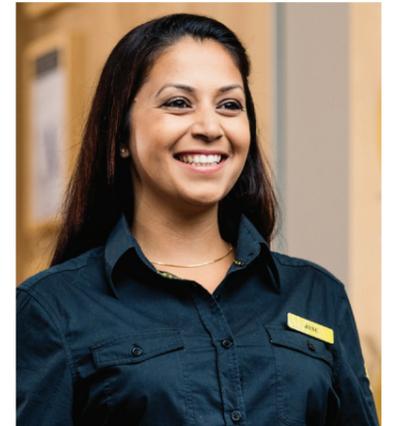




“We’ve been with the brand for a number of years now and continue to see great results and ongoing support to help make our business as profitable as possible.”

“There’s a good reason Columbus Coffee has won the number of awards it has for its franchise system, however it’s also a well-respected New Zealand brand and there’s a big commitment to ongoing brand development and moving with the times which is extremely important in today’s market and for us as franchisees.”

Jane & Murray Merai
Columbus Glen Eden



Discover business & lifestyle success

“With Columbus, you have a whole lot of collective experience to tap into because so many people have done it before. You can rely on proven systems and first class support. I’ve been running my store for three years now and we continue to grow year-on-year with great results.”

“It’s still up to you to make your business succeed. Presentation and standards have to be immaculate and only you can make sure your staff can deliver on those things. If you enjoy hospitality and love working with people and communicating with customers, then Columbus offers the very best system to do it with.”

Pavel Zhuravlyov
Columbus at Mitre 10 MEGA Takanini

“I came away from our last Franchisee Conference more excited than ever before to be part of the Columbus Coffee family. The strength of our brand and the strong business support I have from the management team is a critical part of our success as a franchisee.”

“We’re a premium café brand with a strong focus on quality which gives us a real edge in the market. Our customers love and trust our stores.”

I believe that Columbus Coffee is strategically placed to take advantage of the growing popularity of cafés as the hub of a community and consumers’ demand for high quality service and products.”

Nigel Heney
Columbus Ashburton





“When I researched franchise opportunities Columbus stood out because it’s locally owned with a New Zealand franchisor and the owners have built a strong reputation from 20 years in the industry.”

“Columbus is also one of the largest café brands in the country. Experienced franchisors like Columbus are like business mentors. That means as a newcomer we can leverage off their expertise to grow the business. The support team is friendly, knowledgeable and helpful. Our Columbus franchise is proving to be a solid performer, as it’s both rewarding and satisfying at the same time.”

Dee Manchanda
Columbus at Auckland Hospital



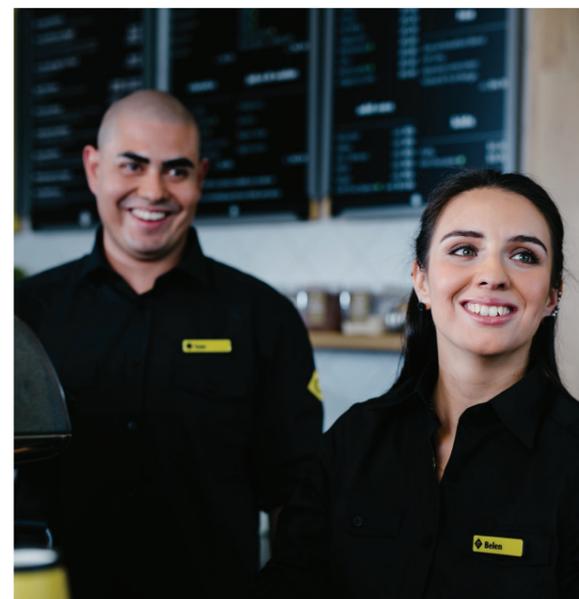
Be part of a trusted kiwi brand

“I thought Columbus was doing really good things and that’s what hooked us both.”

“We’ve seen so many failures in the hospitality industry from people who don’t have a system in place, and although we are trained chefs we knew we had little knowledge of the other aspects of running a business such as managing cashflow, staff and marketing. These are areas in which Columbus Coffee excels, and they offer superb training to teach their systems to others, too. They can’t promise success

– that’s up to the franchisee – but if you follow the systems they’ve set up, it will work. It’s Columbus policy to have everything fresh, made on site every day, and that was one of the stand-out reasons for our choice in the first place. But what we’ve learned through the franchise is to become as passionate about every other aspect of owning a café business. Columbus has never let us down. We want to keep on growing, and we’ve found the right business to do it with.”

Leonardo Rojas
Columbus at Mitre 10 MEGA Dunedin



“The appeal of Columbus was that it had a distinct New Zealand story to tell. It was not looking to be a production line of cafés but was endeavoring to embed itself in the local communities in which each store was set up.”

“For me that was critical as that was the essence of what I was looking for in a café. With no background in the hospitality

business I was also looking to leverage a franchise business with proven systems, processes, knowledge and expertise. A franchise also helped to reduce the risks associated with a start-up business and would provide an established brand that customers recognised and trusted.

Franchisor support is paramount in both the set-up and ongoing operation of your business. So finding a franchisor that is willing to be involved to support your operation is extremely important. They are there to help you stay focused on the key drivers in your business but are also there

to help you identify growth opportunities.

Personally, Columbus was the right decision for me. It had the support and network I needed to get the business off the ground and it had well established systems and processes to ensure I could focus on the key drivers to making it successful. Most importantly though it had an offering I felt customers were looking for in a cafe and it has gone on to offer rewards that go far beyond the financial.”

Nick Gray
Columbus at Mitre 10 MEGA Palmerston North and Columbus Palmerston North Plaza

1995

we opened the

DOORS

TO OUR VERY

1ST STORE

Our Brand Values

**OUR VALUES DRIVE ALL WE DO & THE WAY
WE THINK AT COLUMBUS COFFEE**

BE FRESH

*Forward thinking, variety,
creativity, open-minded,
responsive & proactive*

BE LOCAL & CONNECTED

*Community focused, in-touch, cohesive,
personalised, friendly & collaborative*

STAY TRUE & TAKE PRIDE

*Consistently premium, thorough,
proud, celebrate success*

BE AUTHENTIC

Genuine, uncomplicated, honest & reliable

BE INSIGHTFUL

*Knowledgeable, interested
& interesting*



Discover your own success

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