

Franchise Opportunity



Internationally inspired tastes. Local atmosphere.

JAVA EXPRESS

Welcome to Java Express

First of all, thank you for considering a future with Java Express. We are a strong, young company in a very dynamic industry, and we know that our growth depends on the skills and passions of people just like you.

Java Express takes the idea of a classic coffee house and gives it an authentic Canadian twist. An interesting menu of international flavours mixed with a casual, friendly café atmosphere created by people who live in the Neighbourhood. We encourage each location to adopt a community feel where people can find a comfortable and relaxing environment where the coffee is bold, the food is fresh and the people are real.

We also know that it takes more than just passion to make any business a success. We have assembled a team of bright, experienced and innovative individuals who have redefined the café culture and built a unique company, perfectly positioned for exceptional growth. We are proud of the superior products that we have developed and our constant commitment to improve.

I am excited about what we have accomplished so far and I look forward to the future. If you believe that you have what it takes, I invite you to find out more about Java Express.

Sincerely,

Ray Mand
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The story behind the culture.

Discover a place where the coffee is **bold**,
the food is **fresh** and the people are **real**.

Imagine a place that is the centre of the neighbourhood. There are friends, laughter and a buzz of activity. It is a casual place where you can curl up with a good book or engage in the hot topic of the day. Of course there is always great food, prepared fresh and served with a smile.

Java Express is built upon the idea that good things always happen when you mix great people and interesting food. What started with something as simple as coffee turned into a passion for the entire café experience where we treat the taste buds, the heart and the soul at the same time. It is a place for a quick treat on a busy day or a destination for an evening out to hear great music at one of our live events. That's why we say we think beyond the cup.

A truly Canadian experience, our cafés resemble the eclectic mosaic that makes this country great. We are always looking for new ideas and inspirations from the culinary world, searching for interesting treats and flavours and bringing them to you in a comfortable place with a friendly smile.



We started on the west coast (the birthplace of the North American coffee culture) and moved eastward, embracing the communities we are a part of. Along the way, we realized that there are no limits to what we can achieve, as long as we never forget what made us special in the first place. We can grow as big as we want, but we will never lose sight of the fact that at every moment we are just one store, in one neighborhood, with a warm smile and fresh taste just for you.

Welcome to Java Express. Welcome to the neighborhood.



The franchising opportunity for you.

As a franchisee, you get to make it happen. With our complete turnkey system, you take advantage of one of the best business opportunities of a lifetime and inject it with your own flair for people. Our approach gives you the tools you need and the freedom to bring it to life in your own way.

A Java Express Neighbourhood Café is designed to offer you a low start-up cost with maximum return and incentive. We know that every situation is different and Java Express is committed to working with excellent candidates on the path to success.

Minimum Initial Deposit	\$75,000
Total investment	\$210,000*

Six months worth of unencumbered operating capital will be required. The total amount will vary depending on regional differences.

*Based on a 1000 square foot café location. Larger locations are available.



Included in the cost of a franchise is the following:

- all equipment, furniture, display equipment and signage
- up to 8 week training program
- store opening support to assist you in your new Java Express Neighbourhood Café (for a maximum period of 10 days)
- the use of all Java Express Training and Operations Manuals
- the right to use trademarks and trade names
- Ongoing support from Head Office personnel who have vast knowledge in operations, training and marketing.

The building and the property on which the café is built are not included in the cost of the franchise.

Of course, a café is as much passion as product. If you believe that you are ready to embrace this exciting opportunity, we encourage you to complete the information form and fax it back to us. A franchise rep will contact you to discuss the opportunity in greater detail and see if there is a good fit.

Master Franchise Areas are available. Please contact the head office if you are interested in this type of opportunity.



We're looking for the right people.

A Java Express Neighbourhood Café franchise is a carefully developed experience with the perfect mix of exceptional products, proven locations and a solid strategy for growth. Our complete concept of store design and equipment selection, menu and product development, training, operational and promotional support lets you take advantage of all of the benefits that franchising offers.

A systemized approach and our commitment to constantly learn and share our experiences ensure that every franchisee has the knowledge and skills to successfully operate their café.



To ensure our mutual success, we support our successful franchisees candidates with

- Location selection and leasing
- Design and construction
- Equipment selection
- Detailed franchisee training program
- Employee training and service standards support
- Product development and procurement
- Marketing/promotions program support

Running a successful café is a challenging but very rewarding experience for the right person. It's not for everybody, but if you believe you have the skills and a passion for people and food, Java Express Neighbourhood Cafés are a fantastic opportunity. To ensure mutual success, we are looking for people who have significant experience in service management, an entrepreneurial passion, and want a dynamic, hands-on business investment.

Our success is based on a thorough selection process to find the best people, followed by an inclusive training program and continuous operational and marketing support.

If you are interested in learning more about the Java Express franchise, please fill out the personal and financial profile. We will review the information you provide and determine preliminary approval for your application. You will then be contacted by a



representative of our company and sent a copy of our franchise offering circular information package.

We are available to answer any questions you may have, so feel free to contact us at (604) 595-JAVA (5282).



A solid opportunity.

Store location, construction and design

Location, location, location. We know that a great location can be one of the most influential factors in your success, so we are constantly searching for hot spots and planning our growth. Our experienced team works with you to find and negotiate the best possible opportunity for your new franchise.

Once a location is chosen, our opening team works hard to bring the Java Express brand to life. From choosing the best equipment available to the smallest details of millwork, getting your café operational becomes top priority.



Training programs and operational support

A comprehensive training program designed specifically for Java Express is included in your investment. All operators receive "hands on" training, as well as substantial in-store experience. But the training doesn't stop when you open your doors. We have a series of on-going training programs, reference manuals and support designed to give you the help you need. We know that this business is all about growth and change, and we are there to help you every step of the way.



Product Development

We know that a café is only as good as the food it serves. We take product selection and development very seriously. We're on a perpetual quest for great tastes and food ideas that support our unique experience. From our signature coffee blends and fresh baked treats, to the international menu inspirations such as Grilled Panini sandwiches and Westcoast Wraps, our goal is to serve food that satisfies adventurous taste buds.



Marketing Support

Java Express is building a strong brand in a very competitive market. Even before your grand opening, our marketing efforts will start to ensure that your café makes and big impression in your neighbourhood. Whether it's part of our regular national marketing program or an individual initiative of your choice, you have access to our experience and professional skills to leverage the biggest bang for your marketing bucks.

