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### **Contact:**

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### **Additional Information:**

[Sonoma Coffee Cafe - '2 Minute Drill'](#) (Effective: March 2009)

[Sonoma Coffee Cafe 'E-Brochure'](#) (E-Brochure should be used when presenting to a potential client / Effective: September 2008)

### **Franchise Sales:**

Single Unit: Yes

Multiple Units: Yes

Area/Developer: Yes

### **Description of Franchise:**

Sonoma Coffee Café is a recent, innovative franchise offering. It is positioned to play a very important role in the red-hot specialty coffee industry the management is seasoned and experienced in coffee franchising. The SCC system is designed as a simplified, turnkey package, offering the franchisee a cost savings of \$50K-100K compared to other coffee franchisors. Sonoma's management has succeeded in eliminating the administrative problems associated with other coffee franchisors. Support is provided at all levels, including third-party financing, site acquisition and development, vendor relationships, Product / management training, personnel training, and expansion.

### **Background:**

Year Established: 2006

Year First Franchised: 2007

Franchised Units: 86 units under contract as of July 2008

Company Owned Units: 1

Projected New Units (12 months): 75 to be sold in 2008

States/Countries Registered in: All states except WA, HI, ND

Availability in Canada: Area Developer only

States, Countries or Geographical Areas from which Broker Referrals are being accepted: Worldwide, Area Developer only

### **Financial/Terms:**

Single, Multiple, Area Developer or Resale

### **Sonoma Coffee 'Express' Offering / Effective: March 2009**

Cash Investment: \$40K - \$50K (600-1000 square feet)

Total Investment: \$140K - \$150K

### **Sonoma Coffee Cafe Offering**

Cash Investment: \$50K- \$75K = Single, \$80K - \$90K = Three-Pack, \$115K = Area Development

Total Investment: \$200K- \$250K

Minimum Net Worth: \$300K for Single, \$400K for Three-Pack, \$500K for Area Development

Franchise Fee: \$25K = Single Unit, \$52,500 = Three-Pack, \$95K = Area Development

Royalty: 4%

Ad: No fee. Materials supplied, franchisee directs

Average # of Employees: 4-6

Passive Ownership Allowed: Yes, once manager is thoroughly trained and in place

Earnings Claim: No

### **Support & Training Provided:**

Financial Assistance Provided: Yes (via third party)

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: No

#### **Training:**

Extensive. On-site initial training. Barista, operation, manual, soft opening, point-of-sale system

Ongoing consultation via phone, email, web-based software.

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