



**Last Update July 9, 2008**

## **CONTACT**

Please follow The Coffee Beanery [referral process](#) (Click on link for Process Instructions)

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## **ADDITIONAL INFORMATION:**

[The Coffee Beanery - 'Talking Points'](#) (Effective: April 2008)

## **DESCRIPTION:**

The Coffee Beanery offers a variety of investment opportunities with streetfront cafes and drive-thru locations being the main growth vehicle in the future. The cornerstone and foundation of the business is the exceptional quality of its own hand-roasted coffee. Coffee Beanery features 60 varieties of coffee plus a limited breakfast and lunch menu that includes breakfast sandwiches and specialty wraps, smoothies, and other specialty beverages.

## **BACKGROUND**

Established: 1976

First Franchised: 1985

Franchised Units: 130

Company Owned Units: 2

Projected New Units (12 Months): 12

Not Registered: HI, IL, & WA

## **FINANCIAL/TERMS**

Cash Investment: \$150k

Total Investment: \$300k - \$450k

Minimum Net Worth: \$500k

Franchise Fee: \$27.5k

Royalty: 6%

Brand Building Fund: 2%

Average Number of Employees: 1 FT, 8-14 PT

Passive Ownership: Allowed under multiple business ownership

## **SUPPORT & TRAINING PROVIDED**

Financial Assistance Provided: Third Party

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-Operative Advertising: Yes

Training: 3-4 weeks at the corporate office in Flushing, MI

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