

---

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

FRANCHISE PROFILE

---

**COLUMBUS**  
COFFEE





# A world-leading premium café franchise brand

- ◆ NZ founded, owned and operated
- ◆ Well-recognised, trusted premium brand
- ◆ Multi-award winning franchise system
- ◆ Clear vision and growth plan
- ◆ Focus on innovation across all aspects of the brand
- ◆ Over 60 stores throughout metropolitan and provincial New Zealand - and growing
- ◆ Successful partnership with Mitre 10 MEGA stores throughout New Zealand
- ◆ Strong buying power and supplier relationships based on the size of our group
- ◆ Our own international standard annual barista competition
- ◆ 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.

Through every element of the Columbus Coffee experience we want our customers to discover the pleasures of our own fresh specialty coffee, our freshly prepared delicious food, our welcoming café environments and the convenient locations and local owners that make up the Columbus Coffee café network.

Now a trusted brand and household name, the last decade has been focused on managing rapid growth and refining our business model for which we've been twice awarded Supreme Franchise System of the year, the industry's top award. We've just completed an end to end review of the brand to make sure we're moving with changing consumer and franchisee needs and retain our position as the country's premium café franchise.

As a founder of New Zealand's coffee scene, we continue to lead the way with the quality and consistency of our café experiences.

**As brand owner, our success comes from your success. By matching café opportunities with franchise owners who have the drive to deliver on our brand promise, Columbus Coffee will continue going from strength to strength and provide franchisees with business and lifestyle success.**

The café market is dynamic and growing fast, so the next chapter in our journey looks to be just as successful. I welcome you to discover your future with Columbus Coffee.

Warm regards,



**GRAEME TAIT**  
*Managing Director*



Managing Director GRAEME TAIT and team receive the Supreme Franchise award along with original founders DAVID BURTON and FRANCES HOLLIS. The award was presented by the former Commerce Minister SIMON POWER.

## 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 60 cafés,

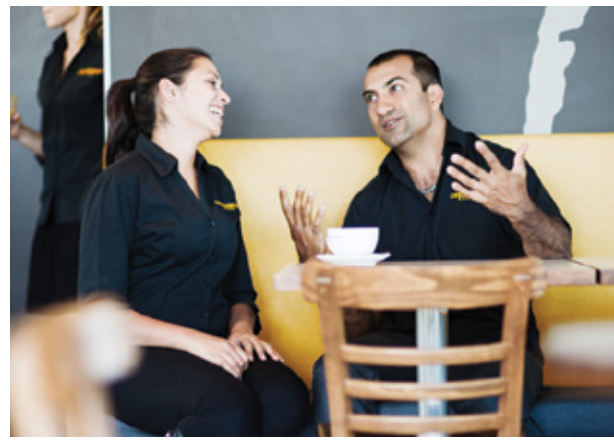
including those situated in Mitre 10 MEGAs – a highly successful partnership with another trusted Kiwi brand. Each café is locally owned, contributing its own flair to make the brand a local favourite everywhere.

And through this growth our focus has remained the same. Tastes from our own door step and around the 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 formula that delivers results



## STRENGTH OF BRAND

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 almost 20 years 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 for customers.

The power of our brand 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.

## BEST OF INDUSTRY FRANCHISE SYSTEM

Our highly awarded franchise system built up over almost 20 years of testing is backed by a strong training and support team to work with our franchisees throughout store set-up and on-going operation.

From locating the right sites, to store design and construction, to menu design

and food training, to barista training, to business support and accounting, to marketing – we offer our franchisees among the best support available in the hospitality sector.

While our practices are systematic and standardised for easy implementation, we also believe in the importance of addressing 'local' market needs.

## COFFEE LEADERSHIP

We have co-founder of Columbus and one of the country's true coffee masters, David Burton as our Master Roaster. We are renowned for the quality and consistency of our coffee. The quality of our training means our baristas regularly excel in barista competitions and, most importantly in serving excellent products to our customers.

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

## FOOD LEADERSHIP

With a menu development team our food offer keeps up to date with changing consumer needs and features consistent Columbus Coffee items blended with local favourites which reflect the local flair of individual cafés. All of our cafés have full kitchens and trained chefs preparing delicious and wholesome food fresh each day.





# We take our food as seriously as our coffee

- ◆ An emphasis on fresh, seasonal and wholesome food.
- ◆ All cafes feature a full kitchen with fully trained Chef.
- ◆ Regular menu innovation with award-winning Menu Development Manager and Group Training Chef.
- ◆ Strong support for store chefs during set-up and ongoing operation.
- ◆ Wide range of core Columbus cabinet and menu items to offer your customer base.
- ◆ A 'Local Favourite Menu' range that can reflect your local flair.
- ◆ Unique partnership with the well-respected Healthy Food Guide magazine to offer customers nutritionist and dietitian approved options.







Nigel Heney & team

# Discover business & lifestyle success

## Nigel Heney

Franchisee, Ashburton & Hornby  
 Supreme Franchisee of the Year - Westpac Franchise Awards 2011, 2012  
 Columbus Coffee Overall Franchisee of the Year 2011, 2013

"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."

## Jane & Murray Merai

Franchisee, Glen Eden, Auckland  
 Columbus Coffee MVP Franchisee of the Year 2013  
 Columbus Coffee New Franchisee Award 2012

"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."

## Trudi & Ian Brassfield

Franchisee, Nelson & Richmond  
 Columbus Coffee Overall Franchisee of the Year 2012

"We recognised that the Columbus Coffee franchise system was very well thought out and felt very confident that we would be well supported in our efforts to be successful in the business, which was especially important as we were both new to the hospitality industry."

The franchisor support has been fantastic but unobtrusive and we continue to enjoy an open and friendly relationship with the entire Columbus Coffee team and the other franchisees."

Due to all their support and our hard working staff, our business has been very successful and we are now able to do things both on the business front and in our home life that we couldn't have done if we were still working for someone else."

OUR VALUES DRIVE ALL WE DO  
 WITHIN COLUMBUS COFFEE

## BE FRESH

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

## BE INSIGHTFUL

*Knowledgeable, interested & interesting*

## STAY TRUE & TAKE PRIDE

*Consistently premium, thorough, proud, celebrate success*

## BE AUTHENTIC

*Genuine, community oriented, uncomplicated, honest & reliable*

## BE LOCAL & CONNECTED

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



**DISCOVER YOUR  
OWN SUCCESS**

**franchise@columbuscoffee.co.nz**

**+64 9 520 1044**

**HEAD OFFICE**

201 Victoria Street West,  
Auckland, New Zealand

**POSTAL**

P O Box 911030,  
Victoria Street West,  
Auckland 1142,  
New Zealand

***columbuscoffee.co.nz***



**COLUMBUS**  
C O F F E E