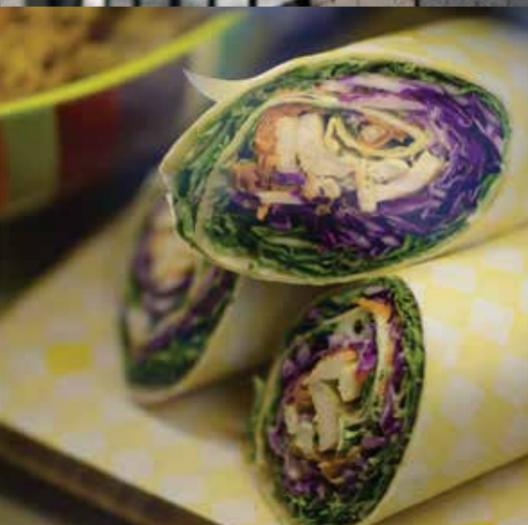

***Make a
New Zealand
success story
your own***

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 60 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.

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.



2015 Franchisee of The Year Winners - Columbus Glen Eden and Columbus at Mitre 10 MEGA Kapiti/Porirua.

Our story

OUR JOURNEY SO FAR

Way back in '95, amidst a nation of devout tea drinkers, four Kiwi coffee and tea 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 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

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 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 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.

BEST OF INDUSTRY FRANCHISE SYSTEM

Our highly awarded franchise system built up over 20 years 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

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 cafes 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.

FOOD LEADERSHIP

We look to take the lead in food and our cafes 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 cafes 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.



We take our food as seriously as our coffee

- ◆ An emphasis on fresh, seasonal and wholesome food.
- ◆ Our cafes feature a full kitchen with a 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.
- ◆ A unique Lifestyle Favourites range offering Paleo, raw, refined sugar free and other 'clean' food choices.
- ◆ Unique partnership with the well-respected Healthy Food Guide magazine to offer customers nutritionist and dietitian approved options.





Discover business & lifestyle success

“Being a Columbus at Mitre 10 MEGA holds a lot of positives and the benefits you can create and gain from being closely linked with a brand such as Mitre 10 MEGA are endless. A good relationship between a Columbus cafe owner and Mitre 10 MEGA owner can be a recipe for success that will give you a real edge over your local competitors.”

“Our location within a Mitre 10 MEGA also means we benefit from good automatic foot traffic from the store and can offer customers virtually unlimited carparking and the appeal of a children’s playground for families.

We’re involved with our local Mitre 10’s events, catering for their functions, run co-sponsorships and benefit from their business contact introductions.

Columbus Coffee has really proven to be a leading cafe franchise with a great business model, vision and reputation. The support you get from the Columbus Support Team is around the clock and very valuable. Their experience, knowledge, problem solving

skills and willingness to help is spot on. There’s always a steady stream of communication and you will quickly find yourself as a permanent fixture in the Columbus family, looking for your next Columbus Coffee franchise opportunity!”

Korby Hall & family

Columbus at Mitre 10 MEGA Kapiti & Porirua

- Columbus Franchisee of the Year 2015
- Columbus People’s Favourite Café of the Year 2015
- Columbus MVP Award 2014
- Columbus at Mitre 10 MEGA Franchisee of the Year 2013



Jane & Murray Merai

Columbus Glen Eden & Columbus at Mitre 10 MEGA Westgate

- Columbus Coffee Franchisee of the Year 2015
- Columbus Coffee MVP Franchisee of the Year 2014
- 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.”

Receive first class business support

“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 franchise.”

“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 at Mitre 10 Mega Hornby and Columbus Ashburton

- Supreme Franchisee of the Year - Westpac Franchise Awards 2011, 2012
- Columbus Coffee Overall Franchisee of the Year 2011, 2014





Be part of a trusted kiwi brand

“The nature of Columbus Coffee’s franchise model allows us to enjoy the benefit of selling tested and successful core food and beverage items, but also the opportunity to be highly unique in our local market through a range of ‘Local Favourites’ that reflect our interest in clean eating. This gives us a strong competitive edge in the market.”

“Having the backing of a trusted Kiwi brand and the help of highly experienced support office staff has also meant that my wife and I have been able to enjoy lifestyle success, by starting a family while continuing to run our business.”

Danee & Jigisha Patel

Columbus Glen Innes

Columbus Local Store
Marketing Award 2015



“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 cafe 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

“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 cafes 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

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**

franchise@columbuscoffee.co.nz

0800 100 110

+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



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