



Be your own boss with a Cafe2U mobile cafe franchise

- Join the world's largest mobile cafe franchise
- Exclusive territories, extensive training and support
- Fast track success with our Acceleration Package

RETAILFOODGROUP
STRENGTH IN BRANDS

Cafe2U is the premier mobile cafe franchise system
Find out more at www.cafe2u.com.au or call 1300 CAFE2U (223 328)



Be your own boss with a Cafe2U mobile cafe franchise

Follow your dream of business ownership with the support of Australia's first - and now the world's largest – mobile cafe franchise in the fast growth coffee industry.

Cafe2U provides opportunities for small business entrepreneurs who deliver great coffee and food to businesses, events and functions.

Over 160 Australians are now running their own successful mobile cafe business using Cafe2U's mobile cafe franchise system without the hassles of landlords, staff or rent.

Awarded best value franchise system by Smart Investor Magazine, a Cafe2U Franchise cost includes the Mercedes Benz van, all equipment and set up costs.

All exclusive territories are scientifically mapped and must pass several minimum thresholds before an area can be offered to a new franchisee.

The model is built around the working week, so revenue from events and weekend activities can significantly increase earnings potential, should you choose to service these events.



“The professionalism your team has shown me personally has proven that I have made the right choice in joining Cafe2U.

The commitment from Cafe2U ensured me that I'll have a viable business that I could sustain and grow after the launch phase...this has happened and I'm delighted that I have a solid business to work with and know support is only a phone call away if needed ”

Dominic Calabro (NSW)

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The complete package

Cafe2U has become the world's largest mobile cafe franchise for good reasons.

With fifteen years operating experience in multiple countries and over 250 Franchise Partners our expertise is both extensive and proven.

Cafe2U means a great business opportunity for you and great coffee for your customers. Cafe2U helps every Franchise Partner to experience success from day one by providing:

- The Cafe2U "Acceleration Package"
- Exclusive Cafe2U territories
- Brand new Mercedes-Benz commercial vehicle
- All equipment and fit out
- iPad Point of Sale System
- Extensive training
- Comprehensive support
- Events display kit
- Competitive finance packages from leading providers (TAP)



In addition:

Cafe2U is a member of:

- British Franchise Association (BFA)
- International Franchise Association (IFA)
- Franchise Association of NZ (FANZ)
- All franchises are HACCP certified for Safe Food Handling
- Cafe2U was the first mobile cafe franchise system in Australia to achieve HACCP Food Safety System Certification

With this kind of support all you need to bring is your smile, so you can get on with the best part of being in the mobile cafe business – getting to know your customers. In fact our Franchise Partners don't talk about "customers" they talk about "friends".

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See great return on investment (ROI) with no hidden costs



Cafe2U franchises cost \$133,990.00 (excl. GST). Unlike many other franchises, there are no hidden costs:

- No % royalty
- No upfront support fees
- 4 week training and business launch program – with revenue guarantee
- Flat weekly franchise service fee
- Best Value Franchise System (BRW \$50k - \$150k)
- 4 Consecutive years in BRW's fast franchises list

Becoming a Cafe2U mobile cafe owner can take as little as 10 weeks.

WEEK	WEEK
1	Initial enquiry
2	Complete online application and self-assessment
3	Formal interviews conducted and Cafe2U Draft Disclosure Document issued
4	Franchise Application approved by Cafe2U
5	Franchise Partner obtains independent legal, financial and business advice
6	Franchise Partner finalises finance vehicle allocated
7	Formal franchise agreements prepared and executed
8	Construction of your custom vehicle commences
9	Franchise Partner attends Cafe2U Training Academy
10	Franchise Partner completes formal pre-launch training
Launch Week 1	Franchise Coach launch in your territory
Launch Week 2	Franchise Coach launch in your territory

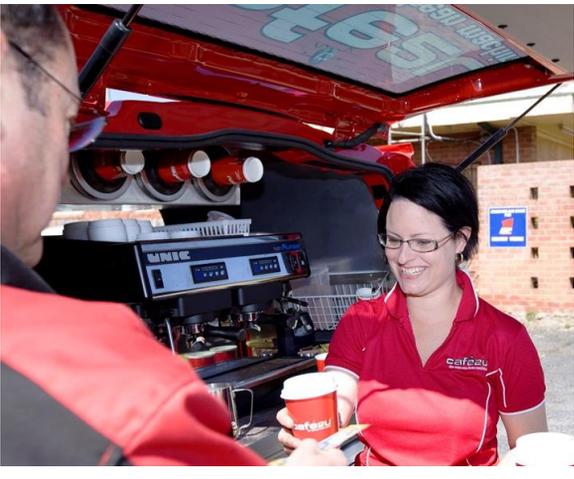
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A balance of lifestyle and business goals

The Cafe2U business model is based on weekday success, with Franchise Partners able to increase this regular revenue through event and function work, so you can balance your lifestyle and business goals.

A number of Franchise Partners have also chosen to grow their businesses by adding territories or vans to their portfolio.



“I bounce out of bed.”

John Prasad (SA)

You may be looking at a number of opportunities and often it's hard to know how best to compare them with one another.

You need to assess things like:

- Brand presence
- Skills and reputation of franchisor
- Value for money
- Weekly franchise fees
- Weekly marketing fees
- Training
- Support (initial and ongoing)
- Launch revenue guarantee
- National / regional / local advertising
- Product range
- Marketing tools;
 - Uniforms
 - Signage
 - Website

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Fast track your mobile cafe franchise with the unique Cafe2U Acceleration Package

Introduced in March 2009, the Acceleration Package is a unique four week training and support program for all new Cafe2U Franchise Partners to ensure that your business is off to a flying start.

In response to the common question: “How do I get started?”, Cafe2U has developed the Acceleration Package.

Already successful in launching over 100 franchises around Australia, the Acceleration Package provides new Franchise Partners with:

- An income guarantee for the first two weeks of business
- A Franchise Development Manager (FDM) – a personal coach and mentor to help you get up and running

“With the Acceleration Package, in ten days you have a working business.”

Dominic Calabro (NSW)



After 2 weeks of training (1 week in the classroom and 1 pre-work), your FDM will spend a further 2 weeks with you in your territory to show you the steps to build a sustainable business, to help ensure your business is a success.

Right from the moment you climb into your Cafe2U mobile café, you will have started to build a successful daily schedule.

The Acceleration Package means that Cafe2U Franchise Partners benefit from the rewards of business ownership sooner.

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Exclusive territories



“With Cafe2u your neighbours are your teammates, not your competition”.

The SA team (pictured)

We have a unique territory mapping program based on the most successful of our Franchise Partners. There is no guess work involved. A proven formula which has been refined over many years. This allows us to provide you with an exclusive Cafe2U territory, which must pass all of our set criteria before being offered as a franchise territory.

You will also receive a detailed mapping report which explains the overall territory demographics and identify hundreds of key business targets that meet our customer profile.

Exclusive territories allow you to choose your area (where still available) and never compete with other Cafe2U Franchise Partners. With Cafe2U your neighbours are your teammates, not your competition.

There are territories available all over Australia in both metro and regional areas.

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State of the art Mercedes-Benz van



Each new Franchise Partner is equipped with a state of the art Mercedes-Benz Vito van fully compliant with all Food Safety and Local Government Regulations and featuring:

- Commercial 2 group espresso coffee machine
- Top of the range, quiet diesel generator
- High grade commercial refrigeration
- Food display and storage refrigerator
- Commercial coffee grinder
- Commercial blending unit
- Pie Warmer
- Cash drawer
- Food grade stainless steel fittings throughout
- iPad Point of Sale System
- Dedicated hand washing facility
- Water supply and filtration system
- Product storage containers
- Fire extinguisher
- First aid kit
- Food grade ice storage
- Air horn
- Waste water system
- Complete vehicle corporate branding
- Built to comply with the Australian standards relating to mobile food vending
- Highest quality interior construction and fittings
- Events display materials
- Branded marquee
- Branded flying banner

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Top quality branded products



Cafe2U's exclusive coffee blend is roasted to a unique recipe that uses only the finest beans.

All Cafe2U branded products are made with only top quality ingredients to ensure that the food and beverages served are of the highest standard.

Health and Safety

Cafe2U was the first mobile cafe Franchise System in Australia to achieve Hazard Analysis and Critical Control Points (HACCP) Food Safety System Certification - an internationally recognised method of identifying and managing risks.

HACCP is part of an active food safety program that provides the public with a high degree of comfort that food safety is being taken seriously and is being well managed.

The Cafe2U food safety program is so much more than just HACCP. To be more effective, all sub-systems, recall protocols, hygiene and cleaning programs have been developed and implemented.

Cafe2U maintains its accreditation with DNV-GL, one of the world's leading certification bodies in HACCP ISO certification.

This means that you can rest assured that Cafe2U is not only the best quality, but also 100% safe.



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Training with your personal Franchise Development Manager

Each Cafe2U Franchise Partner receives a comprehensive 4 week training package which we have named the Acceleration Package.

Why? Because we have proved that our training programme propels a new franchise partner's revenue to a level that previously could take many months to achieve.

1 week of classroom training, incorporating:

- Professional barista training
- Safe food handling (HACCP Certification)
- Food management systems
- Franchise Partner training manuals
- Business operations manuals
- Business development manual
- Launch promotional pack
- Business management training
- Local area marketing training
- Basic Accounting



1 week Franchise Partner (in territory) pre work conducted under supervision of the Franchise Development Manager

2 weeks in territory launch program with a Franchise Development Manager to fast track the development of the business

2 weeks minimum of \$500 per day Franchise Partner Revenue Guarantee

“This is the best move that I’ve made in my life.”

Steve McCarthy (NSW)

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Ongoing support



The training and support does not end after the initial launch.

Each Franchise Partner is allocated a Franchise Development Manager who is an experienced coach and mentor for Franchise Partners who works alongside them to help build up their business.

Cafe2U's Franchise Development Managers have a combined experience of over 70 years in the Hospitality and Coffee Industry in Australia, UK, USA and South Africa. They implement a structured process of Business Enhancement that ensures your investment grows to its full potential.

Your Franchise Development Manager is on call for help, questions and support. They also visit each Franchise Partner quarterly to document success and plan for improvements and growth.

National Marketing Campaigns drive growth

Franchise Partners are supplied with a local area marketing toolkit to facilitate building their local business whilst being backed by mainstream branding campaigns.

The Franchise Partner marketing fund has elected representatives (Franchise Partner Advisory Council) that ensure funds are spent on the most relevant strategies to develop all Franchise Partners in all areas.

Annual Conference

Cafe2U hold annual National Conferences where Australian Franchise Partners gather for a motivating weekend of learning and networking.

In September 2013 this was held at Uluru, NT the heart of the outback. More recently the 2015 conference was held aboard the P&O Pacific Pearl over the Australia Day weekend in January 2015.

“The backup is fantastic”

Doug Kelly (QLD)

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Have you got what it takes? Then take the next step



Like any business, owning and operating a successful Cafe2U Franchise requires 100% commitment. With this in mind we encourage you to carefully consider the following important points whilst you conduct your due diligence:

- Determine your motivation for wanting to join the Cafe2U team
- Assess any lifestyle and income implications of owning and operating your own Cafe2U franchise
- Determine if your financial situation supports the establishment of a Cafe2U franchise.

Your success equals your effort

Cafe2U have a proven and successful system that allows you to forget about the set-up and concentrate on building relationships with your customers. Your success relies upon your own diligence and application of the Cafe2U system.

You also need to consider the following:

- Would you like to be your own boss and reap the rewards of your hard work?
- Do you enjoy making friends and building up a strong rapport/relationship with people?
- Are you happy to follow a proven system and add your own mark by building your customer relationships?
- Would you like to learn how to make top quality espresso coffee and show your creativity through the beverages you can serve?
- Do you enjoy working outdoors, with lots of variety?
- Are you happy to have early morning starts knowing you can choose your own finishing time?

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Meet the team and learn more about Cafe2U at a Discovery Session

Our recruitment specialist will be in touch so we can get your application underway.

In completing your due diligence you will discover:

- Why our mobile cafe offering is so unique
- Why our “Acceleration Package” is so successful
- How our \$2500 a week income guarantee works
- How we help you build your sustainable business
- All about other new Franchise Partners experiences
- Details of finance packages available to approved applicants
- Why the Smart Investor Magazine awarded Cafe2U with “Best Value Franchise” in Dec 2009



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