



FRANCHISE INFORMATION

Welcome To A Modern Coffee House With Old World Style

Take a dash of old Colonial Boston atmosphere, the finest coffee and the most innovative hot and cold coffee drinks and add delicious casual gourmet restaurant offerings in a warm, friendly atmosphere and you've got Boston Coffeehouse®.

Don't let the name fool you, this is not your ordinary coffeehouse. This is a full-blown fast/casual dining experience that is committed to providing a quality experience for its customers, and the word is out.

From humble beginnings 13 years ago in a restored brick building in DeLand, Florida, Boston Coffeehouse® rapidly became the centerpiece of a revitalized downtown entertainment area and a favorite meeting place for business lunches and community groups.

It's the perfect place to meet with friends, host a luncheon or event, or relax and enjoy a great meal.

About Us - So Much More Than Just A Coffee House

Boston Coffeehouse's® success is not by accident. The Coffeehouse was the brainchild of Joe Valente, a Boston native and a graduate of the Boston University with an MA in City Planning. He moved to DeLand, Florida in 1996 to work for the City of DeLand, enamored of its small-town southern charm.

Joe quickly perceived the need for a good coffee shop and a better sandwich, and starting from scratch, renovated an old building and the first Boston Coffeehouse® was born.

The attraction is the deliciously unique assortment of specialty drinks and the award winning food selection as well as the finest coffees.

There is also a private meeting room available for special occasions and other functions. Throw in free wifi for internet browsing and a lounge with comfortable sofas to sit back and relax, and you have something for everyone; great coffee, delicious breakfast and lunch menus, a place to meet for business or social occasions, or a place to grab a cup of coffee and a fabulous dessert and relax for a while with a good book.

The Market - The Coffeeshop / Casual Dining Industry

Americans love to eat out! Almost half of the average American's food expenditures are spent dining out, and this number is growing. The numbers are staggering. Presently, nearly one in five persons (18%) visit quick-serve restaurants ten or more times per month, making for a very attractive opportunity.

The restaurant industry in the U.S. is projected to top \$558 billion dollars in food and drink sales in 2009, an average of over \$1.5 billion a day. The fast-food and quick-service restaurant segment accounts for more than a third of the total, more than \$180 billion.

In addition, people love coffee; Americans consume 400 million cups of coffee per day, or equivalent to 146,000,000,000 (146 Billion) cups of coffee per year; making the United States the LEADING CONSUMER of coffee in the world. And, coffee shops make up the FASTEST GROWING part of the restaurant business, checking in with a 7% annual growth rate!

The Opportunity - Serving Up A Complete Dining Experience

Boston Coffeehouse® has the perfect combination of coffeeshop, gourmet menu and community involvement to win the lion's share of the casual dining/coffeehouse market. The breakfast menu includes a variety of favorites from specialty waffles and pancakes to unique breakfast sandwiches like the French Toast Panini.

An impressive lunch menu features gourmet sandwiches like the Rosemary Rotisserie Chicken, scrumptious soups including our signature Chicken Velvet, and delicious salads like the Mango Salsa Salad. Add to this a decadent, exquisite dessert menu and, whatever your tastes, Boston Coffeehouse® will impress and satisfy your appetite.

The offerings are not an empty promise. Breakfast is served all day, using only fresh eggs, gourmet sandwiches are made using artisan breads and the finest quality meats, and salads feature fresh vegetables. And the desserts are specially crafted. It's no wonder Boston Coffeehouse® has received numerous awards and mentions for their coffees and lunches!

The Franchise - The Franchise Opportunity

Franchising offers a tremendous opportunity to be your own boss without the risks associated with starting a business from scratch. Franchised businesses account for nearly 10 percent of the private-sector economic output and no other business segment has more franchise success stories in the United States than restaurants.

In fact, most of the money that is spent on dining out is spent at franchised restaurants. Diners appreciate the quality and consistency that comes with a franchise, and business owners appreciate having a system to follow.

The System - A Place To Enjoy The Daily Grind Anytime Of Day!

Taking the headaches and guesswork out of getting your store open is only part of the benefit of owning a Boston Coffeehouse® franchise. You don't need a food service background to own and operate a successful Boston Coffeehouse® franchise.

Our proprietary recipes and our training program will provide all the information and hands-on experience you need to operate efficiently and successfully, and we offer comprehensive support from day one, including:

- * Site Selection Assistance
 - * Hands-On Training
 - * Opening Support
 - * Marketing Support
 - * Building Design
 - * Operations Manual
 - * Menus
 - * Continuing Support
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FAQs

What type of franchise is available?

Boston Coffeehouse® offers you the opportunity to own and operate a Boston Coffeehouse® franchise featuring our exceptional coffees as well as breakfast and lunch favorites in a comfortable old world Boston. Boston Coffeehouse® is available for shopping centers, multi use developments, lifestyle centers, mega centers, entertainment centers, and urban locations between 1,400 and 2,000 square feet.

How much will I need to invest?

The estimated initial investments to establish a Boston Coffeehouse® franchise will be between \$174,750 to \$300,000. This includes a franchise fee of \$25,000 as well as the leasehold improvements, equipment, signage, security deposits, three months' rent, blue prints and permits, point of sale system, furnishings, training and working capital to open your restaurant.

Do you offer financing?

Boston Coffeehouse® does not offer any direct financing but can recommend some third party financing options for you. Equipment leases are very common in the industry and we can help you with lease providers.

How do I know if this is a good business for my area?

Coffee has become a regular part of most people's lifestyle. With great coffee and convenient locations, Boston Coffeehouse® is able to capture the affection of coffee drinkers by providing a relaxing neighborhood environment. But Boston Coffeehouse® is much more than coffee and offers a full line of gourmet sandwiches, delicious deserts and hot and cold beverages.

Boston Coffeehouse®® operates in a small category of restaurants that combine great coffee with fresh bakery products and sandwiches providing a great local environment for a cup of coffee or a full meal. The result is a loyalty. If your neighborhood does not have a restaurant that fills this niche between national coffee chains and full service bakery restaurants then it could be a good market for a Boston Coffeehouse®.

If you find yourself stuck in the routine of going to the same places to get coffee all the time, then you are not alone. There are likely countless others looking for something different, but not exotic or expensive. Boston Coffeehouse® serves people just like you. Your restaurant will draw from residential as well as business clients and primarily serves the living and working community within two miles of the restaurant. So that you can create a neighborhood atmosphere you should have at least 30,000 people within two mile radius of your location.

What is the royalty fee?

The royalty fee covers the ongoing support services that you will receive as a Boston Coffeehouse® franchisee, as well as entitling you to the use of the Boston Coffeehouse® recipes, service marks, proprietary business system and marketing assistance. The royalty fee is a six percent of gross sales.

How much money can I make with a Boston Coffeehouse® franchise?

The Federal Trade Commission regulates what Boston Coffeehouse® is allowed to disclose to potential franchisees. As you proceed through the process of purchasing your Boston Coffeehouse® business, you will receive the Franchise Disclosure Document (FDD) that details more about the business opportunity.

What is the next step?

Simply, complete the Request for Consideration Form. Upon receiving the form we will contact you. Also feel free to contact us at (386) 490-1022 or email Joe Valente at Franchising@TheBostonCoffeehouse.com.

Getting Started

1. Complete "Information Request Form"

Please complete our Information Request Form to receive additional information. If you meet our preliminary criteria and your territory is available, a representative will be in touch within 2 business days.

2. Initial phone call

During our first call we will further discuss the Boston Coffeehouse® opportunity. We will also cover a few key topics including; your motivation, business background, restaurant experience and territory of interest.

3. Receive marketing packet

After you've talked with one of Boston Coffeehouse® Franchise Sales Associates we will send out a Marketing Packet with additional information on the program and a Request for Consideration Form.

4. Return Request for Consideration Form

The form tells us that you are serious about the opportunity and it will also give us a clear picture of your financial and managerial plans.

5. Receive FDD

Upon receipt of your completed Request for Consideration Form, we will mail you our Franchise Disclosure Document (FDD). The FDD further defines the relationship between us - the Franchisor (us) and the Franchisee (you). It is a legal document, and it is what you will sign in order to become a Boston Coffeehouse® franchisee.

6. FDD Conference Call

Within two weeks of receiving the FDD, we will contact you to schedule a FDD Conference Call. This call will give you the opportunity to ask any questions that you may have about the FDD or Franchise Agreement. If you plan to review the FDD with an attorney, or have specific legal questions, please submit your questions prior to our call.

7. Discovery Day!

Your Discovery should be held within 30 days of your FDD Conference Call. Discovery Days are held at our corporate headquarters in Deland, Florida. You will have the opportunity to view our operations and see firsthand how Boston Coffeehouse® works as well as spend time with the Boston Coffeehouse® franchise staff and our President.

8. Signing

If we feel that you are a great franchisee candidate, we will send you a formal written offer including the assigned territory. The signing is done remotely and does not require a trip back to our headquarters.

FRANCHISING REQUEST FORM

FIRST NAME: _____ LAST NAME: _____

STREET: _____ CITY: _____

STATE: _____ ZIP: _____

EMAIL: _____ PHONE#: _____

BEST TIME TO CALL: _____ TERRITORY OF INTEREST: _____

Amount of capitol available for this business:

- Under \$75,000
- \$75,000-\$150,000
- \$150,000-\$250,000
- Over \$250,000

How do you intend to finance this business:

- Small Business Loan
- Savings
- Home Equity
- Partners
- Other

What interested you in this business?:

Please list any restaurant or business experience you have.

Additional Comments

How did you hear about us? _____

- I understand that this is not a contract and supply or completing this form incurs no obligation on either party.

Please FAX this page to Fax: (386) 738-0701