



Don't worry, be coffee[®]

BOB DELVECCHIO

Executive Sales Team



Bob is one of the top Certified Franchise Consultants in the world. He has extensive experience in new business start-up, including strategic planning, capitalization, facilities, licensing agreements, operations management, and staff/team building.

He has vast experience as the Sr. Vice President of Franchise Development for Dale Carnegie Training, Dynamark Security Centers, Marilyn Monroe Spas, and U2's Q-Zar Entertainment.

Bob draws his inspiration, commitment, and his relationship building experience from his previous career as a World-Class Drummer. Having played with Edgar Winter, Hall & Oates, Rick Derringer, as well as being the featured drummer with Dick Clark's 'Caravan of Stars'.

Bob looks forward to helping you with his vast network of connections and pragmatic business experience. His next mission is to help you achieve the "American Dream."

ASHA MORALES

Executive Sales Team



Asha Morales is the Vice President of Franchise Development and Co-Founder of ZGroup Franchising, providing overall sales management and strategic business development.

With over a decade of experience in the industry, Asha has worked with startups to mature companies to develop a National and International brand network through franchising.

Asha also has production experience in the film and video industry working on a broad range of projects. She helped to produce multimedia marketing campaigns and corporate training videos for clients such as Subway, Duke Hospital, Rollins College, Major League Baseball Association, and Publix, as well as Oscar Nominated Documentaries.

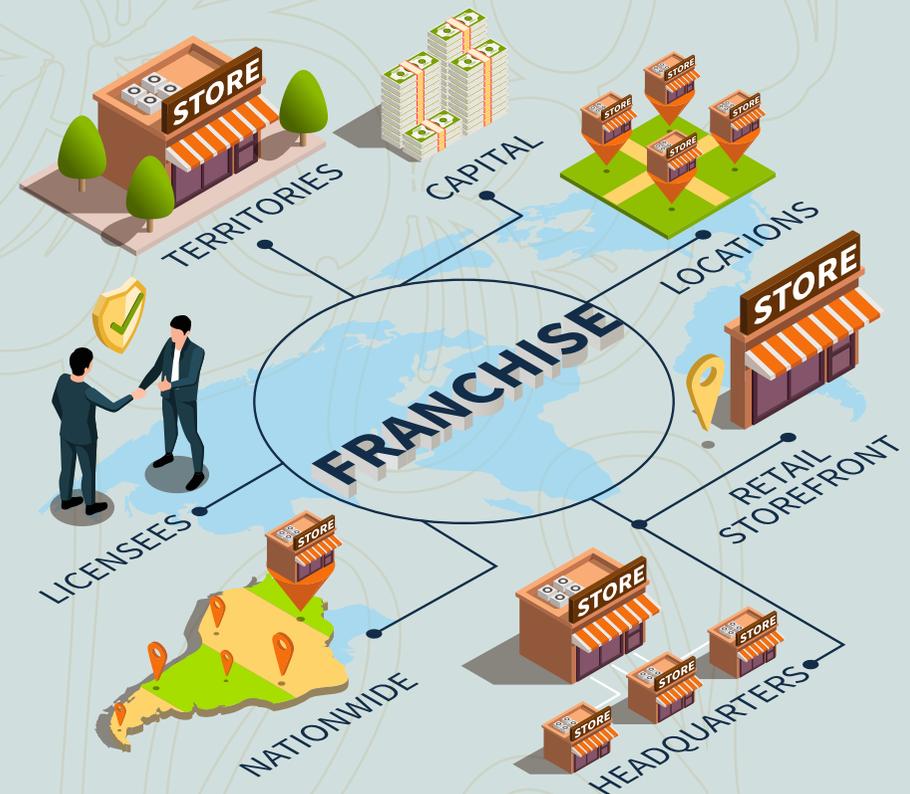
As a professional yoga instructor she employs this mindful and focused approach into the business world of franchising.





What makes us #1 in franchise sales?

- Franchising Since 1985
- 3,000+ Franchises Granted
- \$1.5 Billion Sales
- 40+ Countries
- 150+ Cities





What a franchise looks for in a **FRANCHISOR?**

The 6 key factors in choosing which industry company to franchise with:

Demand

- Competition
- Your ability to operate the business

Training and Support Services

- Franchisor's experience
- Growth



Franchising #1 BUSINESS FORMAT



- Approx. 550,000 Franchisees Operating in the U.S.
- Franchisees accounts for \$1 trillion revenue annually.
- 50% of every US retail dollar is spent on Franchise Goods & Services.
- Franchisees have nearly 97% success rate.
- Mom and Pop startups 60% failure.

WHY FRANCHISE?

U.S. SALES

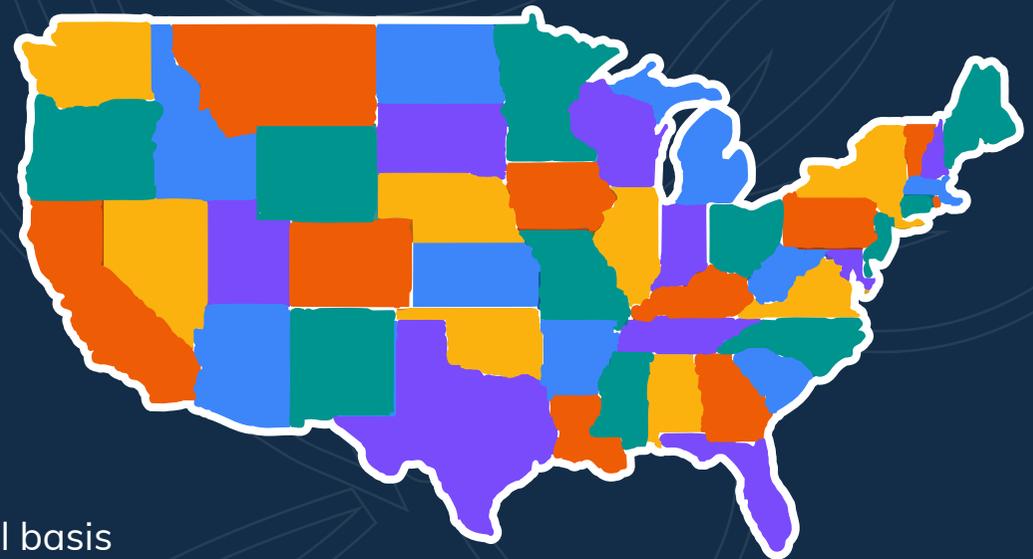
More than \$800 billion in annual sales
40.9% of all retail is from a franchise

FRANCHISE GROWTH

A new franchise opens every 8 minutes
There are 1.500 Franchisors & 550.000 Franchisees

SUCCESS STUDIES

Less than 5% of Franchises were terminated on an annual basis
Of 366 franchise companies, 97% were still in business after 5 years
62.2% of all new businesses fail within their first 6 years



Franchising is Booming

Why 2022 Is Set To Be The Year Of Franchise Growth

After going into survival mode for 2020 and comeback mode for 2021, many franchise brands are finally in a place to focus on expansion in 2022.

Welcome to 2022: let's get growing.

Global Franchise

WORLD CONNECTIONS IN FRANCHISING

Why the pandemic is causing a boom in franchising

- ▶ Economic uncertainty and layoffs across corporate America have led budding entrepreneurs to enter the world of franchising



2022 ECONOMIC FORECAST SHOWS FRANCHISING LEADS U.S. RECOVERY

February 16, 2022
Special Report | IFA

Franchises to add 257,000 jobs with excellent pay and benefits reaching 8.5 million U.S. workers

WASHINGTON, Feb. 16, 2022 - The International Franchise Association (IFA) today released its 2022 Franchising Economic Outlook showing that franchising is leading the economic recovery in the United States. The report highlights exceptional 2021 job and business growth across all franchising sectors, ranging from personal services to lodging. The data indicates 2022 will be another strong year for job and wage growth in the dynamic, local-focused franchising industry.



TOP Coffee Trends

Time Saving Hacks

Make your business more efficient. Time is Coffee!

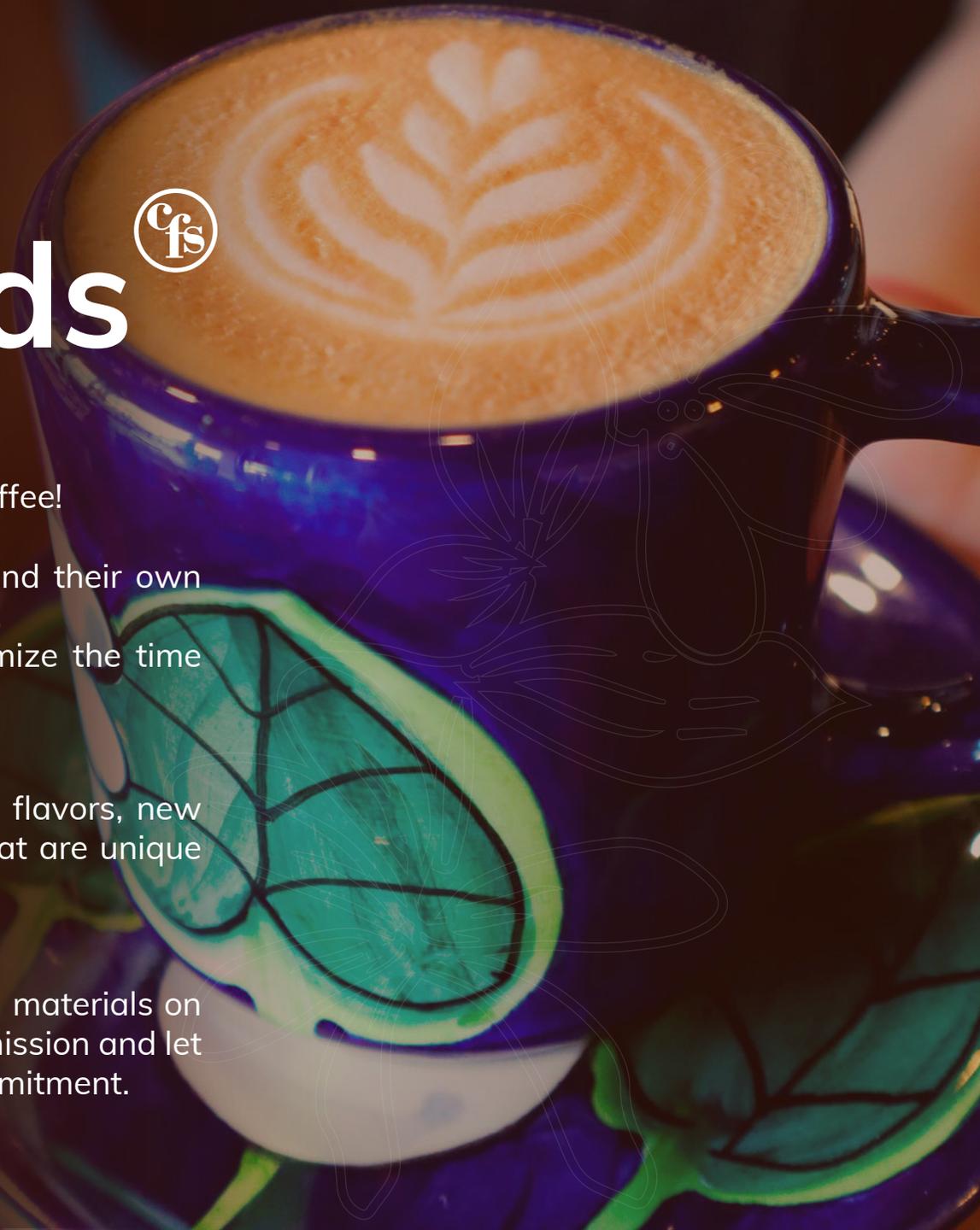
- Maximize the space of ordering area.
- Consider swap shifts and let employees find their own replacements in case of unplanned time off.
- Allow online ordering and pickup to minimize the time costumers spend queueing.

Exotic Flavors

Attract customers by offering them different flavors, new types of coffes, and exclusive alternatives that are unique only to your shop.

Ethical Supplies

Dedicate a space where consumers can read materials on how your products are obtained. Voice your mission and let people feel your promise towards ethical commitment.



INDUSTRY Statistics



Market Size

Estimate number of branded coffee shop outlets.



37,274

Market Value

Estimate number of branded coffee shop outlets.

\$47.5 Billion

Market Growth

Annual sales increase.



Average Price

Annual sales increase.



\$2.12
Espresso



\$2.25
Filter



\$3.52
Latte

Health Perceptions

Allegra consumer study 2019.

Only 1 in 10
Perceive coffee to be
BAD FOR HEALTH



Leading Coffee Shops Brands

By total number of outlets.



14,875

DUNKIN'

9,570

JAB

4,739



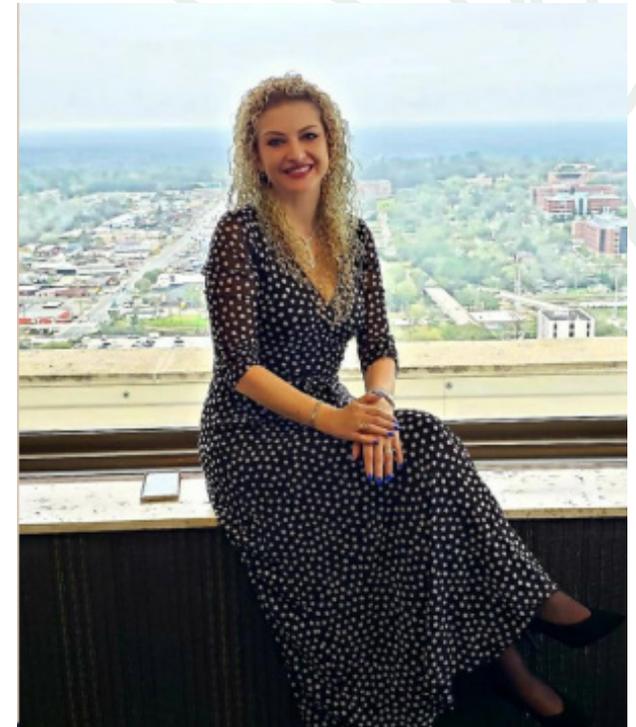
Paola Bornacelli

Paola Bornacelli carries 17 years of professional experience in the food and beverage industry under her belt. She is currently the CEO, President, and proprietary of over a dozen of US companies under the **Grupo CFS family**. Those companies include **CFS Market** and **CFS Franchise**, among others. The most renowned of these businesses is **CFS Coffee** (Coffee For the Soul) which boasts 7 cafes operating in Central Florida's most exclusive areas (Winter Park, Dr. Phillips, Lake Nona, Heathrow).

Paola was born in Bogotá, Colombia and in 2016, with her family, she migrated to the US with the sole purpose of building a versatile project in which her and her family could develop professionally, while honoring her homeland with its most recognized icon, COFFEE!



Paola holds a degree in **Business Administration**, a postgrad degree in Bioneuroemotion from the Enric Corbera Institute, an international certification as a Life & Business Coach from the Academy of Personal Excellence, and she plans on continuing a program in Neurolinguistic Programming. These degrees and certifications in addition to her two professions lay the groundwork for her goal of becoming one of the most significant and influential Colombians in a foreign country, not for her material growth, but for her positive impact on customers, families, and the Colombian youth.



FOUNDER, President & CEO



Established in Colombia in 2010, CFS is a brand that specializes in coffee nurtured from farm to cup. The menu includes a wide variety of coffee beverages, all prepared with a special selection of 100% Colombian Coffee; breakfast all day, smoothie bowls, specialized bakery, arepas, bowls, salads all with a healthy side.

CFS encourages balanced nutrition in each preparation. Their first location in the United States opened in mid-2016 in Winter Park. In September 2018 they opened their second location in Downtown Orlando as part of a significant expansion process to consolidate the brand and generate awareness among many American consumers who are increasingly looking for healthier and culturally diverse options every day.

CFS exists to remind us every day that we must not only feed the body but also the soul.





MATTEO GUTIERREZ

Director of Operations

Is Paola's son and also founder of Coffee for the Soul, with her mom both started the company years ago. Matteo has been dedicated to the creative and develop of the menú of food and drinks. Also its the person in charge of training of new baristas and cooks in the company. He is a Certified Integrative Nutrion Health Coach, professional Barista and very passionate about health, wellness.





State of the Art Design



Tasty

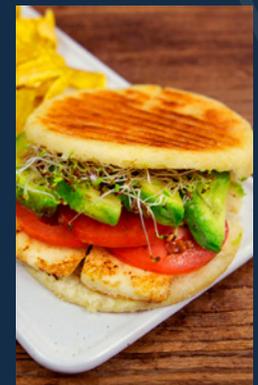
Ham and Cheese Croissant



Mexican Arepa



Mango Limeade



Veggie Arepa

WHY our franchise is **TOPS?**

Why a CFS Coffee Franchise?



CFS Coffee sits in a great position in the franchise market with a strong operating model in place and a strong differentiation from the rest of the competition in the franchise marketplace. CFS Coffee is a unique and high - performing exception within a lucrative industry.

CFS Coffee management team will offer unrivaled training and support to each franchisee as they join the CFS Coffee family. The company's operating model is simple and has been structured with well-defined processes and reordering systems in place, allowing for ease of replication. Initial training will be held at the head-quarters.

CFS Coffee achieves a very strong return on investment in comparison to the rest of the franchise industry in general. With the implementation of a structured and systematized business model, the growth achieved by CFS Coffee in several markets across the U.S. has been significant and impressive.

Our signature blend

Colombian coffee is renowned around the world for its quality and delicious taste. Colombia has just about the perfect geography for growing coffee, a sensitive crop that needs to grow in the right conditions so it can thrive. The richness of flavor for which Colombian coffee is celebrated is mainly due to an excellent climate, perfect soil and the exact right amount of rainfall.



It's in our DNA



We All Have An Origin. Ours Is Select And Diverse.

Colombian coffee is exceptional due to various factors. It has a curated and adapted use of different varieties, specializing in the Arabica species, which grows in the mountains of the Colombian Andes.

This region has the ideal temperature ranges that generate product characteristics valued by the most sophisticated consumers.

It is also an artisanal coffee processed with the finest craftsmanship, taking hours of effort and dedication from thousands of workers, all dedicated to producing an exceptional drink. **CFS Coffee** is part of this effort which translates into our Signature Coffee.



COFFEE for the whole family

CFS Coffee is born from a family tradition.

The passion for coffee has passed from generation to generation and it is still one of the biggest motivations for our members. Beyond a business, this is a way of living where our clients will receive the full experience of eating healthy, enjoying a pleasant time in a

cozy place that feels just like home and taking with them a message of optimism, harmony, peace and even learning. All of this encompasses why CFS is the best Colombian ambassador in any part of the world.



Do you Qualify?



Desired background ideal candidate:

- Ownership is actively involved / semi-absentee.
- Business management or education background.
- Socially and community minded individual.
- Knows how to motivate staff.
- Team builder - enjoys working with people.
- Ideal for family partnerships.
- Financially qualified.

Ideal
Candidate





Our Training Procedures

Classroom Training at our Corporate Facilities

- Complete Center Operations
- Employee Recruiting & Training
- Marketing Strategy & Implementation
- Enrollment Procedures
- Staff Supervision and Support
- Parent Relations
- State Mandated Regulation

On Site Training at your Location

- Grand Opening assistance
- Operations and System Procedures
- Technology Platforms





Our Supportive System

- Real Estate Selection
- Design and Construction Management Services
- Comprehensive Operating Support
- Training
 - Start Up: Owner Training, Technical Training, Train the Trainer
 - Ongoing Training
- Marketing Support
- Quarterly Business Check-ins





The secret **FORMULA** for your success

- Document Existing Business Practices
 - Sales Tool
 - Reference Guide
 - Liability Limiter
- Define Operating Model for Franchisees
- Legally Hold Franchisees to Standards
- Training Manuals
- Approved Vendors



Real Estate & site selection

1. Act as an outsourced "in-house" real estate division for Client.

Communicate and assist with franchisees to bring them to a level of comfort as it relates to their prospective/existing territory, target markets and real estate needs.

2. Territory Overview

Create and apply a predictive model to geographic areas to determine the number of potential units per territory and the specific target market areas for those locations.

3. Target Market Study

Breakdown of the specific complementary retail and competition in the corresponding selected target market. Identify specific real estate target search areas within each target market.

Three Levels of Service:

1. Design & Construction Support
2. Management of Design & Construction
3. Turn Key Development

Detailed Specifications

- Finishes
- Equipment
- Supplies
- Inventory





WE ARE currently
granting franchise licenses to qualified
candidates throughout

The
United States

Single Unit Owner Opportunity
Multi Unit Owner Opportunities

COMMENTS? | QUESTIONS? | ANSWERS