



Coffee your own business today. <sup>®</sup>



# About Us

A couple of years ago, we opened our first **COFFEE FOR THE SOUL** store in the United States. A small shop filled with the essence, magic, and flavor of Colombia. Our goal was to offer customers the best of Colombian Coffee in a unique and welcoming environment, and we achieved it! Now we are ready to continue expanding the magical realism of our coffees to many places.





# Our Beginnings

Established in Colombia in 2010, CFS Coffee is a brand that specializes in high-quality coffee, sourced from the most exotic varieties of Colombia. The menu includes a wide variety of coffee-based cold and hot drinks, breakfasts, smoothies, healthy bowls, toasts, salads, sandwiches, stuffed arepas, artisanal bakery items, vegan options; all under a fresh, rich, and healthy concept. CFS Coffee promotes balanced nutrition in every preparation.

The first U.S. location opened its doors in 2016 in one of Florida's most exclusive areas, Winter Park. In 2018, we began operations at a second location in Downtown Orlando, and in 2019, we expanded to the tourist area with a third location just minutes from Universal Studios, marking the start of a significant expansion and brand consolidation movement. In 2022, we opened our first location in the state of Illinois in Chicago, completing, in 2023, the first dozen locations in Central Florida areas such as Dr. Phillips, Lake Nona, Heathrow, Oviedo, and Celebration, among others.

**CFS Coffee** exists to remind us every day that we should nourish not only our bodies but also our souls.





# Paola Bornacelli

## CFS Coffee CEO, President and Founder

Of Colombian origin, Paola Bornacelli is the president and founder of companies under the CFS Business Group. In 2016, she immigrated to the United States with her family with the purpose of building a project of coffee shops that would represent Colombian coffee culture.

With over 18 years of professional experience, she has developed more than 15 companies in the food, beverage, and real estate sectors. Among them, CFS Market and CFS Franchise stand out, which gave rise to CFS Coffee (Coffee For the Soul), the most renowned company in these businesses. Currently, it operates more than 8 coffee shops in the most exclusive areas of Central Florida, such as Winter Park, Dr. Phillips, Lake Nona, Heathrow, Downtown, and Kirkman, plus a location in Oak Brook, Illinois. Soon, CFS will have four more locations in Lake Mary, Oviedo, Celebration, Maitland, and Moss Park, all in the state of Florida.

She graduated in business administration with a Master's in Bioneuroemotion from the Enric Corbera Institute. She obtained an international certification as a Life & Business coach from the Academy of Personal Excellence and is currently continuing her studies, pursuing her second Master's in Holistic Psychology specializing in coaching. All of this experience has allowed her to make each business project successful, positively impacting many people.

# Matteo Gutierrez

## Director of Operations

Founder of CFS Coffee, son, and partner of Paola Bornacelli, president of the CFS Business Group. Matteo has been a fundamental part and a source of inspiration in the creative concept of the brand. He pursued his studies in Fitness Nutrition and Bodybuilding Coaching at the National Academy of Sports Medicine. Additionally, he trained as a Health Coach at the Institute of Integrative Nutrition in New York. He is a professional barista and is passionate about health and wellness. Currently, he is pursuing a Postgraduate degree in Bioneuroemotion.

He created and developed the current menu of beverages and food at CFS Coffee, a menu that represents Colombian culinary culture with a healthy focus. Matteo is responsible for preparing, educating, and training the team, both baristas and kitchen staff.





**CFS** is a brand for those who enjoy the finest things in life. Our vision is to create a great experience around Colombian Coffee Culture. We believe in working towards dreams and striving to achieve them. We believe that when people come together, they accomplish great things. We believe in learning, planning, taking risks, and improving. We believe that the body is a reflection of the spirit and should be taken care of. We believe in family and in making friends feel like family.



# CFS Coffee Franchise

Our company will be expanding its operations and the success of its coffee shop concept through the franchise model. The purpose is to provide other entrepreneurs like us with the opportunity to own their own business in a well-structured project, with a proven model and a track record of success.





# Franchising #1

## **BUSINESS FORMAT**

- Approximately 550,000 franchises operating in the United States.
- Franchisee accounts for \$1 trillion in annual revenue.
- Franchises have a success rate of approximately 97%.
- Independent new businesses have a 60% failure rate.
- 50% of every American retail dollar is spent on Franchise Goods & Services.

## **WHY FRANCHISE?**

### **U.S. SALES**

- Over \$800 billion in annual sales
- 40.9% of retail sales are from a franchise

### **FRANCHISE GROWTH**

- A new franchise opens every 8 minutes
- There are 1,500 franchisors and 550,000 franchisees.

### **SUCCESS STUDIES**

- Less than 5% of franchises were terminated annually
- Out of 366 franchise companies, 97% were still in business after 5 years
- 62.2% of new businesses failed within their first 6 years.



# Industry STATISTIC

## Market Size

Estimate number of branded coffee shop outlets.



**37,274**

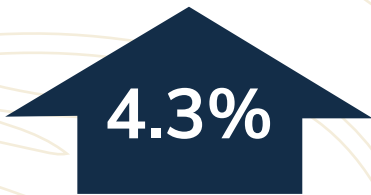
## Market Value

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



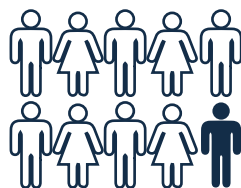
**\$3.52**  
Latte

## 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**



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

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

## Demand

- Competition
- Ability to operate the business

## Training and support services

- Franchisor's experience
- Growth





# Support

Being part of the CFS Coffee team, you will receive support and assistance in various areas: operations, marketing, human resources, procurement, and finance. You will also have guidance in legal and accounting matters, as well as research and development.

Operational Support.

Marketing Support.

Procurement Support.

Legal and Accounting Support.

Research and Development.





# Training

As a member of the CFS Coffee franchise team, you will receive the following training:

## Initial Training

Conducted at various locations agreed upon with the franchisee

## On-Site Training

Carried out at the new franchise location to provide assistance during the initial operations.

## Annual Training

After one year of operations, an additional two-day training session will be conducted for the franchisee.





# Investment Model

1. Own a franchise and thus create a new **CFS Coffee** location from scratch.
2. Become a partner in a FLIP project.
3. Acquire an existing franchise/location.
4. Purchase a stake in one of the existing locations.

## Cost

The fee for a franchise is **\$49,500**

**Detailed cost breakdown below.**





Real Estate / Rent	\$7,000
Utilities	\$3,000
Lease Deposits	\$90,000
Initial Marketing Plan	\$6,000
Furniture, Fixtures, and Equipment	\$100,000
Computer Systems	\$3,000
Insurance	\$5,000
Signage	\$15,000
Office Expenses	\$2,000
Inventory	\$7,000
Licenses and Permits	\$7,000
Professional Fees	\$3,500
Working Capital	\$25,000
<b>Total before franchise</b>	<b>\$273,500</b>

Training	\$6,000
Franchise Fee	\$49,500
<b>Total with franchise fees</b>	<b>\$329,000</b>





# Cozy Place Good Service



**Taste  
authentic  
Colombian  
Coffee &  
Healthy food  
any time.**



## SCAN MENU

- AREPAS
- SALAD BOWL
- PROTEIN PANCAKES
- YUCCA WAFFLES





# Why is our franchise one of the best?

**CFS coffee** holds a strong position within the franchise market with a consolidated operational model that sets it apart from the competition. It is an exceptional, unique, and high-performing model within this lucrative industry.

In comparison to the rest of the franchise industry, **CFS Coffee** boasts a financial model that ensures a profitable investment and a high level of appreciation. Through the implementation of a structured and systematized business model, CFS Coffee has achieved significant and impressive growth in the market throughout the United States.

The management team at **CFS Coffee** offers comprehensive training and provides support to each franchise as they become part of the organization. The company's operational model is straightforward and has been structured with defined processes and an organized system. Training will be conducted at the training centers established by the company.





# Qualifications

The recommended qualities for potential franchisees include:

- Skills in business management and customer service.
- Organizational ability.
- Personal integrity.
- Financial capacity to meet the initial investment requirements.

# Experience

- Business owners.
- Professionals in the food and beverage industry.
- Entrepreneurs.
- Investors.
- Brand Ambassadors.







# Our Locations

## Winter Park

430 W New England Ave  
Winter Park, FL 32789

## Downtown

54 W Church St. Suite 150  
Orlando, FL 32801

## Kirkman

4774 S Kirkman Rd  
Orlando, FL 32811

## Dr. Phillips

7535 W Sand Lake Rd,  
Orlando, FL 32819

## Lake Nona

14019 Narcoossee Rd,  
Orlando, FL 32832

## Heathrow

1140 Townpark Ave Suite 1280,  
Lake Mary, FL 32746

## Oak Brook Chicago

2050 York Rd, Oak Brook,  
Illinois 60523

## Oviedo

222 E Mitchell Hammock Rd  
Suite 1000  
Oviedo FL 32765

## Coming SOON

## Lake Mary

160 Lake Mary Blvd,  
Sanford, FL 32773

## Moss Park

Lake Nona, Florida

10799 Moss Park Road,  
Orlando, FL 32832

## Maitland

Florida

Vista Trelago, Suite 500,  
Maitland, 32751

## Celebration

Florida

Celebration Avenue Unit 2  
Celebration, FL 32747





**Currently, we are  
granting franchise  
licenses to qualified  
candidates across the  
territory of**

**United States**



Opportunity to own a  
single unit or multiple units.

**COMMENTS? | QUESTIONS? | ANSWERS**

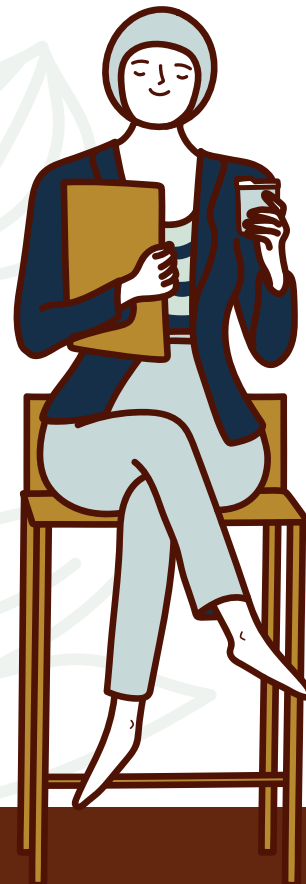


# Do you want to be a **FRANCHISE?**

## Desired competencies of the ideal candidate:

- Willingness for active or semi-absentee participation.
- Prior experience in business management or knowledge thereof.
- Socially-oriented mindset with a community focus.
- Personnel management skills.
- Leadership to build teams and enjoy interacting with people.
- Financially qualified.

**Ideal**  
*Candidate*





# Interested?

We would be delighted to tell you more about our business, invite you for a coffee, analyze your situation, understand your expectations, and then review the various possibilities we have for you.

**Join the team!**

## Contact Us

**Paola Bornacelli**

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[www.cfscoffee.com](http://www.cfscoffee.com)

 @cfscoffee

 cfscoffee



Good decisions are made with a good coffee. 

Vist our website  
cfscoffee.com

