



Coffee your own
business today. 

About Us

In 2016, we opened our first **COFFEE FOR THE SOUL** shop in the United States, a small coffee shop filled with the essence, magic, and flavor of Colombia. Our goal was to offer customers the best Colombian Coffee in a unique and welcoming environment, and we achieved it! Now we are ready to continue to expand and bring Colombian coffee to many different places.



Our Beginnings

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

Our first location in the United States opened its doors in 2016 in one of Florida's most exclusive areas, Winter Park. In 2018, we began operating a second location in Downtown Orlando, and in 2019, we expanded to a popular area with a third location just minutes from Universal Studios, marking the start of significant expansion of our brand CFS. Since then, we have opened locations in Central Florida, including Dr Phillips, Kirkman, Lake Mary, Lake Nona, Heathrow, and Oviedo. In 2022, we opened our first location in Oak Brook, Illinois.

CFS Coffee exists to remind us every day that we should nourish not only our body but also our soul.



Paola Bornacelli

**CFS Coffee CEO, President
and Founder**

Of Colombian origin, she is the president and founder of the Klav Business Group companies. In 2015 she emigrated to the United States with her family with the purpose of building a coffee shop franchise project that will represent the Colombian coffee culture.

With more than 18 years of professional experience, she has developed 22 companies in the food, beverage and real estate sectors. Graduated in Hotel and Tourism Business Administration, with higher Postgraduate and Master's studies in Bioneuroemotion from the Enric Corbera Institute, as well as 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 degree in Holistic Psychology, Expert in Coaching. All this experience has allowed her to make each business project successful, which has positively impacted many people.



Matteo Gutierrez

Director of Operations

CFS Coffee co-founder and Paola Bornacelli's business partner and son. Matteo has been a fundamental part and 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.





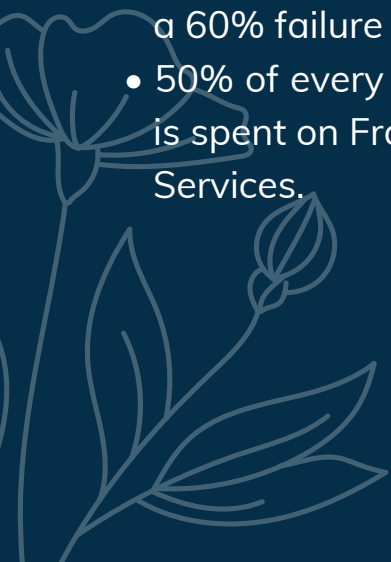
CFS is a brand for those who enjoy the finest things in life. Our vision is to create a great experience around Colombian Coffee Culture. We believe in working towards dreams and striving to achieve them. We believe that when people come together, they accomplish great things. We believe in learning, 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

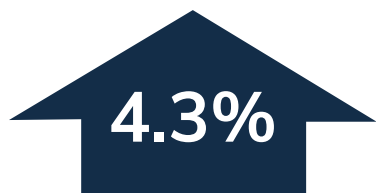
Market Value

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'

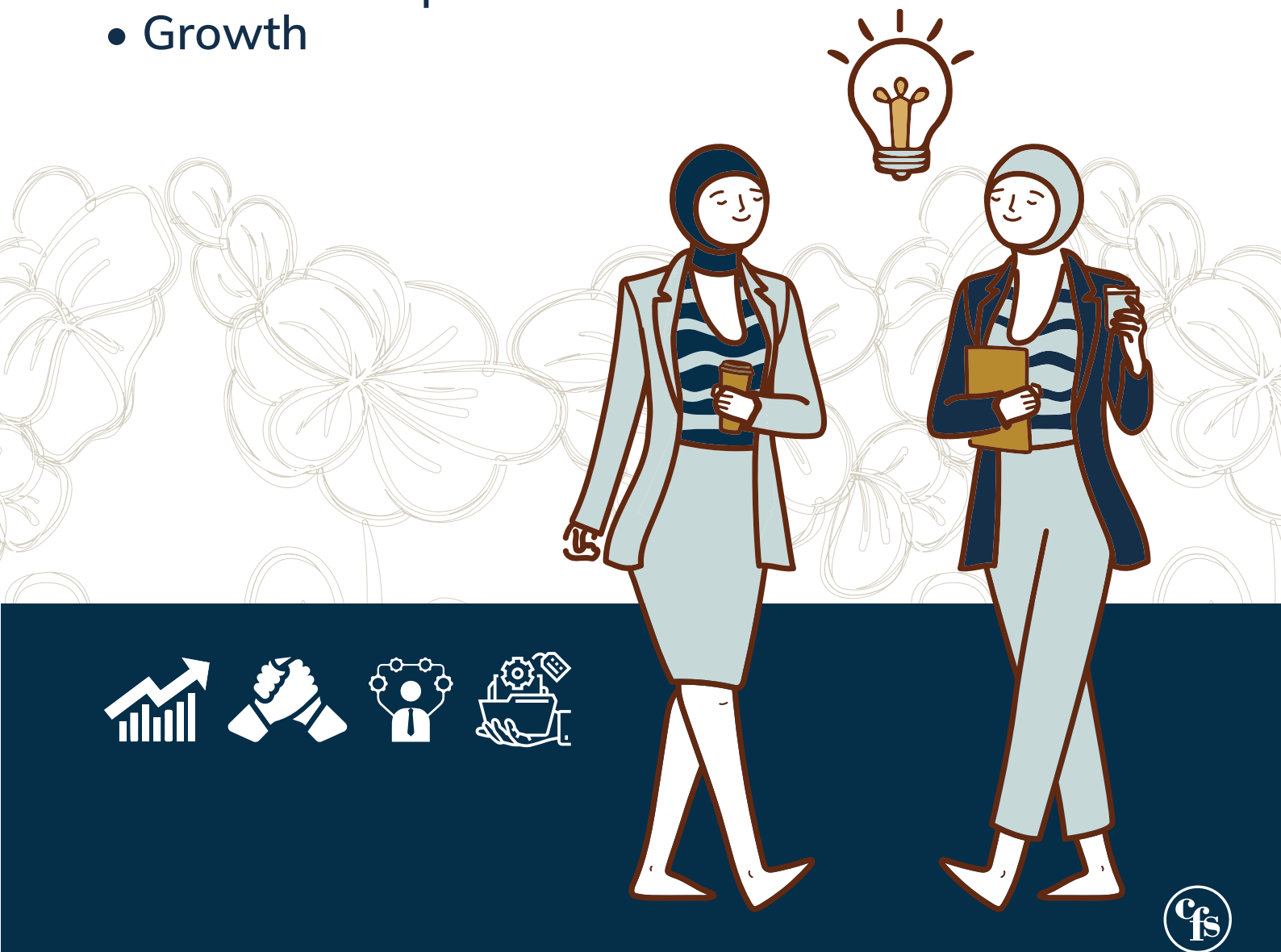
9,570

JAB

4,739

What are the most **crucial factors** when choosing a **company to franchise** with?

- Demand
- Competence
- Ability to operate the business and train
- Supporting services
- Franchise 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.





Cozy Place **GOOD** Service



**SCAN HERE
FOR ORDER**



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



For more information www.cfscoffee.com

Why is our franchise considered 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.

Compared to other franchises, **CFS Coffee** has a financial model that guarantees a profitable investment and a high level of appreciation. With a structured and systematized business model, CFS Coffee has achieved significant growth and success in the market across the United States.



The management team at **CFS Coffee** offers comprehensive training and provides support to each franchisee 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 for new franchisees will be conducted at the company's dedicated training centers.



Our Locations

Winter Park Florida

430 W New England Ave
Winter Park, 32789

Downtown Florida

54 W Church St. Suite 150
Orlando, 32801

Kirkman Florida

4774 S Kirkman Rd
Orlando, 32811

Dr. Phillips Florida

7535 W Sand Lake Rd,
Orlando, 32819

Lake Nona Florida

14019 Narcoossee Rd,
Orlando, 32832

Heathrow Florida

1140 Townpark Ave Suite 1280,
Lake Mary, 32746

Moss Park Lake Nona, Florida

10799 Moss Park Road,
Orlando, 32832

Oak Brook Illinois

2050 York Rd, Oak Brook,
Illinois 60523

Oviedo Florida

222 E Mitchell Hammock Rd
Suite 1000, Oviedo 32765

Lake Mary Florida

150 W Lake Mary Blvd,
Sanford, 32773

Maitland Florida

Vista Trelago, Suite 500,
Maitland, 32751

The Village Florida

Celebration Avenue Unit 2
Celebration, 32747

Celebration Florida

Celebration Avenue Unit 2
Celebration, 32747

Casselberry Florida

188 Wilshire Blvd,
Casselberry, 32707

Boutique Florida

188 Wilshire Blvd,
Casselberry, 32707



Currently, we are granting franchise licenses to qualified candidates across the **United States**

Opportunity to own a single
unit or multiple units.



**COMMENTS?
QUESTIONS?**

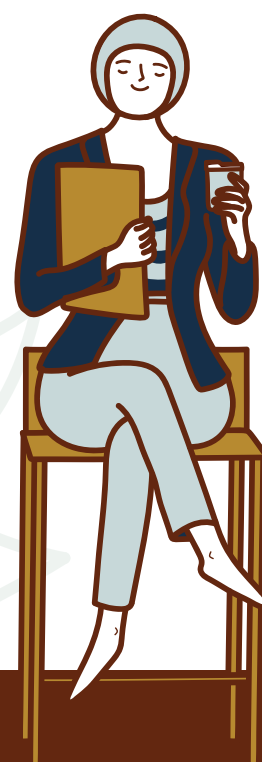


Do you have an interest in becoming a **FRANCHISE OWNER?**

We are looking for candidates with the following competencies:

- Willingness to actively participate or have a semi-absentee role in the business.
- Prior experience in business management or knowledge thereof.
- A community-focused mindset with strong social skills.
- Strong personnel management skills.
- Leadership skills to build and manage teams, while enjoying interacting with people.
- Financially qualified
- Professionals in the food and beverage industry, business owners, entrepreneurs, investors, or brand ambassadors.

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

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@cfscopyee



cfscopyee



Good decisions are made with a good coffee.



Vist our website
cfscoffee.com

