



Kickstart **A BADASS BUSINESS FUTURE**

**FRANCHISE WITH
BAD ASS COFFEE
OF HAWAII**



Say Aloha TO YOUR NEW FRANCHISE

Bad Ass Coffee of Hawaii served our first cup of coffee in Kona, Hawaii, in 1989. Since then, we've been building loyal fans from coast to coast.

Our brand name drives customers in the door, and our beverage & food menus bring them back. This experiential brand stands out in a crowded coffee shop segment in communities across the country. We remind customers of the beach and island vacations with our touch of the Aloha Spirit found in every location.

\$1,231,788

TOP 25% AVERAGE NET SALES¹

3

STRONG REVENUE STREAMS

4

UNIQUE STORE MODELS

30+

YEARS IN THE INDUSTRY



Brewing **THE BEST COFFEE SINCE 1989**

The first Bad Ass Coffee shop opened over three decades ago, but the legend of our namesake goes back ever further to the hard-working donkeys of Kona, Hawaii. These aptly named “Bad Ass Ones” were strong and reliable as they carried their heavy loads of precious beans down the steep mountains.

We honor this heritage by embodying their determined spirit in everything we do, and we continue their legacy by welcoming ambitious franchisees like you into our ‘ohana (family).



BECOME PART OF AN *Unforgettable* BRAND

With a name like Bad Ass Coffee, it's easy to grab people's attention and quickly turn them into loyal customers. We've got distinct and clever branding, authentic Hawaiian heritage, and a love for our communities that can make your coffee shop look, smell, and do good.



ROOTED IN HAWAIIAN AND KONA HERITAGE

Our first location was on the Big Island, and we continue to source from longstanding Hawaiian farms.

CONNECTED TO OUR COMMUNITIES

Our franchisees take care of our global 'ohana by supporting local charities and community events.

WELCOMING ATMOSPHERE AT OUR COFFEE SHOPS

Experience the Aloha Spirit in every Bad Ass Coffee location. Each shop is inviting, adventurous, and one of a kind.



The Perfect BLEND OF REVENUE STREAMS

A strong business model, like a fine cup of coffee, has many flavorful elements that make others take notice. At Bad Ass Coffee of Hawaii, we ease the ownership grind by offering revenue streams with branded merchandise and food and beverage innovations that appeal to a wide net of loyal customers.



1

GROW YOUR BUSINESS WITH ISLAND-INSPIRED DRINKS

Provide premium, Hawaiian-grown coffee in every way your customers want it, along with unique hot and cold lattes, frozen blended drinks, and seasonal offerings that explore the tastes of the islands.

2

HARVEST THE BENEFITS OF A FOOD MENU

Turn heads with a food menu that's crafted with a nod to the islands, including Twisted Malasada donuts and "The Bad Ass One" breakfast sandwich with Spam, egg, Swiss, pineapple and barbecue sauce served on KING'S HAWAIIAN® sweet bread.

3

TASTE THE PERKS OF IN-STORE MERCH

Beyond the bean, you can see increased revenue per check with cleverly branded apparel, travel mugs and stickers, and a variety of coffee bags to go.



SET UP A SHOP THAT'S HOTTER THAN Our Coffee

Coffee is a lot like a business. Every aspect, including the look, feel, and aroma of the place, can influence your experience. That's why Bad Ass Coffee of Hawaii creates unique, welcoming shops that please all five senses of your customers and benefits your business at the same time.



Flexible FOOTPRINTS WITH DRIVE-THRU OPTIONS



Exclusive STORE DEVELOPMENT TERRITORIES



Customizable LAYOUTS FOR YOUR SPECIFIC SITES

BUILD YOUR BUSINESS FROM THE *Ground Up*

Before you grind beans and greet customers, you'll need to locate, design, and build out your coffee shop. We're here to assist with real estate selection, construction and design, and purchasing. When we're finished, your Bad Ass Coffee locations will be ready for business.

REAL ESTATE SELECTION

- Access to real estate partnerships and LOI templates
- Data-driven identification of key location attributes
- Consultation on available real estate options
- Lease finalization assistance and site selection approval

COFFEE SHOP DESIGN & CONSTRUCTION

- Access to strategic construction partnerships
- Contractor and equipment selection assistance
- Prototype renderings for multiple store layouts
- Weekly communication on construction status

PRODUCT PURCHASING

- Approved national vendors and partners
- Centralized fulfillment of proprietary products
- National supplier pricing and online ordering tools
- Operations and marketing team support



Training You TO BE A BADASS BUSINESS OWNER

Whether you're new to the world of franchising or have a fully-fledged portfolio, you'll receive key training before opening your doors. We'll help you prepare to greet your loyal customers, run your day-to-day operations, and manage your crew of coffee pros.

INITIAL TRAINING

- Multi-day training program at an existing store
- Hands-on and classroom-style learning sessions
- Coffee education and preparation training
- Merchandising and store management guidance

STORE OPENING PREP

- Training & planning with marketing & operations teams
- On-location store training with your own equipment
- Team onboarding and daily operations assistance
- Grand opening planning and advertising strategies

MARKETING TOOLS

- Local marketing resources to grow awareness
- Comprehensive local store marketing plans
- Access to marketing and advertising resources
- Proximity marketing to boost search & social rankings



ENJOY ONGOING SUPPORT FROM YOUR NEW *'Ohana*

The support keeps coming after grand opening. When you own a Bad Ass Coffee shop, you're a part of our 'ohana, and we're always here to help—whether it's making the best cup of Kona coffee or planning for your next location opening. Our support team has your back every step of the way.

- ☛ Become part of a caring and welcoming 'ohana
- ☛ Enjoy accessible support from the home office
- ☛ Depend on decades of experience for guidance

LEAN ON A STRONG LEADERSHIP TEAM

We practice what we preach at Bad Ass Coffee of Hawaii. That's why our executive staff and employees do everything with mahalo, or gratitude. We're ready to share our industry experience to help you reach your franchising goals.





TRAITS YOU BRING *To Our Team*

“Bad Ass” isn’t just a name. It’s an identity. Owners at Bad Ass Coffee live up to it by being persistent and energetic go-getters. They want to make a unique mark on the world and throw everything they’ve got into their mission.

As an owner with us, you’re in tune with the Aloha Spirit and your entrepreneurial desires. You’re ready to unlock your inner badass by fueling customers with energy and kindness every single day.



ENTREPRENEUR WITH A KICK

You’ve got the business experience and strong desire to open a franchise of your own and won’t settle for just any coffee shop. You’re looking for an adventurous spirit that matches your own.



MULTI-UNIT OWNERSHIP GOALS

Owning one coffee shop is great, and owning several is even better. You aspire to spread the good coffee vibes across the mainland and build a franchise future that can fuel your passions.



PART OF A BIGGER, BAD ASS ‘OHAHA

Find your family with Bad Ass Coffee. You want to be a part of something bigger and surround yourself with like-minded enthusiasts who support each other every step of the journey.



Your INVESTMENT

Bad Ass Coffee of Hawaii is looking for qualified and engaged individuals who are seeking single- and multi-unit opportunities. We offer affordable, highly scalable options with strong profit potential. As an International Franchise Association VetFran member, our veteran franchisees can also receive a \$10,000 discount off the initial franchise fee.¹

\$150,000

Required Liquid Capital

\$600,000

Required Net Worth

\$401,500 - \$778,000

Estimated Initial Investment¹



JOIN OUR FRANCHISE *'Ohana*

Quench your thirst for business ownership and legendary adventures with Bad Ass Coffee. Contact our team today to get your franchise future started.

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BADASSCOFFEEFRANCHISE.COM



1. Bad Ass Coffee of Hawaii 2022 Franchise Disclosure Document (FDD)

This advertisement is not a franchise offering. A franchise offer can only be made through the receipt of our Franchise Disclosure Document. Certain states require that we register the franchise disclosure document in those states. This communication is not directed by us to the residents of any of those states. We will not offer or sell franchises in those states until we have registered the franchise and delivered the FDD to the prospective franchisee in compliance with applicable law.

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