

JUST LOVE

COFFEE CAFE



Franchise Information Report



CONTENTS

Just Love Coffee Cafe Franchise	3
What Is Just Love Coffee Cafe Franchise?	3
The Just Love Coffee Cafe Story	5
How Big Is the Demand for New Coffee Shops?	7
What Makes Just Love Coffee Cafe a Good Business Model to Invest In?	10
What Is a Good Location for Just Love Coffee Cafe?	11
Initial Investments and Startup Costs	13
Why Do Customers Love Us?	14
How Do We Support Our Franchisees?	16
Why Waffled Entrées and Coffee?	17
The Just Love Coffee Cafe Franchise Culture	18
Meet the Management Team	19
Next Steps	20



Just Love Coffee Cafe Franchise

Our giving culture, unique menu and specialty coffee make for a powerful business model

Just Love Coffee Cafe places high-end, specialty coffee, a unique food menu and a charitable culture into a community-minded, family friendly coffee shop setting that delivers on both exceptional customer service and hand-roasted, perfectly brewed coffee. Founded in 2009 as an online coffee service to help support families through the adoption process, Just Love Coffee Café has grown to a franchise concept with multiple coffee eateries open in the booming area of Nashville, Tennessee. Just Love Coffee Café is inviting entrepreneurs and savvy investors to get in on the ground floor of this exciting new opportunity in the \$48 billion U.S. coffee market as we ramp up for a rapid nationwide expansion.

"There has never been a more exciting time to open a Just Love Coffee Cafe franchise," says Rob Webb, CEO and founder of Just Love Coffee Cafe "We spent several years proving that our business model could be successful over the long-term before we launched our franchising efforts. Coffee is not a fad and neither is the appeal of a locally owned coffee shop that caters to the needs of the community. More adults are drinking coffee today in America than ever before, but what really sets Just Love Coffee Cafe apart is that we're the first coffee shop franchise to bring specialty coffee to the mainstream through our commitment to

exceptional customer service and a full breakfast and lunch menu. From an investment standpoint, a coffee eatery franchise is much smarter than a full blown restaurant or a dessert business because coffee doesn't seem to have a ceiling. Just Love Coffee Cafe is a brand that will rapidly grow across the nation in years to come."

What does it cost to open a Just Love Coffee Cafe Franchise?

The total investment estimate to begin operations on a new coffee shop franchise ranges from \$295,500 to \$447,000. Our build-out costs are substantially lower than other coffee shop brands, making Just Love Coffee Cafe a low-cost investment with high potential returns.

- Total Investment: \$295,500 to \$447,000
- Franchise Fee: \$39,000
- Minimum Liquid Capital: \$100,000
- Business Type: Franchise

Testimonials

"I was a customer of Just Love Coffee Cafe before I was involved in any capacity. I was in finance, working long hours, and I really wanted to do something different. I didn't have any restaurant experience, but the brand really spoke to me right away. The opportunity was there to take a product, that I would put up against any other specialty coffee, and from a financial standpoint the specialty coffee creates a value component that creates the margins that you need, and you also have a fast, casual eatery, which raises your ticket substantially. I knew this was going to be a successful business as soon as I opened my doors."

-Patrick Johnson, Franchisee, Murfreesboro, TN

What Is Just Love Coffee Cafe Franchise?

Just Love Coffee Cafe is a lot more than just a specialty coffee house

Just Love Coffee Cafe is ushering in a new era for specialty coffee by bringing hand roasted brews

to the mainstream. Led by an executive team with proven experience in growing franchise systems, Just Love Coffee Cafe is an opportunity for first-time and experienced entrepreneurs, as well as savvy investors to get in on the ground floor of the most exciting investment opportunity in the \$12 billion U.S. coffee shop industry.

brand recognition,” says Rob Webb, CEO and founder of Just Love Coffee Cafe. “The main difference between the experience that our customers receive in our coffee shops and what they might expect in a high-end coffee shop elsewhere is that we are actually there to make our customers happy. We’ve deliberately created a coffee shop environment where coffee purists can

enjoy a delicious brew alongside someone who prefers a cup of Maxwell House. Our baristas are hired because of their ability to be friendly and are trained to be educators in how we make our coffee. Pleasing the customer was a dynamic that was totally absent from the traditional specialty coffee shop environment, and we felt compelled to change it. Coffee is for everyone.”



Specialty coffee is hot and going to stay hot for decades to come. USA Today reports that 83% of American adults are regular coffee drinkers, and Zagat reports that over 80% of people who drink coffee admit to drinking it daily. The enthusiasm for coffee — and for specialty coffee, especially — is also on the rise. Consider the amount we are willing to pay for a good cup of joe: Zagat reports that the average cost of a cup of coffee is nearly \$3.30, which is a number that has consistently risen over the years. This rise in the price consumers will pay for coffee is emblematic of the importance that coffee plays in our lives. Just Love Coffee Cafe takes the craft of coffee roasting seriously, and we’ve been named a finalist in the prestigious Roast magazine’s Roaster of the Year competition for several consecutive years and our bags of hand roasted beans can be found in a growing number of supermarkets and retailers, such as Whole Foods and Fresh Market.

Just Love Coffee Cafe has taken the art of coffee roasting and has placed it in a family-friendly coffee shop setting that is far removed from the stuffiness of traditional specialty coffee culture.

“We’re exceptionally proud that our coffee is not only recognized alongside the major coffee roasters on the national and international level but is rapidly growing in

What sets Just Love Coffee Cafe apart from the competition?

Statista reports that there are over 55,000 coffee and snack shops in the U.S., though the diversity of audiences, locales, and yes, the vibe that any coffee shop creates, has meant that the coffee shop segment is extremely fragmented. Up until recently, Starbucks and Dunkin’ Donuts have been the two biggest brands in over-the-counter coffee, establishing a market for specialty drinks and unique coffee blends. This fragmentation is a good thing. The rise of the coffee drinker, as The Huffington Post reports, is over one third of the total U.S. population and has led us to seek out a coffee shop that meets our own individual needs and suits our own individual aesthetic, taste and preferences.

While Starbucks and Dunkin’ Donuts have paved the way for mainstream acceptance of unique coffee blends and specialty beverages, there has not been a brand that combines specialty coffee culture, the feel of a local coffee shop alongside the actual commitment to local communities, with a mainstream accessibility.



Enter Just Love Coffee Cafe. Just Love Coffee Cafe was created to be a haven for coffee enthusiasts and “regular” folks alike. When you walk into a Just Love Coffee Cafe franchise, you may be surprised to find the diversity of our rapidly growing customer base: students working on their laptops, coffee fanatics chatting with our friendly and knowledgeable baristas at the bar and parents chatting with each other while their children play a free classic arcade game. Just Love Coffee Cafe is exactly what you would hope to find in a coffee shop: a community.

Another key differentiator is that Just Love Coffee Cafe also offers a full breakfast and lunch menu. Utilizing a small list of simple ingredients, Just Love Coffee Cafe has created one of the most unique and delicious all-day menus in the coffee shop space by employing a waffle iron instead of a full-service kitchen. The appeal of the waffle iron is threefold: 1) franchise owners have a smaller footprint and lower overhead; 2) food is simple to cook and fast to serve; 3) customers are treated to a playful, delicious experience that is memorable and a natural fit for social media platforms such as Instagram, Snapchat and Facebook.

“Just Love Coffee Cafe is truly unlike other coffee shop experiences on the market today,” says Alan Thompson, President. “Most coffee shops are directed toward the connoisseurs, while Starbucks and Dunkin’ Donuts have a product for the masses. We fill the niche that is somewhere in the middle, which is currently wide open and needs some disruption. Our coffee can satisfy the elitist of coffee connoisseurs — we can tell them the story of how we source the beans, how we only buy fair trade coffee through reputable third market vendors and how we then roast our beans by hand — but our customer service can satisfy the person whose preference is a cup of Folgers. There’s so much room to grow, as far as the market, that I really see Just Love Coffee Cafe taking off this year and beyond. We hope to be in hundreds of communities in the coming years because we know that there is a wide open space for us to succeed.”

Ready to bring Just Love Coffee Cafe to your community? The time is now!

Just Love Coffee Cafe is a low-cost investment opportunity with potential for high returns. The startup costs to begin operations on a new coffee shop

franchise range from \$295,500 to \$447,000. Because our build-out costs are lower than other brands in the coffee segment, Just Love Coffee Cafe offers a quicker ramp-up time, which allows for a potentially faster return on investment. The franchise fee for your Just Love Coffee Cafe franchise is only \$35,000.

The Just Love Coffee Cafe Story

A coffee shop and eatery franchise aims to make a difference in communities across the nation

At Just Love Coffee Cafe we’re more than just a coffee company. We combine our commitment to social justice with a dedication to producing the finest coffees and food offerings through our franchises. We love the big wide world we live in and helping its people is a core aim of our business.



Just Love Coffee Cafe began when our founder and current CEO Rob Webb and his wife Emily made the decision to adopt. They already had two beautiful kids, Isabel and Charlie, however, the call to adopt was strong for the pair. In 2009, Rob was on a flight to Ethiopia to meet his newly adopted children. Little was Rob to know that this event was to change not just his life and the lives of his two newly adopted children Tigist and Amelie, but also those of countless other people. For Rob had one of those inspirational

ideas — a true light bulb moment — as he added up the expense of the adoption trip and learned of the sacrifice and challenges of people in the same situation.

What if he were to set up a hand roasting business as a for-profit venture that existed to help others? One that took the customers into a form of social partnership? A simple idea but, like all great thoughts, one that was to have enormous power. In essence, Rob decided to start a business dedicated to using hand-roasted coffees to help others whose passion was to... well... just love.



"The idea of roasting coffee was something that I was fascinated by and was becoming pretty good at on my own," Rob says. "My family business is supplying offices in the Nashville area with coffee and other goods, and in Nashville, specialty coffee shops began popping up that were doing incredibly well. I could see that there was a market for hand roasted coffee, but I never dreamed that Just Love Coffee Cafe would be anything more than a small business that was devoted to helping families fundraise to offset the expensive costs of adopting children. Just Love Coffee Cafe grew out of a need to do positive things in the world."

From online and into the real world: Just Love Coffee Cafe opens its first coffee shop

The online coffee business was remarkably successful in its first year, allowing Rob to donate nearly \$100,000 to families and proved to Rob that a socially conscious business could work. Just Love Coffee Roasters decided

to scale up their operations and moved from the 800-square-foot space where the business was founded to a much larger warehouse space in Murfreesboro, Tennessee, a large and growing suburb of Nashville.

"By this time, I had hired my roastmaster Jason, who is still with me, and a part-time staff person to fill the bags," Rob says. "We took a lot of risk and took loans for the coffee roasting machinery and for the lease. We were also developing a wholesale program, and we were lucky enough to establish ourselves in local and regional warehouses.

Our brand recognition was definitely growing. But due to the size of our operation, you could smell the coffee from a mile away. People began to trickle in to ask if they could buy a cup of coffee. We got a little espresso machine and had a 'name your price' policy. When enough people came in on their own volition, we decided we should open up a coffee shop."

Rob developed a simple build-out that allowed Just Love Coffee Cafe to open up very quickly. The team decided to concentrate on making the space a fun place to work, putting in comfortable seating, a long coffee bar, and bringing in several classic arcade video games. Rob wanted the coffee shop to grow organically, as the coffee online business was still booming, and decided that no effort would be placed on advertising. This was a bit of a gamble, but once the students from the local university, Middle Tennessee State, discovered the coffee shop, it quickly became the go-to destination for coffee lovers in the local area.

Just Love Coffee Cafe becomes the premier coffee shop franchise with a unique breakfast and lunch menu

After the success of the flagship location in Murfreesboro, Rob and his team wondered if the model could be successful as a franchise system. This idea



wasn't their own; customers visiting from other cities would frequently ask them if they could open a Just Love Coffee Cafe in their own community. Rob decided to meet Alan Thompson, now the President of Just Love Coffee Cafe, who was a highly experienced, local franchisor who helped grow Gigi's Cupcakes to over 100 locations across the nation.

"After I heard Rob's story and visited the coffee shop, it wasn't if Just Love Coffee Cafe should franchise but when," Alan says.

In order to take Just Love Coffee Cafe to the next level, Rob decided that in addition to the hand roasted coffee and specialty drinks, the coffee shop needed an all-day menu. Being that the space didn't have a full-sized kitchen, Rob had another lightbulb moment and bought a waffle iron.

"I went to the supermarket and threw just about everything you can think of into a waffle iron," Rob jokes. "But what developed was a really original menu, with items that were easy to cook and delicious to eat. Being that we appealed to a younger audience, I really wanted a menu that was going to look good on social media, and the unique shape that waffle iron gives to say, a breakfast burrito, not only was going to create a memorable experience but it was going to encourage our customers to share our food on their Instagram and Facebook profiles. Of course, adding the all-day food menu also increased our average ticket prices significantly and became an excellent source of additional revenue."

After opening an additional two coffee shops, one on Nashville's Famed Music Row and the other in the ritzy Nashville suburb of Brentwood, Just Love Coffee Cafe was finally ready to franchise. The interest was immediate, and the first Just Love Coffee Cafe franchise opened in Murfreesboro.

"We spent years perfecting the model before we decided to franchise," Alan says. "We proved the unit level economics, and we developed a simple business model to own and operate before we opened our doors as a franchise system. We're going to rapidly grow this brand across the nation in the coming years because the need for a specialty coffee shop that caters to the mainstream is so high, and the demand isn't going to slow down anytime soon.

**83 percent of adults
drink coffee in the U.S**

(Source : USA Today)



How Big Is the Demand for New Coffee Shops?

Just Love Coffee Cafe is the first perfect blend of specialty coffee and a cozy, community-focused coffee shop

Coffee shops are big business — and with USA Today reporting that 83% of Americans over the age of 18 identify as coffee drinkers, it's easy to see why the U.S. coffee shop industry generates \$12 billion annually. According to E-Imports Espresso Business Solutions, there are 24,000 traditional coffee shops in the U.S., and that number is expected to reach over 50,000 in the coming years.

Why are coffee shops so important to our daily lives? While it is a certainty that more Americans are drinking more coffee than ever before, it is also true that we're spending more time at coffee shops than ever before. The Atlantic rightly points out that coffee shops are



There are 24,000 coffee shops in U.S. generating annual revenue of \$24 Billion

(Source : CBDC)

places where people can socialize, study, work or just relax at their own pace: “a place where customers can set their own rules.”

“Coffee houses have a long tradition in American society as a place where people could meet and discuss ideas or just enjoy each other’s company,” The Atlantic reports in an article titled, “The Social Dynamics of Coffee Shops. They were the Facebook of an earlier generation. But in the 1990s, their role (and number) expanded greatly. While some patrons still do socialize at their local coffee shops, many do not and use them as a third place — not quite home and not quite work, but with elements of both.”

If coffee shops are not only where we choose to socialize and unwind, but they also take on more importance as the interim place between work and home, finding a comfortable one is absolutely a must for many of us.

While all of us have unique preferences, USA Today identifies a few universal rules that any good coffee shop should have in an article titled, “Top 20 Coffee Shops in America”:

“A truly great coffee shop has to feel special: some are like a cozy home away from home; others ideally sparse, like a clean blank slate in which you can revitalize. A place to recharge with a good book and a steaming drink or to chat up a friend over that perfect pastry you’re definitely going to stop eating after one more bite. The best spots have a bit of magic to them: ambiance with no pretense, friendly baristas, and of course, delicious coffee. Choosing your perfect shop takes time and patience, but once you’ve found it, you’re set for life.”

This is exactly what Just Love Coffee Cafe has set out to do — become the rare name brand that stays true to its roots, is strengthened by the feeling of community and of course, has the best coffee that can be found anywhere.

The growing popularity of specialty coffee and how Just Love Coffee Cafe is getting it right

While Starbucks and Dunkin’ Donuts greatly expanded the role and scope of traditional coffee shops by introducing specialty beverages and unique coffee blends to the mainstream public, U.S. coffee drinkers have begun turning away from the mega-brands and are eager to try brands that are local and community-minded, and most importantly, creating exceptional coffee.



“Coffee displays all the characteristics one associates with a true commodity: it is liquid, price transparent and fungible,” writes Michael L. Vellucci, in an article titled, “The Continued Rise of Premium Coffee in the U.S.: Will It De-Commoditize Coffee?,” published by Brown Brothers Harriman. “However, U.S. consumers have developed a more discerning palate when it comes to higher value, specialty foods, and in keeping with this trend, upscale coffee has proliferated.”

As a finalist for the prestigious Roast magazine’s Roaster of the Year award for several consecutive years, Just Love Coffee Cafe makes some of the finest tasting coffee in the nation. Just Love Coffee Cafe purchases only sustainable coffees that are legitimately sourced

and purchased directly from farmers around the world. All of our coffee blends are roasted by hand at our facility in Murfreesboro, Tennessee.

“We take the art of making coffee incredibly seriously,” says Jason, Head Coffee Roaster with Just Love Coffee Cafe, “We take pains to ensure that we’re getting the finest beans from around the world, and we ensure that we can source every single bean that we buy.

Roasting coffee is a difficult process, which is why there is such a huge demand for specialty coffee: the taste is far more unique than what you can find in a standard QSR restaurant or even at the bigger coffee chains. We vary it as well, by offering up to 20 different roasts — 6 of which are blends — at a time to appeal to the unique tastes of customers. We offer seasonal beans, create recipes for specialty drinks on our own and we strive to keep ahead of the trends. We want to ensure that our franchise owners have the coffee that is not only relevant to the tastebuds of their customers, but is relevant to their interests as well: free trade, sustainable and sourced.”

Just Love Coffee Cafe is creating a different kind of coffee shop experience

Specialty coffee culture can have its drawbacks with too much focus on the coffee and not enough on the customer. Just Love Coffee Cafe wanted to address that trend head on.

“We learned very quickly not to hire trained baristas,” Rob says. “It’s so much easier to hire a person that’s naturally friendly and willing to please than it is to hire someone whose experience is in a field with an unfortunate reputation for pretension. We want the customer to come first, and so part of our training process is not limited to how to correctly pour a cup of coffee or make a cup of espresso: we want our baristas to be educators — ambassadors for good coffee.”

When a customer walks into a Just Love Coffee Cafe, they are meant to feel welcomed and are encouraged to stay. While the shop is spacious enough for people to spread out, it is designed so that a small footprint can feel both open or cozy, depending on the needs of our customers: there’s a full coffee bar, booths meant for quiet reading or intimate conversations, and free arcade games for adults and kids alike.

“It was incredibly important for us that Just Love Coffee Cafe was a family friendly environment,” Rob says. “The diversity of our customers is not what you will find at a traditional specialty coffee shop. We encourage people to bring their children, and we welcome students and coffee fanatics who want to chat with our baristas. It’s a community, which is exactly what a good coffee shop should feel like.”



What Makes Just Love Coffee Cafe a Good Business Model to Invest In?

The premier specialty coffee franchise is a low cost investment opportunity with a proven business model that is simple and easy to own

With a small footprint, low overhead and limited staff (5-6 at launch), Just Love Coffee Cafe is simple to operate, easy to scale and has a business model that is unique in the \$12 billion U.S. coffee shop industry. In addition to offering a wide variety of hand roasted coffee blends and specialty beverages, many of which have been developed in-house, franchise owners get to take advantage of a full all-day menu — an additional revenue stream that is unique in the specialty coffee shop segment and can potentially increase the return on investment.

From a franchise investment standpoint, the menu has the added benefit of being easy to cook and easy to keep quality control high, in addition to providing a different type of dining experience from the standard cafe fare. Instead of a full kitchen, Just Love Coffee Cafe utilizes waffle irons to create our array of breakfast and lunch sandwiches: everything from a waffled omelet to an array of waffled sandwiches are cooked to perfection with a waffle iron! The result has not only increased our average ticket price to \$10 to \$12 per customer, but it has also provided our rapidly growing customer base with a memorable experience that is perfect for posting about on social media.

“We spent several years proving the concept before we launched as a franchise system,” says Alan Thompson, President of Just Love Coffee Cafe. “We’ve come up with a business model that is simple to operate and easy to scale, no matter how experienced our franchise owners are in a coffee shop environment. Everything about our brand is different from the traditional coffee shop experience —from our commitment to charities, to providing specialty coffee with a mainstream sensibility. We’re a brand that people can relate to on a lot of levels. In the next few years, we’re going to have dozens of shops open across the country, and we will continue to stay true to our core values of providing high quality coffee, great food and exceptional customer service while we do it.”

Who are we looking for?

Just Love Coffee Cafe is seeking owner-operators or savvy investors of any experience level who are interested in becoming a meaningful part of their communities. We provide in-depth initial and ongoing training and coaching from the moment you sign a franchise agreement with us. We help with site selection, lease negotiation, hiring practices, training on how to correctly prepare and serve Just Love Coffee Cafe products, marketing and social media support and more.

“You have to get into the coffee shop business because you love people,” says Rob Webb, CEO and founder of Just Love Coffee Cafe. “The right owner will be an extrovert. This is a very social business; you become a hub for your community. We encourage our franchise owners to open their space up for events, host different groups and take care of their customers as

though they would their own family. We have developed a model that is simple to follow, but we’re accessible and are on hand to support you for as long as you own your Just Love shop. We want our franchise owners to succeed because that means Just Love Coffee Cafe will succeed.”

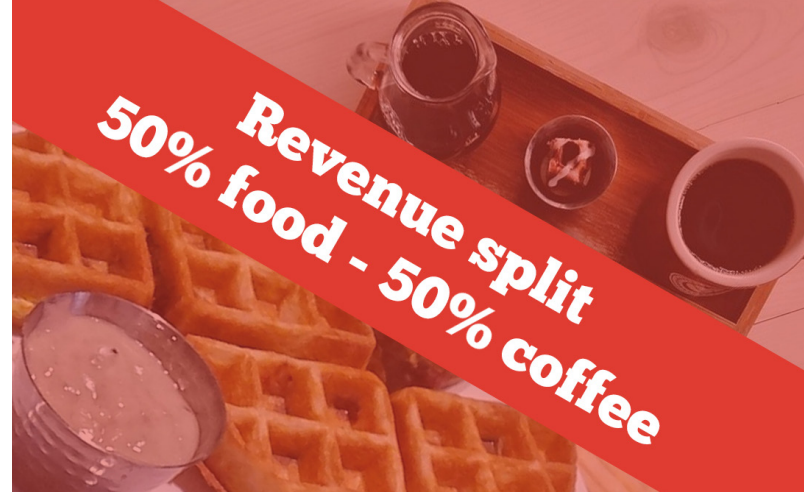


Just Love Coffee & Eatery's unique all-day menu increases average ticket to \$10-12

Just Love Coffee Cafe shares your values

Just Love Coffee Cafe began as an online coffee service to help raise money for families seeking to adopt children after founder Rob Webb went through the expensive process with his wife in 2008 and 2009. As Just Love Coffee Cafe has grown to include wholesale coffee sold in major supermarket chains such as Whole Foods and Fresh Market, so too has our charitable aims. We're proud that we've been able to give back hundreds of thousands of dollars to couples going through the expensive adoption process.

"While we don't mandate that our franchise owners be charitable, the right candidate will be a person who shares our values of giving back," Alan says. "As Mother Theresa says, taking care of the poor is not easy but it is simple, and all of us who are in position to do something to help truly should. Giving back is a personal concern and our franchise owners have their own individual causes they feel compelled to support, not only with money but by using their space for the good of the community. The right franchise owner will have a real passion for our mission."



What Is a Good Location for Just Love Coffee Cafe?

Just Love Coffee Cafe is a good fit for everywhere there is a coffee-drinking and food loving community

Just Love Coffee Cafe is a versatile business model that is designed to work well anywhere there is a coffee-drinking and food loving community, and with The Huffington Post reporting that over one-third of the American population identifies as coffee drinkers, Just Love Coffee Cafe is needed just about everywhere. Our coffee shops are successfully open as both freestanding locations and as end cap locations in strip centers. The business model is designed to suit a space, no matter the size, providing each of our locations with a uniqueness not only to the spaces we are in but also to the communities that love us. Our franchise owners find that Just Love Coffee Cafe succeeds equally well alongside other small businesses, in the heart of a downtown, or as their own entity away from the traffic and hubbub of city life. Just Love Coffee Cafe is a great opportunity for first-time entrepreneurs or savvy investors to grow a brand as we bring our love of specialty coffee and unique food to communities across the nation.

"Just Love Coffee Cafe is the rare franchise opportunity that works well in any location," says Alan Thompson, President of Just Love Coffee Cafe. "We help provide insight into the area and work with our franchise owners to select the location where a new coffee shop would be the most successful. Just Love Coffee Cafe works well anywhere there is a market for great tasting coffee and a coffee shop that cares about the community that relies on it as a place to socialize, study and enjoy the best of life."





A simple business model that works well in any market

Just Love Coffee Cafe is not only more affordable than traditional coffee shop opportunities, but our proven brand has also designed a model that is easy to own, easy to scale and simple to operate. Because Just Love Coffee Cafe is affordable, our business works well in large and small markets alike.

Not only do we provide assistance with site selection, lease negotiation and initial and ongoing training, we also have developed a consumer friendly build-out design that can be open as quickly as 90 days from signing the lease. Just Love Coffee Cafe does not require a large footprint, which makes the process of finding the perfect location that much easier. We can even help with recommending contractors and are available to help oversee the build-out process as needed.

For our most enthusiastic franchise owners, opening a Just Love Coffee Cafe isn't just a business decision. It's also a commitment to the core principles of the Just Love Coffee Cafe experience. That's why, no matter what kind of coffee shop you hope to own, the ease of our build-out can make your dream into a reality.

"Just Love Coffee Cafe is well on its way to becoming the premier specialty coffee franchise in the nation," Alan says. "There's nothing like our brand on the market, and we expect to grow at a rapid pace over the next several years — starting in the areas surrounding Nashville, where our business model is successful in a wide variety of settings and locations and building from there. The secret to our success has been simple: we started with a great product and with a story that our customer base can relate to and want to support. There's a ton of interest in opening our brand, and I expect that Just Love Coffee Cafe will be a major player in the years to come."

How Much Money Can I Make?

Just Love Coffee Cafe is rapidly emerging as the most exciting coffee shop franchise opportunity available today. One of the biggest positives in franchising with Just Love Coffee Cafe is that our business model has been successful since our founding in Murfreesboro, Tennessee, in 2004. Led by a passionate executive team with decades of experience in growing franchise systems, Just Love Coffee Cafe is actively seeking entrepreneurs and savvy investors who want to bring the premier specialty coffee shop franchise to their communities as we rapidly expand across the nation.



Initial Investments and Startup Costs

A low-cost investment opportunity with a proven business model makes Just Love Coffee Cafe a best-bet investment

Just Love Coffee Cafe is an easy franchise to open and has initial investment costs below those of many other coffee shop franchises. Here's part of our FDD Item 7, which details the specific startup costs of our franchise offering:

Your Estimated Initial Investment

TYPE OF EXPENDITURE	AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOME PAYMENT IS TO BE MADE
Initial Franchise Fee	\$39,000 - More than one unit, \$25,000 each	Lump Sum	Upon signing of the Franchise Agreement	Us
Grand Opening Costs	\$10,000	As arranged by you	Before opening and as incurred	Approved Suppliers
Travel and Living Expenses for Training	\$4,000 - \$8,000	Lump Sum	During Grand Opening training	Suppliers
Lease Payments 1-2 Months Rent	\$3,500 - \$10,000	As Incurred	As Incurred	Landlord
Leasehold Improvements, Building and Construction	\$90,000 - \$175,000	Lump Sum	Prior to opening; varies by supplier	Suppliers
Licenses, Architectural and Engineering Fees	\$5,000 - \$10,000	As Incurred	Before Opening	Suppliers
Furniture, Fixtures and Equipment (Including Small Wares and Branded Items)	\$90,000 - \$110,000	As Incurred	Before Opening	Approved Suppliers
Signs	\$4,000 - \$10,000	Lump Sum	Prior to Opening; varies by supplier	Suppliers
Computer System	\$2,000 - \$3,000	Lump Sum	Prior to Opening	Approved Suppliers
Real Estate and Construction Management	\$3,000	Lump Sum	At Lease Execution	Us and/or Approved Suppliers
Initial Inventory and Supplies	\$7,000 - \$12,000	As Incurred	Prior to Opening; varies by supplier	Approved Suppliers, us
Security Deposits (Including Lease and Utilities Deposit)	\$6,000 - \$8,000	Lump Sum	Prior to Opening; varies by supplier	Suppliers
Legal and Accounting, and Licenses	\$1,000 - \$3,000	As Incurred	As Incurred	Suppliers
Insurance - Estimated Annual	\$4,000 - \$6,000	As Incurred	As Incurred	Insurance Companies
Employee Salaries (2 Month)	\$7,000 - \$10,000	As Incurred	As Incurred	Employees
Additional Funds (3 Months)	\$20,000 - \$30,000	As Incurred	As Incurred, before Opening or as otherwise arranged	Us, Suppliers, and Utilities, Government Agencies, Attorneys, Accountants and Other Professionals
TOTAL	\$295,500 - \$447,000	(Does not include real estate costs and/or rent for the business location except for the initial security deposit.)		

Why Do Our Customers Love Us?

Just Love Coffee Cafe creates a welcoming environment with high-quality coffee, affordable food and exceptional customer service

Being that 83% of adult Americans are daily coffee drinkers, finding the local coffee shop that feels local is a must for many of us. Just Love Coffee Cafe is the type of welcoming environment that creates regulars as soon as they walk through our doors. It isn't surprising to see students working on their laptops, coffee fanatics chatting with our friendly and knowledgeable baristas at the bar and parents chatting with each other while their children play a classic arcade game. Just Love Coffee Cafe is staffed by friendly and knowledgeable baristas who are just as excited to educate people on our specialty coffee as they are to talk about your day. Our playful breakfast and lunch menus have a wide variety of options to satisfy the meat lover and the vegetarian alike.

Our ability to create a sense of community, while meeting the individual needs of our customers, is what sets Just Love Coffee Cafe apart from other coffee shop franchise concepts. Here is what our customers have to say about why they love Just Love Coffee Cafe:

"I love Just Love Coffee Roasters! I come here for the coffee and the breakfast, but I also venture here to relax. I love the chill atmosphere here. Whether it's a relaxing Saturday morning, a quick run before work, or a pick up for the latest blend we always have a great experience and great service. One person even took the time to talk to us about cold brew and the best grind to do for [it] at home. I don't know what it is, if it's the coffee or some pixie dust magic; but the cappuccino is the best I've ever had. Ever. It needs nothing, but for me to enjoy it. The only thing I wish is that there were more locations. They would trump Starbucks any day."

🗨️ *Leslie P., of Nashville, Tennessee, in a five star review on Yelp*

"I kept seeing the Yelp reviews for this place and finally dropped by while running some errands on this side of town. After one visit, I can tell you that this is not a 'while you're in the area' type of place. This is a destination! As soon as you walk in, you get that great aroma smacking you in the face - freshly roasted coffee wrapping you up like a blanket. The place was busy but there's plenty of space and they were getting orders out right and left. The baristas were nice and man, can they make one heck of a cappuccino! I ordered a large, and was pleasantly surprised that it was just coffee and milk, no fru-fru sweeteners unless you ask for it that way. I got it to go, and when I got back to my car and took a sip - OMG! This was some of the best coffee I've ever had! I'll definitely be coming back for some more!"

🗨️ *Allan M., of Murfreesboro, Tennessee, in a five star review on Yelp*

"So much love for Just Love. The staff here is great-super friendly and always serving with a smile. I'm in love with the Frosted Mint White Mocha [It's] currently my favorite."





Also try their food. Everything is based from waffles- and who doesn't love waffles?!? Lastly, they have just started implementing an app for their punch card system and I've enjoyed a couple tasty, free treats just for signing up. Go!!"

🗨️ Todd M., of Los Angeles, California, in a five star review on Yelp

"Super overdue on this review, but I loved this coffee shop on Music Row. When I visited my girlfriend in Nashville, she didn't hesitate when I asked for a great coffee recommendation. To begin, it's in a super walkable and interesting neighborhood. The staff was beyond welcoming and offered to guide us through their menu. It became our go-to coffee spot, and something about popping in here every morning made me so happy. It's [sic] bright, clean, inviting vibe is totally addictive, as it feels like a real neighborhood staple. I'm not always a coffee drinker, but my friend talked me into their light roast, and I lovedddd it. It wasn't super overpowering and had a fresh aroma. I also had the Womelette Breakfast sandwich, which made for a hearty and enjoyable breakfast. We'll definitely revisit this location when

we're back! I love a place you can count on when you're traveling."

🗨️ Lauren K., of Cleveland, Ohio, in a five star review on Yelp

"Favorite coffee spot. Food is great and the staff is wonderful. Not an in and out place but don't think it's supposed to be. The atmosphere should take time to enjoy. That, coupled with the dedication to the local community keeps me coming back. There is magic there."

🗨️ Anna R., of Nashville, Tennessee, in a five star review on Facebook

"In Minnesota, our favorite coffee shop was Caribou Coffee. When we moved here, we started trying several shops.....Just Love is my favorite. I have had great customer service most every time I have been there!!"

🗨️ Michele W., of Brentwood, Tennessee, in a five star review on Facebook

How Do We Support Our Franchisees?

Just Love Coffee Cafe franchise is the perfect fit for first-time entrepreneurs and savvy investors alike

Just Love Coffee Cafe is the rare coffee shop franchise opportunity that doesn't require any previous experience in either running a restaurant or being an expert in coffee — all that we require is that our new franchise owners are passionate about our brand and making their new business successful. Why is such little experience necessary to run a Just Love Coffee Cafe? The Nashville-based coffee shop franchise spent years designing a business model that would be simple to own and easy to scale, creating multiple revenue streams and a first-class training program to help new franchisees quickly excel in their new roles as a local coffee shop owner.

"It was very important to us to have a proven business model before we established ourselves as a franchise system," says Rob Webb, CEO and founder of Just Love Coffee Cafe. "We scaled the brand to three locations in the Nashville area on our own to perfect our business model, standardized systems and operations, and ensure that the business was not only easy to operate, but replicable and sustainable over the long term. We're extremely excited to welcome the first wave of franchise owners to a brand that was created out of love as we grow together across the nation."



No experience necessary to own a Just Love Coffee Cafe franchise

As soon as you sign the franchise agreement, we immediately begin the process of launching your new business, guiding you every step of the way toward establishing your Just Love Coffee Cafe franchise as the go-to coffee shop in your community.

Here's how we do it:

► **Site selection** – Just Love Coffee Cafe will guide you through the process of selecting the perfect location for your coffee shop, starting by analyzing your community to determine which areas have the demographics necessary to establish a successful business, to visiting sites, negotiating the Letter of Intent and working with your landlord to help secure the best possible terms for your new location.

► **Buildout** – We've designed an extremely user friendly buildout that can suit nearly any space, almost no matter the size. Because Just Love Coffee Cafe doesn't require a full kitchen, our footprints are much smaller than other coffee shops, helping to keep rents low and the buildout an affordable part of the process. We can be as involved in the buildout as you need us to be: recommending contractors to overseeing the finished product.



► **Initial Training** – You will come to our headquarters in Murfreesboro and our stores in Nashville, Tennessee, for intensive training, as we train you in everything about your new business. You will learn how to correctly pour and serve our specialty coffee, as well as our entire array of specialty beverages. You will learn how to correctly cook, prepare and serve our simple and inventive food menu. You will learn the machinery, the sales process and how to hire and train baristas who will not only serve your business well but will forge meaningful connections with your customers.

► **Marketing** – We will guide you through the process of online, digital, social media and traditional marketing platforms on an ongoing basis to help you effectively spread the word about your new business.

► **Grand Opening** – Members of the Just Love Coffee Cafe executive team will be on hand during your grand opening to help you in the early days of your new business.

“When you franchise with Just Love Coffee Cafe, you’re never alone,” says Alan Thompson, President of Just Love Coffee Cafe. “From the moment you join us, you become part of our family. We’re going to do everything we can to help you succeed — from the very beginning.”

Why Waffled Entrées and Coffee?

How a playful, all-day menu creates a unique, memorable experience

It started with a flash of inspiration. Founder and CEO of Just Love Coffee Cafe, Rob Webb, knew early on that in order to create a viable, profitable business model, even the finest hand roasted specialty coffee wasn’t

**No Kitchen Needed:
Just Love Coffee & Eatery
cooks all-day
menu on a waffle iron**



going to be enough to create the kind of environment that would facilitate a memorable customer experience. Just Love Coffee Cafe needed a full menu of food.

But what kind of food? Being that Just Love Coffee Cafe takes the art of making coffee extremely seriously, Rob wanted a menu that would lighten the mood and remove the pretension that specialty coffee is often wrongly or rightly associated with. Not only did the food have to be fun, but it also had to be easy to prepare and easy to cook without the use of a full kitchen. It had to be simple. Then it hit him. Waffle irons.

“Once I had the thought that you can cook more than waffles in a waffle iron, I immediately set off to the supermarket and loaded up on all kinds of food,” Rob says. “It took a lot of playing around and making messes, but in the end, I came up with a really simple menu that wowed our team. By limiting our menu to a few ingredients, we realized that we could have a full-day menu of breakfast and lunch food. We could serve omelettes, breakfast burritos, wraps, sandwiches, you name it, and all of our food would have a really original look that would encourage our guests to take photos and share on Instagram and Facebook. It really set our brand apart from the get-go.”

The practical appeal of our food menu

While a waffle iron-based menu creates a unique and playful food menu that differentiates Just Love Coffee Cafe from any other coffee shop in the nation, as well as inspires our customers to share photos of their food with their social media network, from an owner-operator standpoint, food just doesn’t get any easier.

For starters, cooking on a waffle iron means that there is no need for a full kitchen and a full kitchen staff, which keeps both the overhead low and reduces the

need for a large footprint. It also greatly increases the ability to maintain high quality control standards in terms of both taste and the speed at which food can be served to your customers. Of course, it also increases the potential level of profitability a new franchise owner can expect:

“There aren’t a whole lot of coffee shops that offer an all-day food menu, and certainly none that I can think of that cooks their food in a waffle iron,” says DJ Smith, Marketing & Creative Director of Just Love Coffee Cafe. “It’s been wildly successful for us. Right now, our sales are evenly split, 50/50 on coffee and food, and our average ticket prices have increased significantly to \$10 to \$12 per customer. Most importantly, our food creates a memorable experience for customers with any taste or dietary preference, from meat lover to vegetarian, at any time of day. It really makes us quite unique, light hearted and approachable.”

Catering is a big potential revenue stream

The ability to offer a unique menu that caters to all tastes and dietary preferences at any time of day creates a tremendous opportunity for franchise owners to take advantage of catering as an additional revenue stream.

Kevin Bauerle, Director of Franchise Development, says catering is becoming a big source of revenue for us. Our food is such a special experience that it works just as well in business luncheons as it does in birthday parties, baby showers and holiday get togethers. By serving food that is easy to prepare and fast to serve, catering a big event becomes a breeze for Just Love Coffee Cafe franchise owners.

The Just Love Coffee Cafe Franchise Culture

Coffee shop franchise exists to spread love, grow communities and give back

Coffee shops occupy an important space in many of our lives because of their unique ability to fulfill so many of our needs: socializing, studying, working, resting, reading — in an atmosphere that suits our tastes and makes us feel like we belong. At their best, coffee shops are places that meet the needs of a community, while giving communities the space they need to get together.

This sense of community is what Just Love Coffee Cafe is all about. In fact, the atmosphere that makes Just Love Coffee Cafe so special was created to be a complete 180 from the stuffy reputation that specialty coffee shops rightly or wrongly deserve.

“We wanted our space to be welcoming to everyone, whether they like high-end coffee or like Folgers,” says Jason Smith, Roastmaster with Just Love Coffee Cafe. “We worked hard to create an atmosphere that went beyond coffee, as well — from the charitable nature of our brand and the inclusivity of our design that opens the space to a wide variety of social and independent activity, to the playful nature of our food menu that really creates a memorable experience and is a great conversation starter.”

Just Love Coffee Cafe goes beyond the traditional specialty coffee shop by encouraging guests to bring their children, setting up free classic arcade games to create an atmosphere that is fun and exciting no matter how old you are.





Meet the Management Team

Just Love Coffee Cafe is led by a management team with decades of proven experience in growing franchise systems

Rob Webb, Founder

Rob Webb started his career in 1996 working as an audio engineer and producer in Nashville, Tennessee. In 2003 he left the music business to go into the family business. After five years of successfully growing the business, he dreamt the idea of Just Love Coffee.



Just Love Coffee Cafe gives back

The company was founded as a subscription coffee service to offer financial assistance to couples going through the adoption process, which can be extremely expensive. This charitable branch of the company continues to this day, having raised hundreds of thousands of dollars toward giving children a good home and helping couples fill their homes with love. "It's a part of our story that we're really proud of," says Alan Thompson, President of Just Love Coffee Cafe. "We encourage couples to fundraise to offset their adoption costs with us, and it's been an honor to help so many wonderful couples throughout the years. It's something that most people can relate to, and when they visit one of our coffee shops, they can take pride in supporting a brand that makes giving back an important part of what we're all about."

Just Love Coffee Cafe also gives back to the community by opening up our spaces for events, fundraisers, concerts and more to ensure that we never lose what is so special about our brand: our community engagement.

"We don't tell our franchise owners what charities or causes they should support, but the right franchise owners are going to be community-minded," Alan says. "When you support the community, the community supports you. In Nashville, each one of our locations opens their doors to different causes, activities and events. It helps connect our brand to more people, winning new customers in the process. This is what a good coffee shop is designed to do."

It began when Rob and Emily Webb made the decision to adopt. They already had two beautiful kids, Isabel and Charlie, however, the call to adopt was strong for the pair and in 2009 Rob was on a flight to Ethiopia. Little was Rob to know that this event was to change not just his life and the lives of his two newly adopted children Tigist and Amelie, but also those of countless other people. For Rob had one of those inspirational ideas—a true light bulb moment—as he added up the expense of the adoption trip and learned of the sacrifice and challenges of people in the same situation.

What if he were to set up a hand roasting business as a for-profit venture that existed to help others—one that took the customers into a form of social partnership? A simple idea but, like all great thoughts, one that was to have enormous power. In essence, Rob decided to start a business dedicated to using hand-roasted coffees to help others whose passion was to...well, just love.

Rob began his venture by converting an 800-square foot space in which they installed a small roaster, developed a few roasting profiles, set up a simple e-commerce storefront, put the word out on Facebook, and then waited. It was a success! The orders started arriving, requiring family and friends to be brought in to help with packing and posting. Just Love Coffee Roasters, a for-profit venture dedicated to giving away a portion of its profits, was born!

In 2011 he opened the first coffee shop. Then in 2014, after developing a unique food program, added three additional stores.



Alan Thompson, President

Alan began his career in 1985 as a Sales and Marketing Manager for Lewis and Davis, a real estate investment partnership. He managed the sales and marketing for numerous investment properties in several states, and he sold

approximately \$12 million worth of investment real estate property through 1991. Since then, Alan has been an entrepreneur in the restaurant industry and has been successful in the development and operation of numerous ventures. He has a proven ability to market products, enlist productive management teams and sustain high revenues within his restaurants.



Kevin Bauerle, Director of Franchise Development

Kevin has been an entrepreneur, business owner, and consultant for the past 20 years. Specializing in sales and business development, Kevin has a strong passion for personal growth and improvement; you'll often find him attending seminars, reading

business books, or listening to motivational speakers. Kevin's areas of expertise span multiple sectors including restaurant, real-estate investing, franchisee development, corporate franchising, franchise sales, executive recruiting, and marketing and sales training. From 2008 to 2016 Kevin served as the Director of Sales for Gigi's Franchising, assisting in growing the brand from 27 locations to 115. Residing in Spring Hill, Tennessee, Kevin enjoys time with his three daughters, listening and making music, Oregon Football, and

volunteering his time with initiatives such as Girl Scouts, Responsibility Foundations, and helping raise money for various non-profit groups.

DJ Smith, Marketing & Creative Director

Having worked in the marketing and creative services sector for over 20 years, DJ serves as the brand's Keeper of the Bean Talk (aka marketing and creative director). On any given day, you'll find him developing marketing strategies for our various brand segments, developing creative pieces to support online and offline promotions, working with our franchise owners and managers for local store marketing initiatives, and engaging with customers through various social media channels and in-store opportunities whenever possible. Before joining the Just Love team, DJ was managing partner and creative director for Talstone Group, a firm he founded in 2004. When not working, you'll find DJ enjoying time with his wife and two sons, volunteering and hiking with his sons' local Trail Life USA troop, or actively participating volunteer efforts through his local church.



Next Steps

Ready to bring the Just Love Coffee Cafe franchise to your community?

Thank you for your interest in franchising with Just Love Coffee Cafe. We are excited that you are interested in getting in on the ground floor of Just Love Coffee Cafe as we expand rapidly across the nation.

