

FRANCHISE

OPPOURTUNITY GUIDE

JamaicaBlue®

Our trusted heritage

Jamaica Blue has been built on two simple beliefs that have guided us in everything that we've done: a belief in sourcing the very best coffee; and a belief in using only fresh, premium ingredients to deliver contemporary café dishes with a twist.

Our name, Jamaica Blue, is drawn from the majestic Blue Mountains of Jamaica, one of the best coffee producing regions in the world and home to our exclusive Jamaica Blue Mountain coffee.

Our simple philosophy of great coffee and food, together with our passionate crew of chefs, baristas and service team are the Jamaica Blue recipe for continued success.

If you would like to own your own café, then Jamaica Blue may just be the new business venture you are looking for. Reputable, reliable and trusted for nearly 30 years, this is a fantasticopportunity to run your own café business which is part of a brand recognised worldwide.



The Jamaica Blue Story

We've come a long way since 1992, and alongside our history is a lot of growth. Ready to be part of the next chapter in our story?





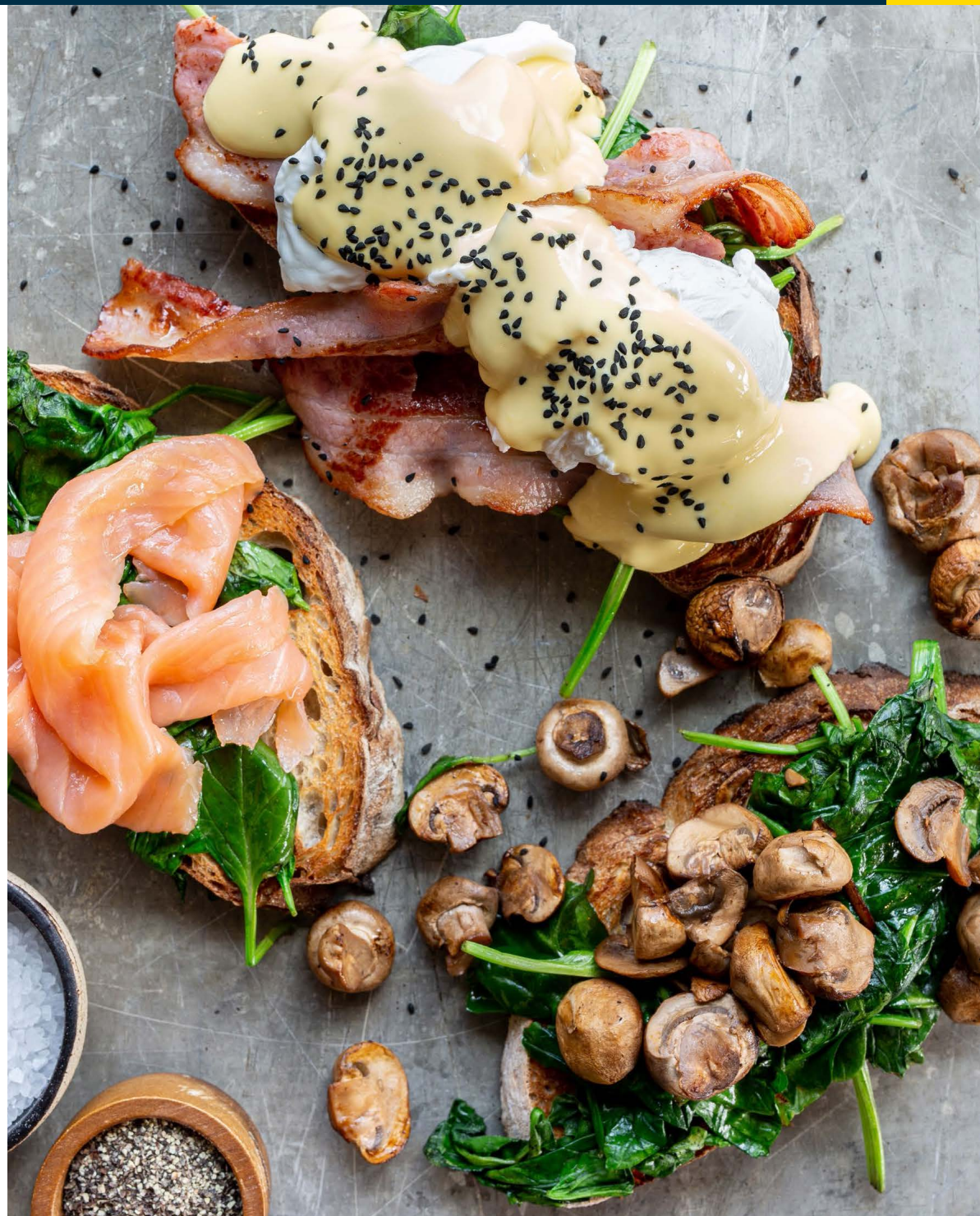
What sets us apart?

- Established model that's unique, established and carries a proud history.
- Fresh, quality ingredients are used to create every dish served at Jamaica Blue; our recipes are simple and uncomplicated and helps gives the brand a point of difference.
- World-class beans are used in our Blue Mountain and Jamaica Blue Signature Blend, that are expertly roasted to bring out their unique flavours.
- Tailored marketing strategies are developed to increase brand awareness and drive sales at both a local and national level. This includes in-store and online promotions, and tailored local and national marketing activities.
- The excitement of being part of a well-established and trusted wholesome brand that offers a large range of sweet and savoury products that are freshly prepared instore each day, which are continually being evolved to suit the demands of our customers.
- WAN WAN COCO FUL BASKIT. It simply means that if you slow down, stop rushing and take your time, you will achieve your goal. At Jamaica Blue, we couldn't agree more.

What is in it for you?

There are plenty of benefits to owning a Jamaica Blue café, such as:

- The opportunity to share in the success of an instantly recognisable and highly successful global brand with a proven track record throughout the UK, Australia, New Zealand, China, Singapore, UAE and Malaysia.
- The flexibility to set your own working hours allows you to make your business for you and your family. With your own Franchise, you can pick the hours of work that suits most to your family needs.
- The security of joining a network of experienced industry professionals who offer exceptional training and operational support whenever you need it.
- The advantage of having a fully integrated marketing program to actively promote your business to existing and potential customers.
- Joining a franchise is truly an attractive way to create your own business path, allowing you to reach your goals and fulfil your lifestyle dreams.




COFFEE MENU
SPECIALS
gingerbread
French toast
PLEASE
WAIT HERE
TO BE SEATED

Cafe Design



Cafe Design


SERIOUSLY GOOD
COOL MISTY
HIGH RAINFALL &
RICH SOIL
Great Coffee
WELCOME ALL THINGS WHOLESOME
AT JAMAICA BLUE CAFES
JAMAICA IS FAMOUS FOR THE FINEST COFFEE IN ALL THE WORLD.
ON THE BLUE MOUNTAINS THE BEST QUALITY COFFEE IS GROWN
AT ALTITUDES BETWEEN 480 METRES AND 900 METRES ABOVE
SEA LEVEL. FARMERS HAVE BEEN GROWING COFFEE ON
THEIR SLOPES FOR OVER TEN GENERATIONS

Cafe Design

There is so much more to our name

Fine Coffee Selection

Jamaica Blue has been built on two simple beliefs that have guided us in everything that we've done: a belief in sourcing the very best coffee; and a belief in using only fresh, premium ingredients to deliver contemporary café dishes with a twist.

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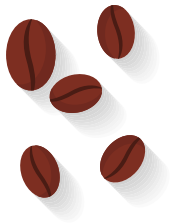
Blue mountain Coffee Beans

Island of Jamaica



Blue mountain region of Jamaica

Beans

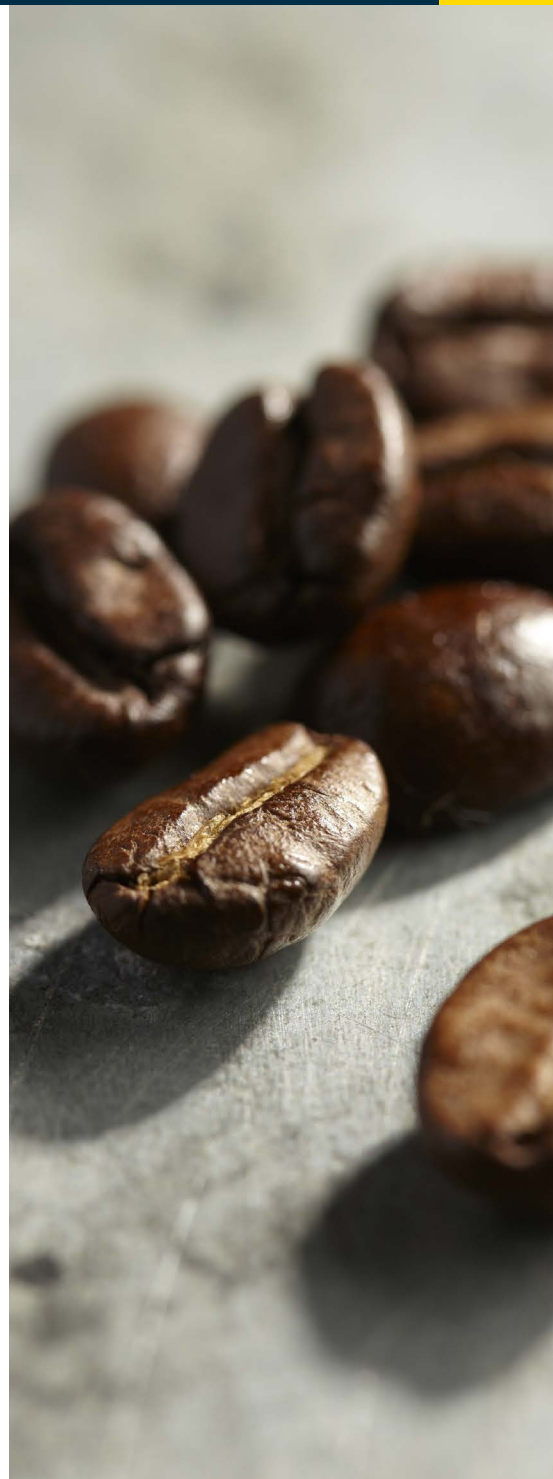


Since 1992 our master roasters have been sourcing the finest coffee beans in the world from the blue mountain region of Jamaica.

Coffee



The world-class beans used in all of our coffees are expertly roasted to showcase their unique properties. Once these beans reach our cafés, our highly-skilled baristas are on hand to work their magic, using their coffee-making expertise to produce the perfect cup, every time.



Our food perfections







All made fresh on site every day!

170 cafés globally and growing

UK locations:

- Belfast (Forestside)
- Belfast (City Centre)
- Braehead
- Chelmsford
- Ealing Broadway
- Eastbourne
- Hempstead Valley
- Ilford
- Kingston
- Kingsway Golf Centre
- Gloucester
- Manchester
- Next Birmingham
- Royal Berkshire Hospital
- Rushden Lakes
- Richmoud
- Telford
- Warrington
- Watford



Although we have no cafe on the Island of Jamaica, you could say that a little part of our heart resides on some loft atop the Blue Mountains of Jamaica overlooking the lush coffee plantations that the island is famous for.

We are expanding

Our simple philosophy of great coffee and food, together with our passion crew of chefs, baristas and service team are the Jamaica Blue recipe for success. From our humble beginnings twenty odd years ago, we now have a growing international network of over 170 stores operating in 7 countries.

How to be successful?

What does it take to be a successful Jamaica Blue owner?

" Our most successful franchise owners are passionate about promoting what the brand stands for and educating customers about our belief in sourcing and roasting the very best coffee and using only fresh and premium ingredients."

You'll also find they have a combination and blend of the following traits:

- Enthusiasm, ambition, integrity and a strong work ethic
- Strong communication skills, as well as the ability to create a team
- Personal day-to-day involvement in the bakery café
- A passion for work, a positive outlook and an attitude for success
- A desire to learn
- A willingness to adhere to the established Jamaica Blue guidelines and procedures





You're never alone

The support and training you can expect from Jamaica Blue is comprehensive and thorough:

Leasing and Development

- Foodco's Development team provide assistance with; site selection, lease negotiations including new site and renewals and sale of existing franchise business.
- This department is also responsible for recruiting new franchisees as well as building and maintaining relationships with lessors to ensure international growth.

Store design and construction

- The Store Design and Construction team coordinates and assists with; new store design, refurbishing existing stores, liaising with franchisees and lessor architects in achieving final designs, tendering of projects and determining cost expenditures.
- Sourcing and appointing suppliers and contractors to carry out works and project managing all fit-outs, store construction, equipment procurement all of which is tailored to suit local conditions.

Training

- Comprehensive initial and ongoing training is provided for owners of franchised and licenced businesses in relevant areas of business and operations.
- This training is delivered in the field by experienced trainers and through online training modules to ensure staff are well equipped with the latest training information.

Operations

- Foodco's Operation team consists of a dynamic group of skilled personnel, who provide support in several key areas to drive efficiencies.
- These key areas include labour management, rostering systems, maintaining cost of goods (COGS) and business plan preparation. They also support coffee making to food preparation, and customer service.

Marketing

- The Marketing department develops and executes marketing and promotional strategies to foster sales growth for Jamaica Blue.
- It also provides a strong support network to franchisees to deliver relevant and targeted local area marketing initiatives, as well as innovative national campaigns. The marketing department is responsible for research and maintaining brand consistency across the entire network.

Product

- The Product department oversees the product development, innovation, sourcing and supply of products for Jamaica Blue, both domestically and internationally
- The product department ensures that our food offering is continuously evolving and keeping up with key market place trends

Financing

Development costs

The following chart outlines the typical set-up costs for a franchised cafe. Cost will vary according to location. Jamaica Blue prepares detailed cost budgets for each specific location. The costs outlines are exclusive of VAT.

Typical Budgeted Costs	Sit in Café
Shop fit out	£225,000
Equipment	£40,000
General (Crockery, uniforms, kitchen small wares, staff, advertising)	£10,000
Initial Franchise fee	£30,000
Legal fees and stamp duty (est.) (Real estate, lease documentation)	£20,000
Total	**£325,000**

Ongoing Costs

Jamaica Blue franchisees are responsible for all store-related expenses. Additionally, franchisees are required to pay the following monthly fees:

- A franchise fee of 6% of net sales
- An advertising fee of 1% of net sales
- A management fee of £1,200p.a. is payable after the first year of operation
- Jamaica Blue onlines sales portal
- POS system support

Jamaica Blue franchisees are required to enter into the following documents:

- A franchise agreement dealing with the franchise relationship
- A licence agreement dealing with the occupancy of the premises

The franchise documentation clearly sets out the obligations of the parties and is necessary to protect the integrity of the Jamaica Blue concept for the mutual benefit of Jamaica Blue and Jamaica Blue franchisees.





Frequently asked questions

“Could I learn to operate a Jamaica Blue cafe?”

Jamaica Blue requires that the person purchasing a Jamaica Blue franchise has the qualities mentioned before hand. Previous experience in the food industry is not necessary, but basic management capabilities are a pre-requisite for any retail venture.

“Where do I purchase my supplies?”

Jamaica Blue has established relationships with suppliers who will deliver to your store. Prices are negotiated on group buying power.

“Can I sell my franchise?”

Yes. Should you wish to sell your Jamaica Blue franchise, we will be able to advise and assist with this process.

“Is there a standardised procedure that I am required to follow?”

Yes, however the procedures are simple. Jamaica Blue’s systems for matters such as reporting, insurance, accounting practices, purchasing, hiring and training new staff, cost control, advertising, merchandising and other essential functions contribute to the efficient operation of your cafe.

“Should I seek independent advice before entering Jamaica Blue’s franchise system?”

Jamaica Blue requires that its franchisees obtain competent legal advice before entering into the franchise documentation. It is recommended by Jamaica Blue that franchisees retain the services of a competent accountant.

If you think a Jamaica Blue franchise is the right fit for you then get in touch with our development team, whose details can be found below. Once you contact us we'll discuss how the Jamaica Blue franchise operates, current location opportunities and the investment guide.

JamaicaBlue®



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