


MINUTI 
COFFEE

Let's talk Partnerships



DISCLAIMER

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MINUTI

*The new way to
say coffee in Italian*

First steps...

Thanks for making Minuti your first step to a coffee franchise.

We are grateful for your interest and and eagerly anticipate what you can contribute to the Minuti family!

Without a doubt, Minuti is the future of coffee.

Fresh, high grade beans, roasted to our unique blends in our own roastery! Distinctive coffee served in eye catching retail outlets throughout the country, from café to kiosk and cart, staffed by dynamic service teams using cutting edge equipment, making Minuti the most talked about and enterprising Coffee franchise in the market right now.

Don't waste another Minuti!



Love the black stuff

Well this is it, the very reason we got involved in the first place.

A love of the black stuff and the society that surrounds it. We take our coffee very seriously and all of our blends are unique to us, each created by our roast master in Italy, sealed for freshness and the flown into our depots here in the US. It is a slick operation but has to be, it is what we do better than anybody else!



There's no Italian like an American Italian

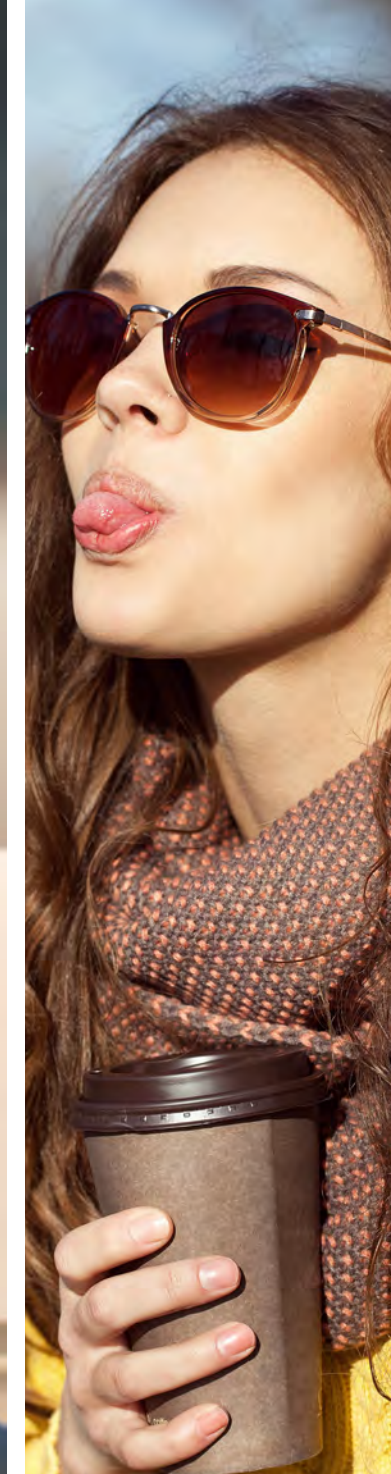
Italians have always prospered in America and Minuti is no different, a 100% American company, selling 100% Italian coffee.

A welcome addition to any street in any neighborhood, we actively work to create communities and conversation. We understand we have a responsibility to perform for each and every customer, to serve them, literally.

Minuti lives for coffee, it courses through our veins and is the very fuel that stokes our Italian passion for the bean and cup!

We understand that great coffee is not just about the drink. It's as much about the culture that surrounds it, the shop, the waiters, the buzz, the energy, the perfect pastrami and dill sandwich, the ultimate home style cup cake. The detail!

Life's great - Minuti just makes it better!



MINUTI
CAFFÈ
MO

Our sister company is Molinari Coffee meaning we are the only place in the whole of the US of A that you can enjoy the Molinari brand.



*Love everything
about us!*

We love the simple three-step programme. A programme that ensures we keep minuti and ourselves in tip-top shape, everyday.

STEP ONE: SAVE THE BEST...

Various Minuti blends, brewed by our sister company, Molinari in Modena, Italy, give us the best coffee in the USA.

STEP TWO: WORK WITH THE BEST...

All our teams are bursting with personality and purpose. Ambitious, big hearted and rigourously trained.

STEP THREE: SPACE IS BEST...

We like people to spend time in Minuti. People like to spend time in Minuti, so we make sure each store is bright, comfortable and easy to enjoy.



CREMOCINO
Ice Cream Drinks

Cremocino Vanilla	\$4.25
Cremocino Mocha	\$4.25
Cremocino White Chocolate	\$4.25

BIOESPRESSO
Energy Drink

Energy Drink	\$4.25	\$5.25	\$3.99
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TEA SELECTIONS

Hot Tea	\$1.99	\$2.25	\$2.45
Tea Latte	\$2.99	\$3.75	\$3.99
Hot Chai Latte	\$3.99	\$4.79	\$4.99

ICE-O

Vanilla	\$2.95	\$4.25	\$4.95
Chocolate	\$2.95	\$4.25	\$4.95
Mocha	\$2.95	\$4.25	\$4.95
White Chocolate	\$2.95	\$4.25	\$4.95
Vanilla	\$2.95	\$4.25	\$4.95
Chocolate	\$2.95	\$4.25	\$4.95
Mocha	\$2.95	\$4.25	\$4.95
White Chocolate	\$2.95	\$4.25	\$4.95

SHAKERATO SELECTIONS

Shakerato Vanilla Latte	\$3.95	\$4.75	\$4.95
Shakerato Caramel Latte	\$3.95	\$4.75	\$4.95
Shakerato Tea Latte	\$3.95	\$4.75	\$4.95
Shakerato Hot Tea	\$3.95	\$4.75	\$4.95

ESPRESSO SELECTIONS

Cappuccino	\$2.95	\$3.75	\$3.95
Caramel Macchiato	\$3.95	\$4.75	\$4.95
Latte	\$2.95	\$3.75	\$3.95
Mocha	\$3.95	\$4.75	\$4.95
White Chocolate	\$3.95	\$4.75	\$4.95
Vanilla	\$2.95	\$3.75	\$3.95
Chocolate	\$2.95	\$3.75	\$3.95
Mocha	\$3.95	\$4.75	\$4.95
White Chocolate	\$3.95	\$4.75	\$4.95

ADD ON SELECTIONS

Chocolate Syrup	\$0.50
Vanilla Syrup	\$0.50
Caramel Syrup	\$0.50
White Chocolate Syrup	\$0.50
Vanilla Syrup	\$0.50
Chocolate Syrup	\$0.50
Mocha Syrup	\$0.50
White Chocolate Syrup	\$0.50

Affogato

Affogato Vanilla	\$4.95
Affogato Mocha	\$4.95
Affogato White Chocolate	\$4.95

Vanilla

Vanilla Latte	\$3.95
Vanilla Cappuccino	\$3.95
Vanilla Mocha	\$3.95
Vanilla White Chocolate	\$3.95

FRESHLY BREWED ITALIAN BLEND

Coffee of the Day	\$2.95	\$3.75	\$3.95
Coffee Blend	\$2.95	\$3.75	\$3.95

CIOCO DELICE

Hot Chocolate	\$2.95	\$3.75	\$3.95
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HEALTHY SMOOTHIES

Smoothie	\$4.45
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NEW

Latte	\$2.95	\$3.75	\$3.95
Cappuccino	\$2.95	\$3.75	\$3.95
Mocha	\$3.95	\$4.75	\$4.95
White Chocolate	\$3.95	\$4.75	\$4.95

Transfer 25 to a loyalty card and receive a FREE regular DRINK



*This is like
a marriage...*

We have to love our product, respect each other,
share values and love life, together!



*No you have the
skills to
pay the bills!*

1. MARKET KNOWLEDGE

Full understanding of your local community.

2. DEDICATION & MOTIVATION

To grow a brand.

3. MARKETING SKILLS

Understanding of processes, retail operations and the hunger to drive growth and expansion.

4. PEOPLE DEVELOPMENT

Skills to develop staff and expand customer care and service.

5. INVESTMENT

Minimum initial capital and expansion funds.

6. POSITIVE PERSONALITY

Massive appetite for sustained success.

If you have most of these, we need to talk about franchising with Minuti...
soon!

Minuti & you... The ideal partnership

Over a century experience in roasting with forty years of retail experience

We roast our own coffee, make our own chocolate and balsamic vinegar

We are among the very few coffee production companies, that are able to
operate and develop coffee shops

Our products are being distributed in over twenty countries

Our coffee shops operate on a very high net profit

We offer full design, equipment, service, training, marketing and
administration support

Minuti Coffee is a premium American/Italian coffee shop concept, combining the traditional Italian coffee house with a modern American touch! The coffee market is number one commodity in the world followed by oil. Over 300,000,000 cups of coffee is being served in United States on a daily basis. It's interesting to know that also, over 4,000,000,000 (billion) cups of espresso is being served in Italy each year!!

The average Minuti Coffee shops are operating in an area from 900 S/F to 2,000 S/F which are located in street fronts, shopping malls or shopping centers (end cap). The average Minuti kiosks are from 100 S/F to 400 S/F which are operating in universities, hospitals, airports, hotels or companies with over 2,000 employees (Oil Company or an airline).

Minuti franchising system, LLC is offering a franchise to operate a Minuti Coffee shop.

This offer covers three types of Minuti Coffee shops:

A full style coffee shop typically from 1,000-1,500 square Feet

A Kiosk location starting from 100 square Feet up to 400 square feet

A counter top location typically for existing location such as a hotel, restaurant or hospital location.

The total investment necessary to begin operation of a Minuti Coffee shop, excluding the cost of improvements (remodeling), will range from \$100,000 to \$180,000. This includes the \$30,000 to \$50,000 (overseas markets) initial fee (franchise fee) per location. In some cases, we may offer a Franchise Agreement for a specific city, region or country being developed by us, or an affiliate, or formerly operated by an affiliate. The terms of those offers vary on a transaction basis.



Your commitments...

We expect the franchisee to comply with all the local laws and regulations and will require a complete report as part of pre-opening.

We carefully scrutinize prospective franchisees to determine whether they meet our criteria. We approve each of our franchisees based upon personal, financial and business criteria.

We have sole discretion in determining whether you are an acceptable franchisee. If we determine that you are an acceptable franchisee, then you must sign our standard franchise agreement.

We may also offer certain franchisee candidates the opportunity to enter into our standard development agreement, a franchisee agrees to develop and open an agreed number of Minuti Coffee shops by their group or venturing with a third party group.



Requirements

The followings are the minimum store opening requirements and costs for the exclusive right option:

Minimum of 5-20 locations for a city (we hold the right for pre-evaluation of the size) in two to six years for an initial cost of \$150,000-\$600,000. Also, we may offer (based on the franchisee's financial and operational abilities) a one-time fee (T/D) for the entire city regardless of number of stores.

Minimum of 50 locations for the country for the first seven years for an initial cost of \$2,000,000. Also, we may offer (based on the franchisee's financial and operational abilities) a one-time fee (T/D) for the entire country regardless of the number of stores.

A franchisee may choose to open stores without an exclusive right (US market only). There would be a minimum five stores contract for \$150,000 total.

Buying a franchise is a complex investment. We encourage all interested parties to study and get familiar with franchise system before making a final commitment. Franchise system could be very rewarding if it's planned and operated efficiently.

The figures...

YOUR ESTIMATED INITIAL INVESTMENT ON STREET OR FREE STANDING LOCATIONS

CATEGORY OF INVESTMENT	AMOUNT	WHEN DUE
Franchise Fee	\$30,000 - \$50,000	Contract execution Date
Remodeling	\$100,000 to 150,000	T/D
Cost of Equipment	\$60,000 to \$80,000	T/D
POS System	\$2,000 to \$20,000	T/D
Furniture & Fixture including signage	\$30,000 - \$50,000	T/D
Inventory to Start the Operation	\$5,000 to \$8,000	T/D
Soft Cost (uniforms, office supplies, etc)	\$5,000	T/D
Total Cost	\$232,000 to \$363,000	

ROYALTY FEE

A fee of 5% of gross sales will be charged and payable on a monthly basis. This fee will cover our ongoing support for the franchise system such as training, marketing materials, support with menu updates, R&D and operation.



YOUR ESTIMATED INITIAL INVESTMENT ON KIOSK LOCATIONS

CATEGORY OF INVESTMENT	AMOUNT	WHEN DUE
Franchise Fee	\$20,000 to \$40,000	Contract Execution Date
Remodeling	\$40,000 - \$70,000	T/D
Cost of Equipment	\$50,000 - \$70,000	T/D
POS System	\$2,000 - \$5,000	T/D
Furniture & Fixture including signage	\$10,000 - \$30,000	T/D
Inventory to Start the Operation	\$3,000 - \$6,000	T/D
Soft Cost (uniforms, Office supply, etc)	\$3,000	T/D
Total Cost	\$128,000 - \$224,000	

NOTES

A franchisee may sub-franchise (overseas market) with a prior approval after their initial committed development.

A franchisee may create foundation for distribution with a prior approval

A franchisee may select a local suppliers for equipment except for the required items

A franchisee MAY NOT be allowed to serve any unapproved items without a prior approval

A franchisee must follow all the operational procedures

A franchisee must follow all recipes and all drink making policies

Your Minuti journey!

APPLICATION

Completed Application Form to be approved and both parties agree to proceed.

BUSINESS PLAN COMPLETION

With approval of the Franchise Application Form and mutual completion of a Confidentiality Agreement, Minuti can reveal financial information to progress your business plan. The initial Franchise Agreement will be shared along with Geographical, Financial and Contract Approval..

BUSINESS PLAN ASSESSMENT

You present a Business Plan to our Franchise team to discuss and agree feasibility.

LEGAL PROCESS

Legal processes between our lawyers and signing of Franchise Agreement.

PILOT SITE PREPARATION

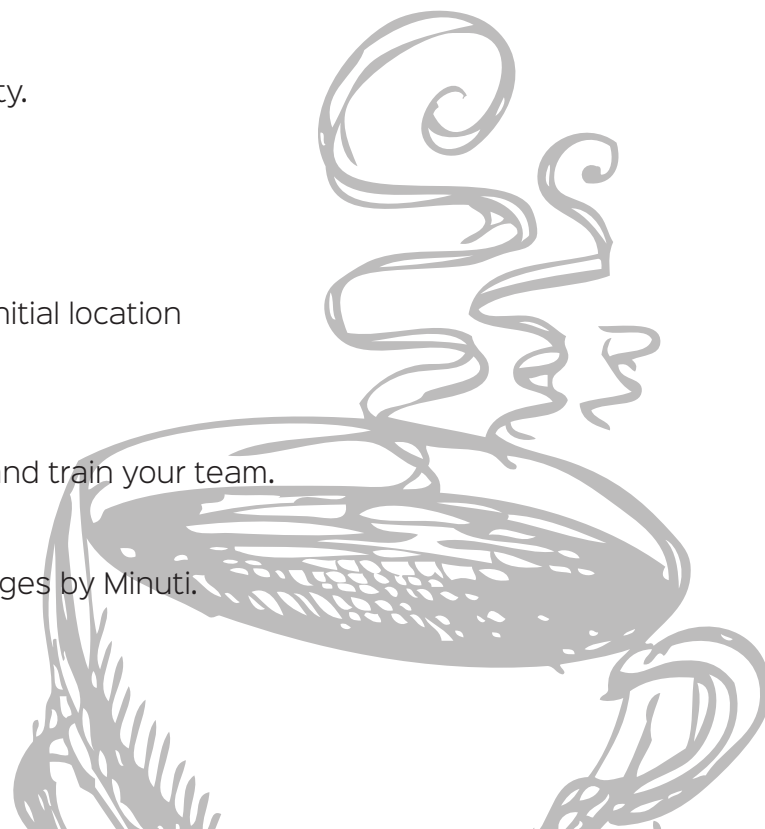
Completed legal transactions and pay fees, Minuti work with you regarding your initial location and start the development process.

TRAINING & EDUCATION

Alongside the development process, training commences for you to help recruit and train your team.

THE BIG DAY

You will be supported throughout the opening process with Store Opening Packages by Minuti.





GREAT! LET'S SELL COFFEE!

Download the Franchise Application Form from our website.
Email it back and a franchise team member will contact you.

Contact

MINUTI COFFEE LLC

A Texas Limited Liability Company

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MINUTI 
COFFEE

MADE IN MODENA, ITALY