



**Your Freshly Brewed
Opportunity Awaits**



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Be Part of The Coffee Bean & Tea Leaf



Building on Our Rich Heritage



The Coffee Bean & Tea Leaf®

The Coffee Bean & Tea Leaf® is a modern, global specialty coffee and tea house that inspires new possibilities through our flavors from around the world. We source the finest coffees and teas from local communities and then handcraft every beverage to bring out the freshest flavors.



It all started in 1963

Our story began back in 1963 where a young couple, Herb & Mona Hyman, opened a small store in Los Angeles, California to sell coffee -- but it wasn't just regular coffee.

Inspired by their travels to Europe and having discovered how rich and complex a good cup of coffee should be, they sold bags of gourmet beans that came from places like Costa Rica, Colombia & Kenya.

Little did they know, their passion and vision would spark a movement for gourmet coffee and turn their little store into the global phenomenon it is today.





Since then, we've celebrated many milestones.

The firm expanded to 10 stores in Southern California and added exotic teas to the menu

1974

We become a global company expanding in Asia, with 29 stores across Singapore and Malaysia

1996

1987

History was made when a barista invented The Original Ice Blended at our Westwood, California store

2005

Established the Caring Cup® Global Charity Programme

With more than 1,100 cafes worldwide, we joined the Jollibee Foods & Brewheal family

2019

We opened our global headquarters, HomeGround, in Singapore, which includes an Innovation and Customer Experience Centre

2023



Today...

- We source our own coffee beans & tea leaves.
- We operate our own roastery in California, USA.
- We work with global supplier partners in Malaysia, India, and Sri Lanka and we continue to grow our supplier community as we expand globally.

THE COFFEE BEAN STORY



Today, we offer only the Best Specialty Coffee & Tea, served at the highest quality.

Welcoming the world with care in every cup.

OUR SIGNATURE ICE-BLENDED

WORLD OF COFFEE

1,800,000 kg

BEANS ROASTED ANNUALLY

around the world



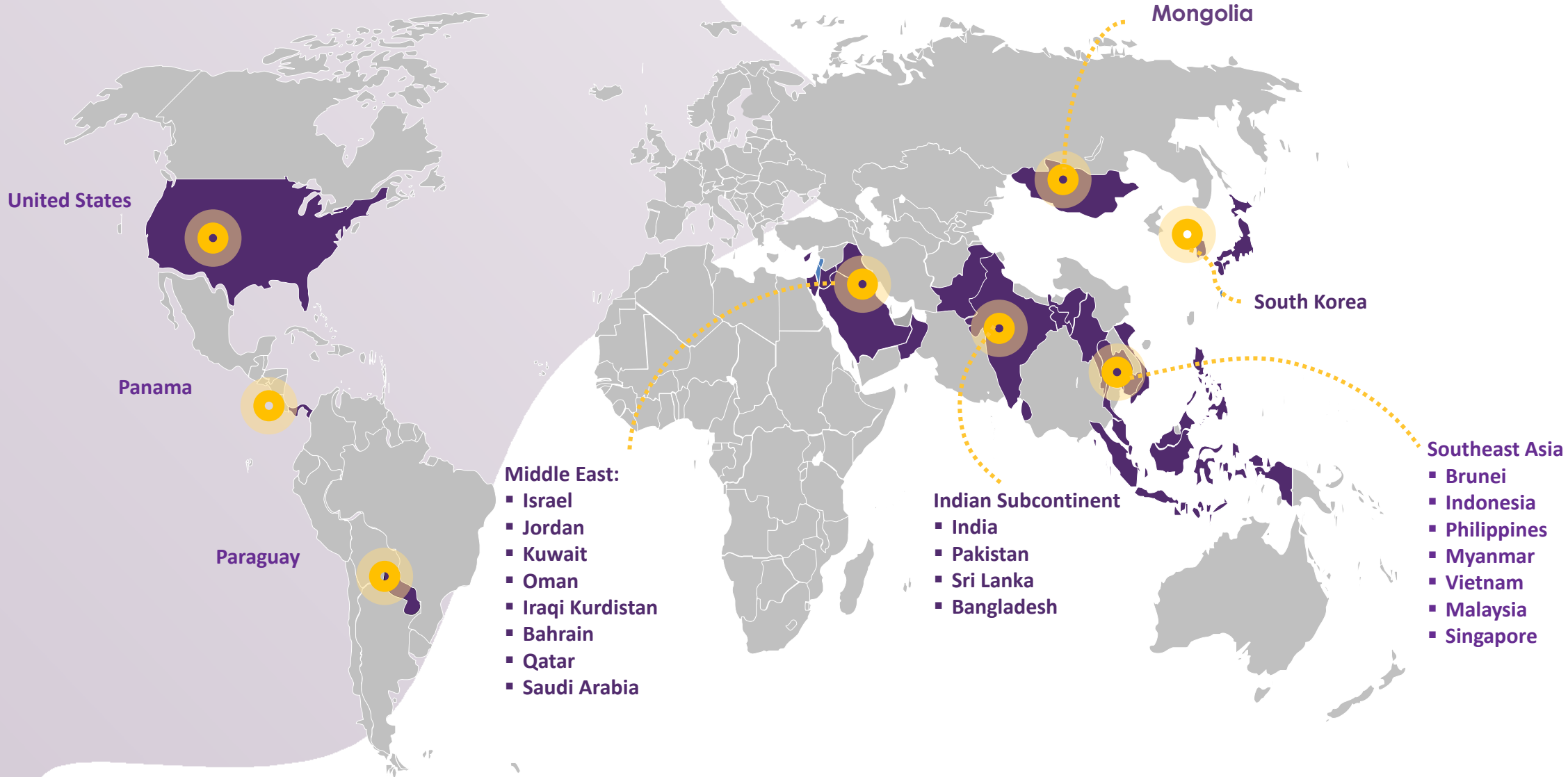
WORLD OF TEA

90,000 kg

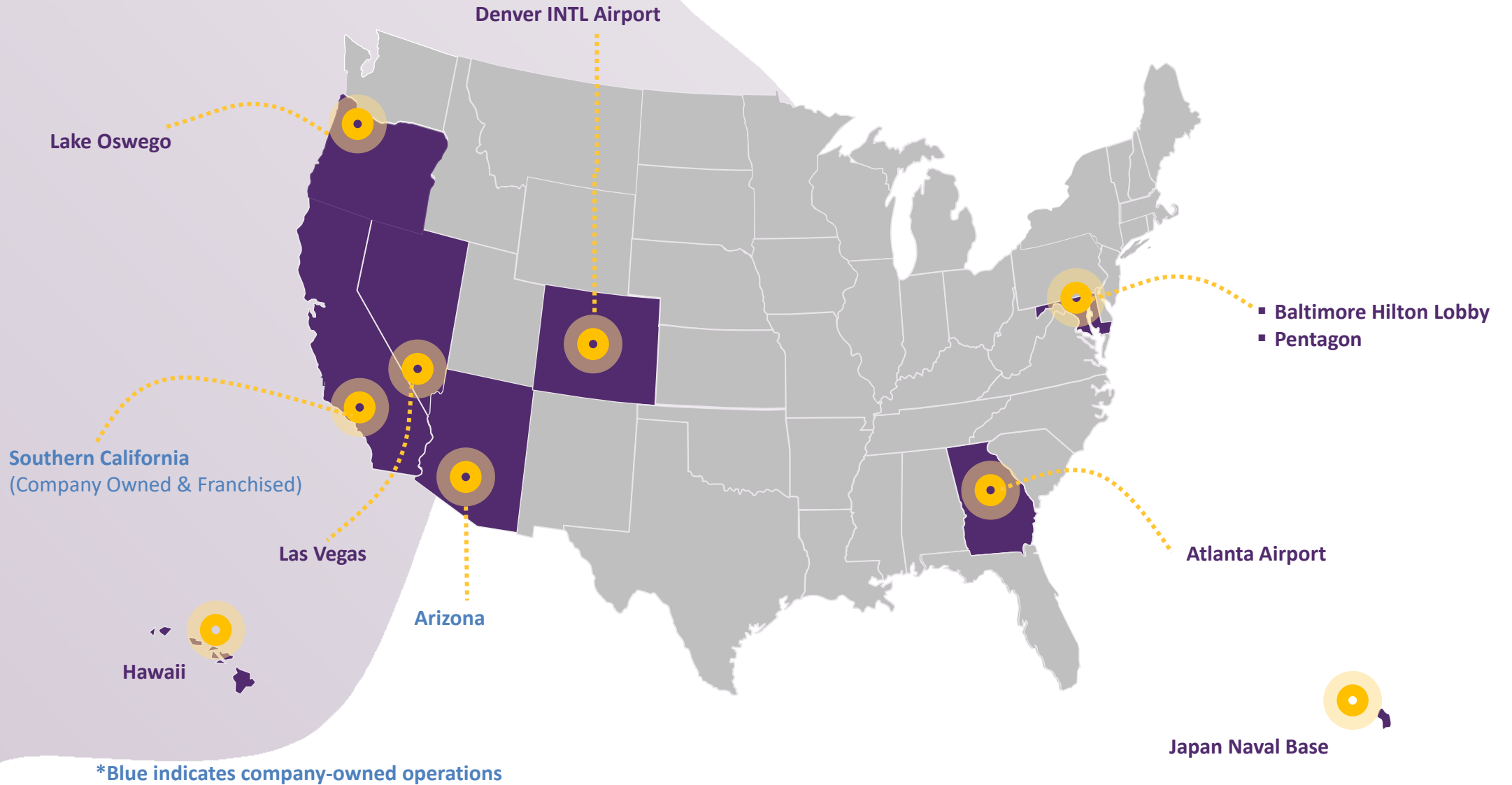
TEA LEAVES
ROASTED ANNUALLY

around the world

Our Global Footprint



Our United States Footprint





Powering Our Growth



Our Vision...

(who we want to become)

To build a **Global Coffee & Tea House** where you can discover **endless possibilities**, flavours, enjoy life's moments and exciting careers





Our Mission...

(why we exist)

We believe that by **inspiring curiosity** we can **grow a better world** for our Brew Crew, our Business Partners and our amazing Customers every day, one brew, one experience @ a time.

We embrace learning from one another and exploring the world to bring the best to our customers. We welcome the diversity the world has to offer – in our learnings and our lives.

Our amazing Brew crew and Partners represent a breadth of global cultures and are empowered to bring their passion into every interaction.

Standing firm on our brand pillars



THE BEST SPECIALTY COFFEE & TEA

Offering the best of coffee and tea in one experience—from the finest sources to the most delicious preparations to the most satisfying daily rituals for pure enjoyment.

HIGHEST QUALITY

From the highest quality sourcing and roasting to preparation, we take pride in doing things the right way, to the highest of standards.

WELCOMING THE WORLD

Together with our partners, we reflect the different backgrounds, experiences, and perspectives that make our world a more inspiring place.

CARE IN EVERY CUP

We value the people and places we source from around the world and do our part to ensure they thrive.



Our Caring Cup

Global Presence = Global Responsibility

Our philosophy of impacting lives from seed to cup is steeped in everything we do:

- **Supporting our Communities**
- **Supporting our Growers**
- **Supporting our People**

Our Values

Friendliness

We go above and beyond in everything we do. Friendliness and customer-centricity is embedded in our culture.

Respect

We are inclusive and honor each other's values, opinions and individual diversity.

Ownership

We take ownership and accountability for our individual, team and business results.

Teamwork

As a team, we help each other learn and grow and we leverage our diverse strengths to innovate and grow the business.

Honesty

We live up to the highest levels of integrity by being truthful to the company and transparent with each other and ourselves.



Commitment to Quality



As casual as we keep it at the Café, we are serious about our products.

- We only select the top 1% of Arabica beans from the world's best growing regions.
- We roast in small batches, which allows us to achieve the best roast for each specific origin and capture the unique characteristics of the bean.
- We work directly with private growers to cultivate the best hand-plucked tea leaves for our handcrafted blends.
- By developing the tea locally, it lets us capture the special essence of every blend – revealing the most distinct flavors.





Innovation in our DNA

The spirit of innovation has always been core to our beverage and food development.

In 1987 we started the frozen coffee craze by introducing **The Original Ice Blended®** drink.

In 1998, we debuted our uniquely delicious **Chai Tea Latte** - an exclusive, handcrafted beverage made with our premium tea and proprietary ingredients.

The Coffee Bean & Tea Leaf® was the first of its kind to offer **Nitro Cold Brew** in multiple locations within the greater Los Angeles area.





Our In Café & Beyond Café Offerings

Menu



SIGNATURE LATTES

	SML	REG	LRG
Café Latte	6.50	7.00	7.60
Oat Milk Latte	7.30	7.90	8.40
Flat White			
Spanish Latte	6.90	7.30	7.90

Mocha Latte	7.40	7.90	8.30
Vanilla Latte			
Hazelnut Latte			
Salted Caramel Latte	7.60	8.00	8.40
Dark Chocolate Latte			

ESPRESSO DRINKS

	SGL	DBL
Espresso	4.00	4.80
Espresso Macchiato	5.00	5.50

	SML	REG	LRG
Cappuccino	6.50	7.00	7.60
Americano	5.60	6.10	6.60
Hazelnut Americano	6.60	7.10	7.60
Salted Caramel Macchiato	7.30	7.90	8.40

SIGNATURE BREWED COFFEE

	SML	REG	LRG
Today's Brew	4.00	4.60	5.10
Café Mocha	7.20	7.80	8.30
Café Vanilla			
Café Salted Caramel			

COLD BREW COFFEE

	REG
Cold Brew	6.60
Cold Brew Vanilla Bean Latte	8.10
Cold Brew Salted Caramel Latte	

SIGNATURE TEA LATTES

	SML	REG	LRG
Chai Latte	7.00	7.70	8.00
Matcha Latte			
English Breakfast Latte			
Soy Chai Latte	8.00	8.70	9.00
Soy Matcha Latte			

HOT BREWED TEA

Classic Brewed Hot Tea	5.00
Premium Brewed Hot Tea	8.00
• Jasmine Dragon Phoenix Pearl	
• Pomegranate Blueberry	

COLD BREW TEA

	SML	REG	LRG
Watermelon Mint Lychee	8.00	8.50	9.00
Peach Jasmine	7.50	8.00	8.50
Sparkling Peach Jasmine			

	UNSWEETENED		
Swedish Berries	6.00	6.40	6.70
Ceylon Black			

MILK-BASED TREATS

	SML	REG	LRG
Hot Dark Chocolate	6.90	7.50	8.00
Served With Marshmallows			
Hot Vanilla			

ICE BLENDED® DRINKS

	SML	REG	LRG
The Original Mocha	7.50	8.50	9.00
The Original Vanilla			
Salted Caramel	8.10	8.90	9.40
Dark Chocolate	7.90	8.70	9.20
Hazelnut			
The Ultimate Mocha			
With Espresso Beans			

	TEA-BASED		
Chai	7.70	8.30	9.00
Matcha			

	MILK-BASED		
Pure Vanilla	7.90	8.70	9.20
Pure Dark Chocolate			
Pure Salted Caramel	8.10	8.90	9.40
Choc Cookie Crumble			

	FRUIT-BASED		
California Sunrise	7.40	8.00	9.00
Orange Juice & Vanilla			
Malibu Dream	7.60	8.20	9.00
Strawberry, Banana & Vanilla			

CUSTOMISE YOUR ICE BLENDED®!

Caffeine Boost	1.00
Extra Espresso Shot	
Add Powder / Toppings	1.00
Chocolate Powder • Vanilla Powder • Espresso Beans • Marshmallows	
Substitute Milk	1.00
Soy • Oat	

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MENU EXAMPLES



Mocha Ice Blended®

THE ORIGINAL ICE BLENDED^{DRINK}

COFFEE & TEA

	REG	CAL
The Original Mocha	5.25	390
Cookies & Cream	5.75	540
Caramel	5.25	550
Vanilla	5.25	400
Hazelnut	5.25	470
Cookie Butter	5.75	430
Matcha Tea	5.25	410

HOLD THE CAFFEINE

	REG	CAL
Malibu Dream	5.75	440
Pure Cookies & Cream	5.75	550
Pure Chocolate	5.25	400



Iced Vanilla Latte

Cafe Latte

HANDCRAFTED LATTES

	REG	CAL
Latte Hot or Iced	4.55	290/190
Vanilla Hot or Iced	5.35	400/260
Hazelnut Hot or Iced	5.35	450/280
Mocha Hot or Iced	5.35	390/250
Caramel Hot or Iced	5.35	400/290
Cookie Butter Hot or Iced	5.55	430/270

CUSTOMIZE

	CAL
Add a Shot	.80 5
Oat Milk	.85 140
Almond Milk	.85 70
Soy Milk	.85 120

Lightened ASK YOUR BARISTA TO LIGHTEN YOUR FAVORITE BEVERAGE.

TEA LATTES

	REG	CAL
Chai Hot or Iced	4.95	290/170
Matcha Hot or Iced	4.95	400/240

COLD BREW TEAS

	REG	CAL
Mango	4.45	170
Peach Jasmine	4.45	150
Lemonade	4.45	150

SIGNATURE TEAS

	REG	CAL
Hot Tea	2.95	0-5
Iced Tea Tropical Passion, Pacific Coast, Swedish Berries or Orchard Peach	3.45	0-5
Hibiscus Berry Sunrise	4.45	70

Small text: Beverage made with 100% Grade A French Vanilla or other ingredients that do not contain... 2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

COLD BREW COFFEE

Steeped with Bali Blue Moon and Ethiopia Coffee for 20 hours.

	REG	CAL
Cold Brew Coffee	4.45	40
Vietnamese Latte	4.95	290
Vanilla Bean Latte	4.95	230
Midnight Mocha Latte	4.95	230

COFFEES

	REG	CAL
Iced Coffee	3.95	10

SINGLE ORIGIN BREWED

	REG	CAL
La Cascada Medium Roast	2.95	5
Bali Blue Moon Dark Roast	2.95	5

GET YOURS TOASTED

Served warm & toasty all day

BACON, EGG & CHEESE ENGLISH MUFFIN 5.50 400cal		HAM, EGG & CHEESE BRIOCHE 5.95 400cal
TURKEY PESTO PROVOLONE 6.95 620cal	EGG, SPINACH & CHEDDAR CIABATTA 6.50 470cal	EGG WHITE PESTO WRAP 6.95 280cal
CHORIZO BREAKFAST BURRITO 6.50 530cal	EGG BITES EGG WHITE & VEGGIE - BACON EGG POTATO 4.95 110-220cal	CAPRESE SANDWICH 6.75 620cal
		BEYOND BREAKFAST SAUSAGE SANDWICH 5.95 400cal

ENJOY BREAKFAST

Served all day

BAGELS Jalapeño Cheddar 2.75 330cal Plain 2.25 270cal Everything 2.25 290cal	CROISSANTS Butter 3.25 290cal Almond 3.75 430cal Chocolate 3.45 350cal Cheese Jalapeño 3.75 220cal	MUFFINS Double Chocolate 3.25 440cal Blueberry 3.25 360cal
Lemon Loaf 3.25 480cal	Coffee Crumble Cake 3.25 350cal	Cinnamon Roll 2.95 420cal
Blueberry Scone 3.25 600cal	Overnight Oats 5.95 520cal	Cheese Danish 3.45 390cal
		Yogurt Parfait 4.95 220cal

Small text: Baked goods are no longer kosher certified. Beverages are coffee with kosher ingredients.



Our Classics



Mocha Ice Blended



Latte



Cold Brew Coffee



Cold Brew Tea



Classic Hot Tea

Ice Blended



Tea Latte

Flavors Reimagined: Promotions to Drive Greater Excitement



Fine **Ceylon** tea with a refreshing new twist.

Two iced drinks: one orange and one pink, both with purple straws and topped with whipped cream. The drinks are in clear plastic cups with the Coffee Bean & Tea Leaf logo. The background is white with fresh fruit like oranges and watermelon slices, and loose tea leaves.

MACADAMIA WHITE CHOCOLATE LATTE

Indulge yourself throughout the day.

VISIT US TODAY

A hot latte in a mug and an iced latte in a cup, both topped with whipped cream, chocolate drizzle, and macadamia nuts. The drinks are on a white marble surface with scattered macadamia nuts and chocolate shavings.

Savor **Matcha** with a decadent hint of mint chocolate.

New! Matcha Mint Chocolate Ice Blended® drink

TRY NOW

A green matcha drink in a cup with whipped cream, chocolate drizzle, and a purple straw. Next to it is a wooden bowl filled with green matcha powder and a chocolate bar.

Perfect Match-a.
It's Matcha blended with Cookies & Cream. Seriously!

A person holding a green matcha drink with whipped cream and chocolate shavings. The drink is in a clear plastic cup with the Coffee Bean & Tea Leaf logo.

Sweet, salty, sensational.

New Sea Salted Caramel Lattes. The flavors you crave.

DISCOVER YOURS

Two lattes: one hot in a mug and one iced in a cup, both topped with whipped cream and caramel drizzle. The drinks are surrounded by caramel sauce, sea salt, and cookies.

Fancy a Refreshing Strawberry Bliss?

Strawberries & Cream Ice Blended®

ORDER NOW

A pink strawberry drink in a cup with whipped cream, strawberry drizzle, and a purple straw. The drink is on a wooden tray with fresh strawberries.

Brewing Beyond Our Cafes

A wide range of retail products and formats so consumers can enjoy the same quality flavours in the comfort of their own home



Tea Bags



Whole Bean



Ground



Pods



Current Retail Coffee Portfolio



Whole Bean



Ground



Organic



Reserve



Limited Editions



Pods



Current Retail Tea Portfolio



Black Tea

Others

Black

Flavoured

Iced

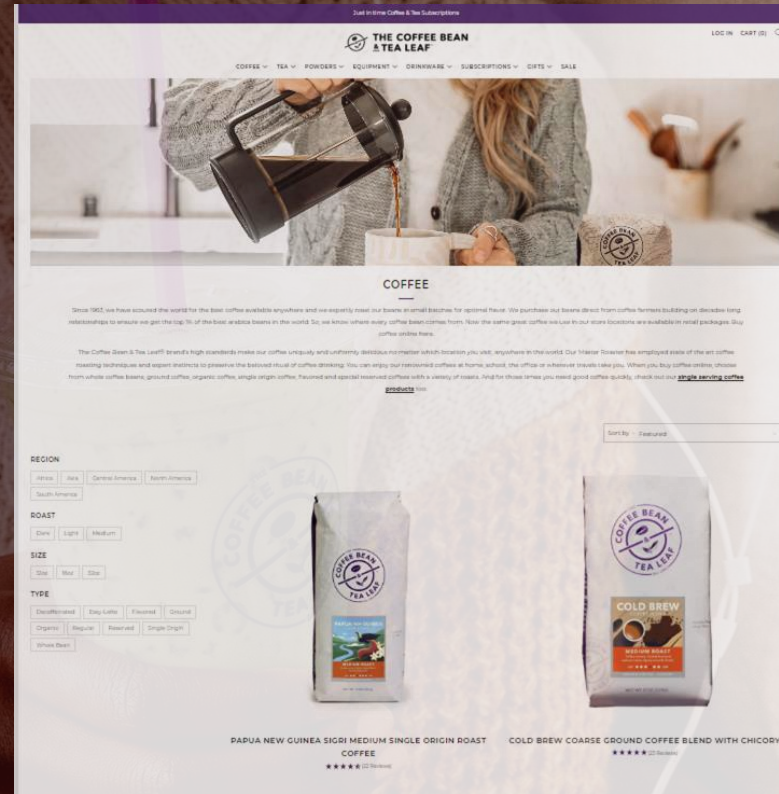
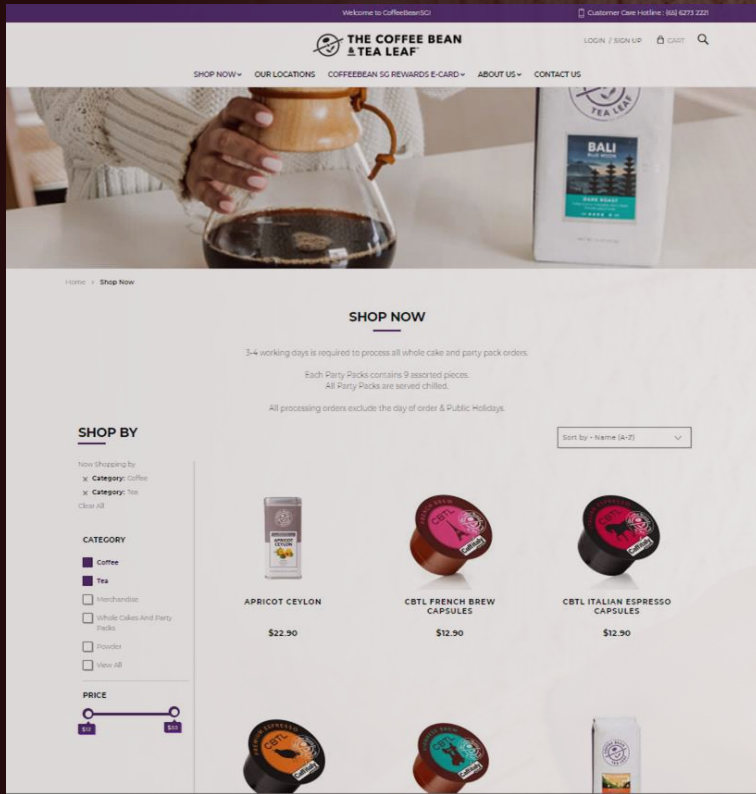
Green

Oolong

Herbal / Flavored



Our favorite beverages, a click away



DIGITAL CAFÉ
FRONT

EXCLUSIVE
EXPERIENCES

GAMIFICATION &
REWARDS



MERCHANDISE RANGE

We offer four unique categories of merchandise designed to cater to varied customer preferences



Premium, refined product range designed for specialty coffee & tea

Functional, versatile products suitable for everyday use



SEASONAL

Festive products that drive connection to local events and celebrations



LIFESTYLE COLLABORATIONS

Brand crossovers, limited edition series and emotion-centric items





Our Café Spaces

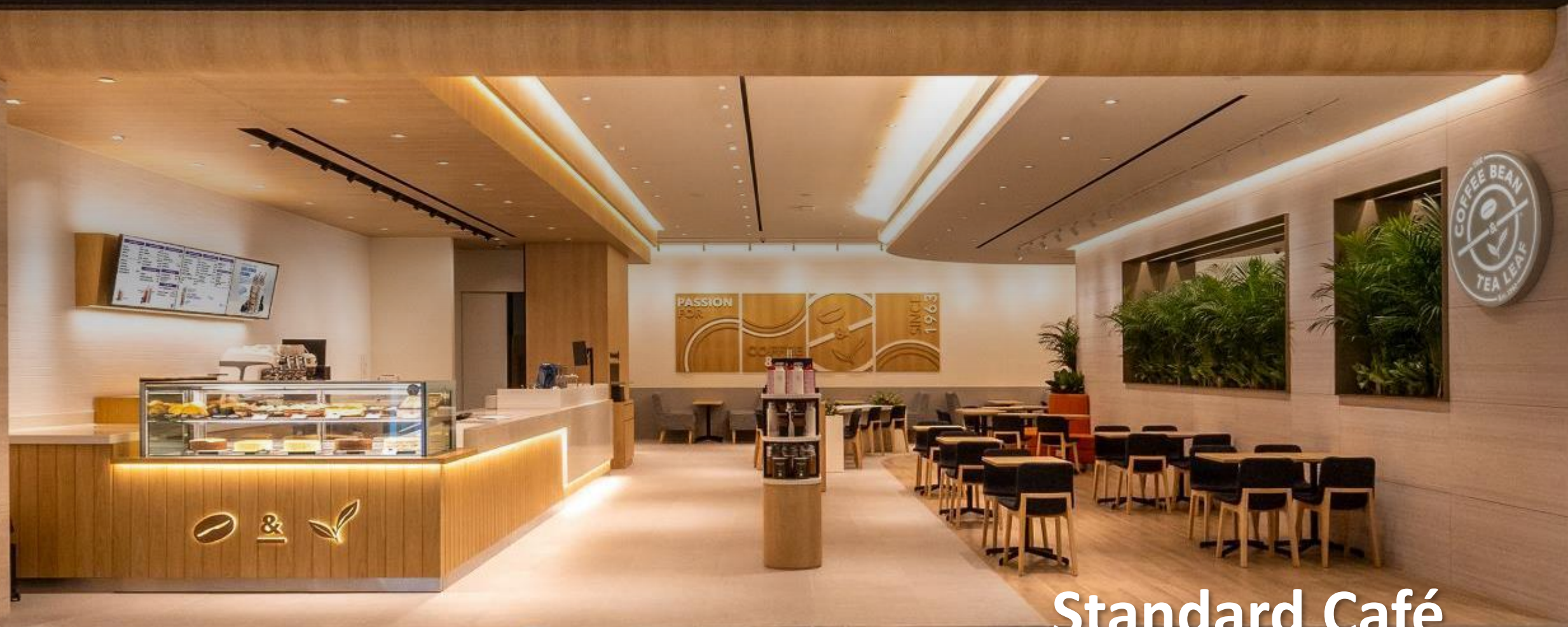
The same quality experience across various formats

- Our Café is our brand. We are as passionate about our guests as we are of our coffee & tea – which makes us the perfect place to relax and have a cup, or just pop in and grab something to go, or drive-thru on the way to work or home.
- We offer different café formats ranging from a flagship, standard inline, endcap to a Drive-thru or kiosk.





THE COFFEE BEAN & TEA LEAF



Standard Café

THE COFFEE BEAN & TEA LEAF

PASSION FOR
COFFEE
& TEA
SINCE 1963

Standard Café



THE COFFEE BEAN & TEA LEAF

Menu board displaying various coffee and tea options.

JAPANESE WONDER
TO THE WORLD

COSTA RICA

Standard Café



Drive-Thru Café



Kiosk



Be Part of a Global Specialty Coffee & Tea House



Why join The Coffee Bean & Tea Leaf ?

- ❑ Proven Business model.
- ❑ Scalable café format & size
- ❑ Professional onboarding & training
- ❑ Ongoing support in all areas of the business
- ❑ Continuous innovation.
- ❑ Become part of a wider and dynamic The Coffee Bean & Tea Leaf franchise community

Franchising Models



UNITED STATES OF AMERICA

- Multi-unit Area development
- Single unit development
- Special Distribution Sites
(e.g., Airports, Military bases, universities)

OTHER INTERNATIONAL MARKETS

- Multi-unit Area development
- Special Distribution Sites (Airports)

Our Ideal Franchise Partner



Proficiencies

Existing or future organizational structure and capability

Financial capability

Business experience & knowledge of market culture and customs

Commitment

Passion for CBTL customers and Brand

Full-time commitment to venture and/or appointment of dedicated GM/MD

Team player & compliance to standards and policies

Values

High integrity and business ethics

Cultural fit

A Holistic Approach

Recruitment

A multi-channel approach for qualified leads

Selection

Rigorous selection process from application to presentation of market development plan

Onboarding & Training

Robust training program including designated regional training facilities and plan from owner to barista

Ongoing Support

Comprehensive support from cross-functional team comprised of business partners from Franchise Operations & Training, Marketing, Finance, Supply Chain, and HR

FRANCHISE OPERATIONS
&
TRAINING
CAFÉ DEVELOPMENT
TECHNOLOGY

MARKETING
FINANCE

SUPPLY CHAIN
HUMAN
RESOURCES

Support
We Provide



Let's bring the world of coffee & tea to every neighborhood

Join us and open the gateway to the amazing cultures, flavors, and creations from around the world.

As a franchise partner, you'll benefit from our proven success model, flourishing brand, diverse coffee & tea menu, commitment to innovation, comprehensive franchisor support, and more.

For more information, email:
franchising@coffeebean.com





THANK YOU

