

The image shows the exterior of a Coffee Berry cafe. The storefront features large glass windows and a dark frame. A glowing logo with a tree silhouette and the text "coffee berry" is mounted on the wall above the entrance. In the foreground, two women are standing and smiling. The woman on the left has long blonde hair, is wearing a black leather jacket over a white blouse and blue jeans, and is holding a white coffee cup. The woman on the right has long dark hair, is wearing a light-colored blazer over a dark top and skirt, and is holding a white coffee cup with a straw. The interior of the cafe is visible through the windows, showing a counter with coffee-making equipment and a staff member. The scene is set during the day, with natural light and some interior lighting visible.

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## Coffee Berry Franchise

A premium Street-Café  
concept, an amazing  
business opportunity!



What makes a successful international Street-Café Franchise, an amazing business opportunity?

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It's all in the "blend"!

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The blend of expertise and  
know-how, commitment  
and passion for coffee

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...that makes the Coffee Berry  
experience unique.

A daily moment of joy, for  
customers all around the world!

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**A modern coffee production facility  
in Athens, Greece, covering 2,500m<sup>2</sup>**

Coffee Berry produces unique blends and single origin coffee, supplying directly it's network. This ensures the competitive advantage of controlling & assuring the coffee quality at all times, handling & defining fair prices through avoidance of price fluctuations.

The factory is certified with  
ISO 22000:2018





- 20 years of expertise and know-how in coffee production
  - Production capacity of up to 2500 tons annually
  - Coffee sourcing from more than 10 different countries
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Coffee cupping procedure  
of more than 12.500 samples  
annually

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## 4 unique signature blends

- **Premium – Well Rounded**

A unique blend of superior quality. Aromatic and balanced coffee with sweet characteristics.

100% Arabica

- **Elegant - Intense Characteristics**

A special blend with intense characteristics and long aftertaste.

100% Arabica

- **Flavor – Increased Caffeine**

A blend that combines Arabica and Robusta coffee.

- **Decaffeine**

Water-processed

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The logo for 'coffee berry' features a stylized tree icon above the brand name. The word 'coffee' is in a lowercase, sans-serif font, and 'berry' is in a similar font but with a slightly different weight. The tree icon is a simple line drawing of a tree with a rounded canopy.



## 9 Single Origin coffees

- Brazil
- Colombia
- Nicaragua
- Costa Rica
- Honduras
- Ethiopia
- Guatemala
- Kenya
- Finca Villa (Organic)





Intensive quality controls  
at each stage of production

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coffee  berry



10 million euros in additional investment for a new state-of-the art production facility with advanced, high-volume capacity production lines, to support our ambitious international expansion projects.

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Introducing Coffee Berry...  
a unique, premium Street-Café  
concept.

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Starting from Greece in 2016, with presence in 4 countries and 3 continents, and more international agreements under way





A network of more than 200 coffee shops, an elegant, urban chic store design.

The set up & ambience of our stores follow simple lines, warm colors and open spaces. The idea was to create “relaxing urban spots” which invite customers to an elegant and comfortable environment to enjoy a variety of carefully selected products.

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More than 2.000 employees in our  
Head-Quarters, production plant and  
coffee shops

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Serving more than 30 million cups  
of coffee each year

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A top Street-Café concept in Greece, in terms of consistent network growth, receiving numerous awards

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Highly skilled coffee experts and decorated chefs

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An extensive product offering with multiple coffee options

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Various beverage options





A wide range of hot and iced tea options

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An extensive range of coffee capsules

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A wide range of delicious  
sweet snacks

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Various savory options

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Healthy light meals

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Launching more than 30 new products each year, following the latest coffee and nutritional trends

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In our stores, you can choose from  
4 methods for brewing Filter Coffee

- V60
  - Chemex
  - Syphon
  - Cold Brew
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An extensive retail range for  
at home consumption

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Highly successful Franchise Model, a complete turn-key solution, with continuous and consistent support to our Franchisees.

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4 different Store Models available,  
according to each market's needs.

- ✓ **XP:** This model can only be created in special closed markets or as a supporting store of an existing Coffee Berry
- ✓ **Classic:** The classic Coffee Berry store you mostly see
- ✓ **Flagship:** Expanded product mix and additional services - takes the Coffee Berry experience to the maximum
- ✓ **Drive Through**





## Rigorous and extensive training

- 2 levels of training for our Baristi
- More than 50 hours of training in our in-house training center and on-the-job







## Support before the store opening

- Optimal location selection
- Architectural designs
- Equipment sourcing
- Construction supervision



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Continuous support during store operation.

4 different Coffee Berry groups of experts perform a combined 100 visits in each store every year

- ✓ Area Managers to support with overall operations
- ✓ Coffee Specialists to enhance the baristi skills and ensure consistent quality of the coffee
- ✓ Operations Trainers to make sure the employees continue to perform according to the optimal and approved processes
- ✓ Quality and Safety Controllers to certify every Coffee Berry within our network maintains the same approved high-quality standards

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*Sparkling Passion*



## 360o Marketing Support

- TV
- Radio
- Digital Marketing
- Social Media
- Print
- Outdoor
- Public Relations
- Events
- In-store marketing



**PRECIOUS  
CAPSULES  
FOR A UNIQUE  
COFFEE  
EXPERIENCE**

  
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## CSR Oriented

On top of operating a successful coffee Franchise Concept, we also do our best to focus on having a positive impact in the societies we operate in, through supporting the environment, as it is our home, and as we respect that we operate in a sustainable way

Furthermore, we support various NGOs in Greece caring for the children in need, and the local communities



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## Supporting Sports

We are proud to support the National football team of Greece through the Hellenic Football Federation

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Now YOU can also become part of this truly amazing Coffee Berry journey, and its successful expansion around the world!

JOIN US!

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