



DISCOVER BIGGY® COFFEE



HOW WE CAME TO **B**

Once upon a time, long, long ago in March of 1995, in a land far, far away called East Lansing, Michigan, **BIGGBY® COFFEE** was co-founded by Bob Fish and Mary Roszel.

In 1997, a second location opened in downtown Lansing, Michigan, just one block from the State Capitol Building.

The success of both stores and the significant demand from lovers of **BIGGBY® COFFEE** led to a decision to begin franchising the concept. In June of 1998, Global Orange Development, LLC the franchisor for **BIGGBY® COFFEE**, was formed by Bob, Mary and Michael McFall.

BIGGBY® COFFEE'S first franchise store opened on Aug. 9, 1999 in Okemos, Michigan. In the Fall of 2013, **BIGGBY® COFFEE** welcomed its 200th store into BIGGBY Nation. Woot, woot! Our goal is to have 300 units under contract or opened by Dec. 31, 2015.



B
BIGGBY
COFFEE

A close-up photograph of a white Biggby Coffee cup. The cup features a large, bold, black letter 'B' inside a red square with a black border. Below the square, the words 'BIGGBY.' and 'COFFEE' are printed in black, with a red horizontal line separating the two. The cup is filled with a light-colored coffee beverage. The background is a blurred beach scene with waves and a clear blue sky.

B

BIGGBY.
COFFEE

WHY JOIN BIGGBY® NATION?

BIGGBY® COFFEE stands to bring the world its best cup of coffee. While having fun, making friends and being happy, BIGGBY grew along with the appreciation for specialty coffee.

The founders have decades of experience in the restaurant business. As the idea of building a coffee shop became a reality, the awards and recognition never fell short for the growth of the company. One of the many honors given to **BIGGBY® COFFEE** also includes being the fastest growing coffee chain in the U.S., as reported by CNBC. Today, BIGGBY is ranked as one of the top 40 franchises to own, according to Franchise Business Review (FBR). FBR also ranks the company in the top 20 for franchise satisfaction in the food and beverage category.

Though BIGGBY holds a strong profile, staying true to the community is a core value. Many individuals throughout local communities have voted BIGGBY as one of the best spots to grab a cup of coffee. It has been voted the Best Lansing Restaurant and Coffee Shop, the Best Coffee Shop in Livingston County, Best Coffee in Fenton, voted People's Choice Awards by Clinton County News & Dewitt-Bath Review and Towne, voted Best of Defiance Award, and much more.

No other cafes in the industry are as organized or run as efficiently as **BIGGBY® COFFEE**. Every award can be backed up by its nation of devoted franchisees, operators and staff serving the world's best cup of coffee.

TRAINING & SUPPORT

As a **BIGGBY® COFFEE** owner/operator, you will complete a minimum of six weeks in the classroom and on-the-job training for barista and managerial duties. In addition, our operations staff is on site to assist you in training your employees prior to and throughout your store opening. All training must be successfully completed before any location opens for business. High expectations and clear guidelines provide you with the comfort and the confidence to excel and be successful.

BIGGBY® COFFEE offers a wide array of franchise support programs. The Operations Mentor program provides support for new operators and Franchise Profitability Coaches for mature operators. Also available are in-market meetings, conference calls with the Home Office leadership, operational feedback via quarterly inspections and monthly mystery shops, in-house tech support, online resources and much more. We pride ourselves on the level of support we provide!







FROM FINDING YOUR LOCATION TO OPENING YOUR STORE: SIMPLICITY THROUGH SYSTEMS!

BIGGBY® COFFEE will help you secure the best possible store location. We have an in-house commercial real estate expert and the assistance of real estate brokers with detailed knowledge of virtually any area. When there are several promising sites, we provide a specific analysis on each location, providing you with demographic data, as well as site evaluations to assist you in the decision making process.

With an optimal store size ranging from 1,200 to 1,600 square feet, a **BIGGBY® COFFEE** store can go virtually anywhere – from strip plaza locations in the suburbs, to historic buildings in downtown areas, to smaller communities in more rural areas and everywhere in between.

And then building your **BIGGBY® COFFEE**? No problem! Our Design and Build Team – also known as the “building gurus” – have the ability to assist and guide you from the drawing table to grand opening. We have processes in place for architectural plans, construction, equipment, fixtures ordering and store set-up.

MARKETING

Whether you have a wealth of experience in marketing, or have never marketed anything before - we are here to help educate and guide you in the marketing process! **BIGGBY® COFFEE** has many ideas and plans that are tried and true for you to implement for your specific BIGGBY location. There are a mix of guerilla marketing, couponing, billboards and other traditional or non-traditional media to market. We want to grab your customer's attention so they run into your store!

Have ideas? We LOVE ideas!! As a **BIGGBY® COFFEE** franchisee, we work with your ideas to create the best possible marketing for your location. We find it fun with full time graphic designers, a public relations assistant, plus your inspiration to create one new **BIGGBY® COFFEE** fanatic per day at your store.

The collage features several marketing assets:

- Happy IT'S FREAKY FRIDAY!** Sign: A green sign with a Biggby Coffee cup. Text: "B happy IT'S FREAKY FRIDAY! GOOD ON 11/1/13 ONLY! 99¢ tall latte of your choice (not for sale + ingredients substitution). 2498 Dixie Hwy • Ft. Mitchell. FREE WiFi." Includes a Biggby Coffee logo.
- BOGO FREE** Coupons: Four coupons for "BOGO FREE on \$1.00 OFF" for various items like "Caramel Apple Cider" and "Pumpkin Spice Latte" at different store locations.
- 2012 STORE OF THE YEAR** Sign: A wooden sign for "PUMPKIN SPICE latte" at "37644 Ford Rd Westland, MI (734) 326-1668". It includes a map and social media icons for Facebook and Twitter.
- Mint Chip Creme Freeze** Sign: A purple sign for "Mint Chip Creme Freeze" featuring a product shot of the drink and the address "660 Chicago Dr Holland". It also includes a map and "FREE WiFi" and "OPEN 24 HOURS" icons.



HEAR WHAT OUR FRANCHISEES HAVE TO SAY!

"I came up for a Discovery Day, and that sealed it - this is what I'm going to do ... It is a lot of work, but also a lot of fun. We just have fun all the time. I have people in the community that say, 'Oh, we're just so glad you're here.' It's my life. When I talk about **BIGGBY® COFFEE**, it's my life and I want it to continue. I want to open another store, that's how much I think of **BIGGBY® COFFEE**."

Peggy Rector
Franchisee since 2009
Owns 1 location

"There is no fear to spend money on marketing. They love to spend money on marketing because they know the value of it, they know how to do it and they know how to spend it. They have a very successful marketing program."

Mohamed Shetiah
Franchisee since 2001
Owns over 25 locations

"They make it simple for somebody to get into the coffee industry, 'they' being **BIGGBY® COFFEE**."

Nick Spadafore
Franchisee since 2007
Owns 2 locations

"We looked at different concepts in different states and it always came back to the fact that we didn't have great faith in the owners and founders of those companies and the direction they were heading. We always kept looking back at **BIGGBY® COFFEE** and saying, 'This is working, this is something we should do.' It just made all the sense in the world, because of how it was growing. It was doubling in size every year, there had to be a reason. Plus, we all loved the coffee, it was a great product."

Randy Israel
Franchisee since 2009
Owns 5 locations

"Having worked a career that was 9am to 5pm, and most days in the Army were 6am to 7pm, and having to put my child in daycare until he was 2 ½ [years old], I love having the flexibility of being my own business owner."

Paula Thompson
Franchisee since 2007
Owns 2 locations

"Of course the beverage was spectacular, but it was beyond that. It was the attitude and the philosophy that you could feel in the stores, and we didn't feel that anywhere else."

Jane O'Connor
Franchisee since 2002
Owns 3 locations



WANT TO **B** A FRANCHISEE?

The first step toward becoming a **BIGGBY® COFFEE** franchisee is to attend a Discovery Day. Discovery Days are free, day-long events held at the **BIGGBY® COFFEE** Home Office in East Lansing, Michigan.

Discovery Days are designed to give you the most information about franchising with **BIGGBY® COFFEE** in the most distilled manner possible. You will leave with a great introduction to our company and, we hope, excitement for the next steps toward **B**-coming our next franchisee.

Have questions about franchising with **BIGGBY® COFFEE**? Want to register for an upcoming Discovery Day? Call 517-913-1983, or email franchiseinfo@biggby.com.

**WE LOOK
FORWARD TO
TALKING WITH YOU!**





LEARN MORE AT
DISCOVERY DAY!

To register:
(517) 913-1983 or
franchiseinfo@biggby.com

B happy • have fun • make friends • love people • drink great coffee