



The Sertinos Coffee Advantage



Congratulations, you are one step closer to owning your own business! You have made a smart move by checking out Sertinos Coffee®. We are part of an established hospitality business of quick service restaurants - All American Specialty Restaurants. We come with 30 years of operating experience and marketing research. As an established company, we lead you step-by-step to a rewarding business.

What you can expect from us.

Our support goes beyond offering experience and guidance. We are fully committed to helping you increase your bottom line. From choosing a prime location to training your staff, we lay a solid foundation for your business. We will assist you in location acquisition, shop design, construction, inventory set up, equipment inspection and installation, and grand opening promotions.

When you open for business, you will have our continued support in operations, marketing, personnel, and accounting. During the initial months of operation, we will be in close contact, offering you feedback through in-shop visitations, email, and phone calls.

Unlike other franchises, we do NOT markup goods sold to franchisees. When we sell equipment and products to our franchisees, we do so at our national discount pricing to provide a better return on investment.

What we expect from you.

Sertinos Coffee seeks individuals who take charge of their own future and work hard to get there. It takes motivation and financial responsibility. It requires a willingness to dedicate your full attention to the operation and supervision of your business. And it takes the ability to effectively communicate with your employees, customers, and the community.



Choosing The Site For Your Store

Location. Location. Location.

We are by your side to assist you in every possible way. When it comes to choosing the site for a Sertinos Coffee Shop, location is critical to your success. We provide comprehensive criteria for site selection to help you through this important step. We provide step-by-step guidance in lease negotiations, space planning, leasehold construction, equipment ordering, and inventory for a smooth opening.

Our consultants provide you with a cost-effective floor plan prototype based on our design criteria, equipment specifications, and complete requirements for construction and décor. Your location's look, feel, and décor is carefully crafted through proven operational experience. Customers will describe your space as cheerful, inviting, and modern. The layout is designed to maximize your floor space while providing comfort for your guests.

A special coffee experience.

Sertinos Coffee offers the highest standards and experience in fresh brewed coffees, espressos, ice-blended drinks and premium loose-leaf teas. Our skilled artisan roaster insists on using only the finest quality organic and fair-trade coffee beans available. This, combined with small batch roasting, ensures the freshest and richest coffee experience available. And, the customer experience is enhanced with a wide variety of fresh pastries, whole coffee bean selections, and unique coffee and tea merchandise served in a warm and inviting décor. Quality, genuineness, and excellence provide an authentic community coffeehouse experience unlike any other.



Sertinos Coffee Training Program

You don't have to be an expert.

Through extensive, hands-on training, we show you how to best run a Sertinos Coffee Shop. We will give you the tools to become an expert in our industry. Our training program consists of two parts: classroom sessions and in-shop training. Your training will begin at our facilities in Portland, Oregon. You will spend five days with our franchising staff to learn the Sertinos Operation Manual, focusing on management skills and operations. You can later use this manual as a reference guide for your daily shop operations, as a problem-solving tool and as an

aid for training staff. This training is not only crucial; it is exciting. Before your grand opening, we will provide hands-on shop operation training for you and your staff. This helps ensure your opening goes smoothly. It also works to increase your long-term performance, and it will provide for a quicker return on your investment.

Ongoing training is one of the most important aspects of a successful franchise. We will continue with on-site visits, operations manual updates, and more to keep you current with improvements and innovations.

Program highlights include:

- Shop Operations
- Hiring and Training
- Human Resource Management
- Recipes
- Customer Service
- Marketing & Advertising
- Purchasing and Inventory Control
- Accounting and Budget Procedures
- Equipment Usage and Maintenance
- Security



THE INITIAL INVESTMENT

The typical "turnkey" investment required to open a Sertinos Coffee Shop is between and approximately \$208,950 to \$288,625 depending on the market size, shop location, equipment, the physical layout of your shop, and the landlord's willingness to provide a tenant improvement allowance.

ESTIMATED COST STRUCTURE

Initial Franchise Fee	\$35,000	Deposit (if required)	\$1,700 - \$3,500
Design and Legal Fees	\$14,500 - \$19,500	Travel (if required)	\$800 - \$3,500
Equipment and Smallwares	\$62,300 - \$99,375	Grand Opening Advertising	\$7,500
Leasehold Improvements	\$70,200 - \$97,450	Contingency (varies)	\$14,750 - \$18,500
Inventory	\$2,200 - \$4,300		
		Estimated Total	\$208,950 - \$288,625

Frequently Asked Questions...and Answers

What kind of Sertinos Coffee franchise is available?

An individual franchise agreement is utilized for single territory rights such as neighborhood shopping centers, regional shopping malls, and specialty retail situations (airports, stadiums, etc.).

What is the term of the franchise agreement?

The franchise agreement is for a term of ten years.

What geographic markets are available for franchising?

Most markets are available. Upon receipt of your confidential franchise application, we'll contact you to discuss what's available and answer any of your questions regarding our franchise system and available territories.

Does Sertinos Coffee assist in shop locations?

Yes. We are fully versed in all aspects of real estate site selection and lease negotiations.

What is the average size of a Sertinos Coffee Shop?

There's no one size; shops generally range from 175 to 1,600 sq. ft. depending on location. Your franchise may be located in a shopping mall or plaza, community center, or a free-standing building.

What is the estimated cost of a Sertinos Coffee Shop?

The typical "turnkey" investment required to open a Sertinos Coffee Shop is between and approximately \$208,950 to \$288,625 depending on the market size, shop location, equipment, the physical layout of your shop, and the landlord's willingness to provide a tenant improvement allowance.

Is there a franchise royalty?

Yes. It is 6% of net sales (gross sales less promotional discounts), less sales and use tax. Fees are paid weekly for continuing support of our franchisees and the franchise system.

Is there a marketing fee?

Yes. The monthly marketing fee is 1% of net sales (gross sales less promotional discounts), less sales and use tax. This fee pays for the production and distribution of point-of-purchase posters, advertising plans, newsletters, and other marketing materials. Seasonal sales promotions are supported by professionally produced point-of-purchase banners and counter cards.

What kind of assistance will I receive from Sertinos?

We will guide you through every phase of the set-up process and beyond from assisting you with your shop location and lease negotiations, to interior design and leasehold construction, to extensively training you and your employees and assisting you through the grand opening.

What's the next step?

Request and complete a confidential Sertinos Coffee franchise application and return it to our office. After your application has been reviewed, we will set up a personal meeting between you and a representative of Sertinos to discuss your location preferences and any other questions you have. We will also establish a timeline for the opening of your Sertinos Coffee Shop.



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