



**FRANCHISE OPPORTUNITY**

SINCE  1978

Only at

**PJ's**  
COFFEE  
of new orleans



*Granita*  
A COLD,  
*crystallized*  
COFFEE BEVERAGE

**SMOOTH IN TEXTURE**

**& FULL OF FLAVOR!**

AVAILABLE IN CLASSIC, MOCHA & CARAMEL

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## • • • *the soul of coffee* • • •

For thousands of years, people have gathered and bonded over food and drink. Around the world, you'll see people gathered at wells, pubs, and, in our neighborhoods, PJ's Coffee shops. People choose PJ's because they recognize that it is not only a superior cup of coffee but also because they know it stands for more than just a cup of coffee.

At the soul of coffee is connection. We provide the space for people to connect with one another as well as for us to connect with our communities. It started with Phyllis only putting her cafés in neighborhoods. It continued with the way we order; you feel like you're truly being cared for rather than shipped down an assembly line. It extends to the fact that the operator of their local PJ's is from their community and further to us extending a helping hand to the people who so graciously support us.

At the soul of coffee is excellence. We believe in going the extra mile. Our roasting process involves the meticulous selection of beans to create single origin roasts that are exemplary. That excellence extends to the way we create blends. Blends of coffee have traditionally been used to cut costs. Our blends are never driven by costs; we only do a blend if we believe it has the opportunity to create new and unique flavors.

Recognizing that we are about the soul of coffee will drive everything that we do going forward. We are going to be more than a great cup of coffee; we're going to be a place for communities to gather and grow together as well. As long as we focus on the soul of coffee, we will continue to stay a step ahead of the competition.



**\$48 BILLION U.S. & \$100 BILLION  
GLOBAL INDUSTRY**  
*and growing*

**AFTER CRUDE OIL,  
COFFEE IS THE**  
*second largest commodity*  
**IN THE WORLD**

# COFFEE BELT

**COFFEE IS THE  
SOURCE FOR**  
**75%** *of America's  
caffeine*



**AMERICAN  
COFFEE DRINKERS  
AVERAGE 3½ CUPS  
OF COFFEE**  
*everyday*

**48%** **OF MILLENNIALS DRINK  
GOURMET COFFEE BEVERAGES**  
*each day*

**64%** **OF U.S. CONSUMERS**  
*drink coffee daily*

# COFFEE IN NEW ORLEANS

## HISTORY

In founding the city of New Orleans at the mouth of the Mississippi in 1718, France solidified its trade access to the continent. *Coffee crops* would soon follow and become part of the city's culture, even as ownership of the port would switch from French to Spanish to French and finally to the United States over the course of the next 85 years. By 1840, the port of New Orleans was the *second largest importer of coffee* in the United States.

## LOCATION ADVANTAGES

Strategically situated where the Mississippi River meets the Gulf of Mexico, PJ's home of New Orleans, Louisiana has been *a key trading post* for the past 300 years. Especially for the coffee and cocoa-laden ships entering the United States from the *Coffee Belt* in South and Central Americas. Some of the world's best coffee is grown and distributed to the rest of the world from this region. New Orleans is regarded as *one of the coffee capitals of the world* due to its vicinity and deep water port, and is the *very first stop for ships* coming from Central America.

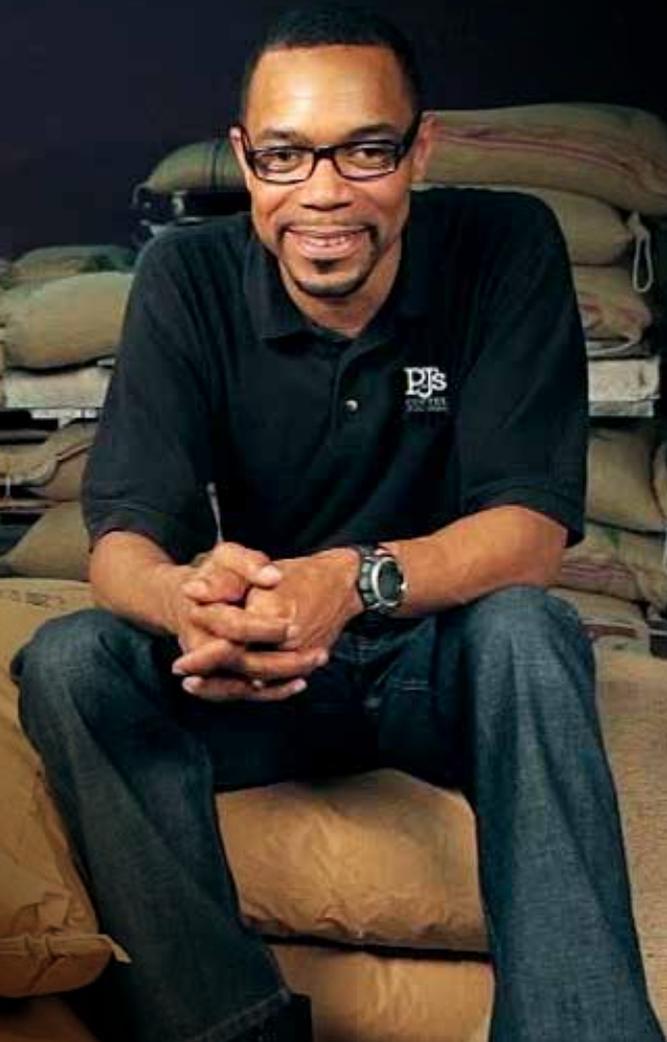
## CHICORY IS KIND OF OUR THING

New Orleans has had a long love affair with chicory, and for good reason... *Chicory*, the root of a blue-flowered plant, has been cultivated since ancient Egypt; *chicory has been roasted, ground and mixed with coffee* in France since the *nineteenth century* (the term chicory is an anglicized French word, the original being chicoree). During the American Civil War, Union naval blockades cut off the port of New Orleans halting coffee shipments. Louisianans looked to adding chicory root to their coffee to stretch out the supply. Though chicory alone is devoid of the alkaloid that gives you a caffeine buzz, the grounds taste similar and can be sold at a lower rate. Chicory coffee was cheap and for this reason, it's been used in times of coffee shortage or economic crisis, like the Civil War and the Great Depression. But if you ask a New Orleans native, *it's all about the tradition*. In addition to being delicious, the *chicory in a café au lait* (chicory coffee with hot milk) is an *essential part of the city's history*.

ROASTMASTER  
FELTON JONES  
OF PJ's COFFEE

*Felton Jones*

*simply the best coffee*



# WHY INVEST IN THE BEST?

**FOUNDED IN 1978** as one of the original specialty coffee brands, PJ's Coffee of New Orleans now brings the savory taste and experience of New Orleans coffee to the world. PJ's Coffee utilizes only the **TOP 1% OF ARABICA BEANS**, sourcing 14 origin coffees from Sumatra to Ethiopia, Colombia to Papua New Guinea. This gourmet coffee is **SMALL BATCH ROASTED** in 300lbs or less by Roastmaster Felton Jones, who alone has over 20 years of experience with PJ's Coffee.

PJ's Coffee strives to deliver a unique coffee experience to all locations, regardless if they are located in the heart of our home city, or far-flung across the world. With one step in the door you are greeted with the scent of our 100% Arabica beans, invoking the soul and unique experience of our **ORIGINAL FRENCH QUARTER** location.

PJ's Coffee carries a complete line of espresso-based beverages, **FLAVORED COFFEES**, and award-winning **ORIGINAL COLD BREW™ ICED COFFEE**, as well as a variety of food options. Fresh baked pastries & desserts are available for multiple day parts. With a focus in **SUPPORTING SUSTAINABILITY**, PJ's Coffee is the industry leader in sourcing methods; from farm to cup.



# THE *daily grind* YOU CAN ACTUALLY *enjoy*



- ⚙️ **Simple Business Model;  
Low Employee Need**
- 💡 **Be a Part of a \$48 Billion  
U.S. Industry**

*A New Orleans Tradition Since 1978*

**BE A PART OF OUR  
RAPID EXPANSION TODAY!**

"Going through the process of opening my own store was a walk in the park. PJ's offers a great product and is by your side the entire time".

**ROY BRUNO** • MULTI-UNIT FRANCHISEE





## FINCA TERRERITO FARM

By adopting **FINCA TERRERITO FARM** in Honduras, PJ's Coffee is committed to doing business in ways that are *good for the planet and each other*. Not only are we serving a great cup of Honduran coffee to customers, we're developing programs to ensure the *quality of life* of Honduran farmers is improved; through community initiatives and **SUPPORTING LOCAL SCHOOL PROGRAMS**, we're proud to call Finca Terrerito part of our family and *minimize our environmental footprint*.



# ROASTING PERFECTION

There is a science behind coffee roasting and our practices have turned this science into a fine art. Our roasting process transforms finely selected green beans into a truly unique cup of PJ's coffee. We roast our coffee in a small batch process that uses a hot air method. This gives our Roastmaster flexibility, based on the individual qualities of the beans, in order to produce the most flavorful and freshest coffee possible. Each small batch is its own custom roast, not a part of a continuous process. As the beans pop, they double in size and assume the distinctive and rich brown coffee color.



## TASTE THE DIFFERENCE

We select only the finest coffee beans - from Sumatra to Ethiopia, from Colombia to Brazil - everywhere the best coffee grows. Plucked by hand at the peak ripeness, the fruits of the Coffee Arabica bush are transported to mills where the beans are expertly removed, dried and hand-sorted before shipping to our Roastmaster.

*Coffee is an Art...* NOT AN AFTERTHOUGHT



*Introducing*  
THE NEW 'MODERN ORLEANS' DESIGN

# MODERN DESIGN & STYLE

The PJ's Coffee operating model & menu is adaptable to any environment.

We offer different operating models from kiosks to free standing locations with a drive-thru, ranging from a few hundred square feet up to 1800 square feet.



*modern design*  
WITH WELCOMING  
& APPROACHABLE  
SERVICE

HOSPITABLE SERVICE  
CUSTOMERS FEEL  
IMMEDIATELY UPON  
ENTERING A PJ'S STORE

**DRIVE-THRU ONLY MODEL  
WITH A FOOTPRINT OF  
ONLY 505 SQFT...**



...WITH AN INVESTMENT  
RANGE OF ONLY  
\$375K-\$425K



# MENU ARCHITECTURE: THE SCIENCE OF SELLING BEVERAGES

Most customers will spend an **AVERAGE OF 109 SECONDS SCANNING A MENU**; therefore we took into consideration both the time it takes to read the menu & make a decision.

Our menu is **ENGINEERED USING 'EYE MAGNETS'** to help focus consumers to particular sections.

Font, imagery & colors are used to help make our menu stand out from the rest.

PJ's Coffee used **HEATMAP TECHNOLOGY** to determine customers' visual sequence & determine the likely path that the human eye will follow when viewing a menu board. This has led to an **INCREASE IN SUGGESTIVE SELLING & ZONE MARKETING.**

**ESPRESSO**

	SMALL	MED	LARGE
CAFÉ LATTE	\$3.00	\$3.75	\$4.15
MOCHA LATTE	\$3.50	\$4.25	\$4.60
FRALINES & CREAM LATTE	\$3.95	\$4.65	\$5.00
WHITE CHOCOLATE LATTE	\$3.85	\$4.55	\$4.95
SKINNY VANILLA LATTE	\$3.55	\$4.35	\$4.65
CAFFUCCINO	\$3.00	\$3.75	\$4.20
MOCHA CAFFUCCINO	\$3.50	\$4.25	\$4.60

**ESPRESSO**

	SMALL	MED	LARGE
ESPRESSO	\$1.90	\$2.30	\$2.85
AMERICANO	\$2.05	\$2.45	\$3.10
MACCHIATO	\$2.05	\$2.65	\$3.10

**COFFEE**

SMALL BATCH ROASTED

	SMALL	MED	LARGE
VIENNA CRÈME	\$3.25	\$3.85	\$4.35
CARAMEL CRÈME	\$3.80	\$4.55	\$4.85
HOT MOCHA	\$3.65	\$4.30	\$4.60
CAFÉ AU LAIT	\$2.35	\$2.70	\$3.05
HOT COFFEE	\$1.95	\$2.25	\$2.45

**CLASSICS**

	SMALL	MED	LARGE
VELVET CREAM	\$3.80	\$4.45	\$4.95
SMOOTHIES	\$3.85	\$4.60	\$5.25
FROZEN HOT CHOCOLATE	\$3.95	\$4.45	\$4.85
HOT CHOCOLATE	\$3.05	\$3.65	\$4.00
FROZEN LEMONADE	\$2.75	\$3.25	\$3.75
LEMONADE	\$1.75	\$2.25	\$2.85

**COLD BREW & ICED ESPRESSO**

	SMALL	MED	LARGE
Cold Brew ICED COFFEE	\$2.25	\$2.80	\$3.25
Cold Brew ICED MOCHA	\$2.80	\$3.45	\$4.00
ICED LATTE	\$3.00	\$3.75	\$4.15
ICED AMERICANO	\$2.05	\$2.65	\$3.10

**TEA**

	SMALL	MED	LARGE
ICED TEA	\$1.75	\$2.25	\$2.65
CHAI TEA LATTE	\$3.55	\$3.95	\$4.55
GREEN TEA LATTE	\$3.50	\$4.30	\$4.80
GREEN TEA VELVET ICE	\$3.95	\$4.60	\$5.15
CHAI VELVET ICE	\$4.20	\$4.75	\$5.35
GREEN TEA MOJITO	\$2.75	\$3.25	\$3.65
PEACH PALMER	\$2.75	\$3.25	\$3.65

**FROZEN & BLENDED**

	SMALL	MED	LARGE
GRANITA	\$3.40	\$3.95	\$4.60
MOCHA GRANITA	\$3.95	\$4.60	\$5.35
CARAMEL GRANITA	\$3.95	\$4.60	\$5.35
PROTEIN VELVET ICE	\$4.60	\$5.30	\$6.00
MOCHA VELVET ICE	\$4.20	\$4.75	\$5.35
VANILLA VELVET ICE	\$4.20	\$4.75	\$5.35

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# SUPPORT SYSTEMS

## SITE EVALUATION & LEASE PROCUREMENT

We offer assistance through a systematic site selection and lease procurement process. Our internal team of experts coupled with knowledgeable retail real estate brokers in the local market assist with site identification, site evaluation, letter of intent submittal, lease negotiations and lease review. Our goal is to identify the best site in the market that meets specific PJ's criteria while offering a favorable lease structure.

## DESIGN & CONSTRUCTION

We offer assistance through an efficient design and a systematic construction process. Our knowledgeable staff of construction personnel, coupled with a network of professional consultants, will work closely with you to develop creative alterations and design configurations to adapt to opportunity space requirements.

## TRAINING & EDUCATION

We welcome our franchisees and their team with open arms. We pride ourselves in customer service and strict operational standards. That's why we developed a multi-level training program delivered by way of online training, classroom training, as well as on-site, hands-on training at your location. We are committed to spending the necessary amount of time with your team to empower them with our culture, passion and drive to deliver the finest southern hospitality experience.

*Empowered* WITH CULTURE, PASSION & DRIVE



# SUPPORT SYSTEMS

## PRODUCT DISTRIBUTION

Vertically integrated, we are involved in the process of procuring and producing simply the best coffee – from the ground to the cup. We procure green coffee beans from countries around the world harvesting only the finest 1% of Arabica coffee. Strategic partnerships affords us the opportunity to distribute our coffee from our roasting facility in New Orleans to your store in a timely and cost effective manner – all in the best interest of our franchisees.

## ON-GOING OPERATIONAL CONSULTING

We bring you year-round operational consulting on an individual unit basis to ensure promotional campaigns, new/seasonal product rollouts and new operational procedures are effectively communicated to you and your team. We are also committed to assisting you with regular, on-going P&L analysis to ensure operating expenses are in alignment with your sales.

## MARKETING & PROMOTIONS

We understand the great importance of developing marketing and promotional campaigns designed to enhance brand awareness and drive consumer traffic. We deliver comprehensive, turn-key promotional campaigns that highlight the true essence of the brand – quality food & beverage, exceptional service and a memorable experience.



# Original COLD BREW™ ICED COFFEE

STEEPED FOR 24 HOURS

PROTECTS THE FLAVOR  
& STRENGTH OF THE BEANS

2/3 LESS ACIDIC

100% SPECIALTY  
ARABICA COFFEE

**PJ's**  
COFFEE  
of new orleans

A NEW ORLEANS ORIGINAL



# LICENSE OPTIONS & INITIAL INVESTMENT\*

## NON-TRADITIONAL / LIMITED SERVICE

A smaller scaled PJ's possibly with a limited menu offering located within another business – College/University Campuses, Healthcare Facilities, Hotels, Airports, Government Facilities, Military Bases, Drive-Thru Only, Shopping Malls, Etc.

- **Size:** 250sqft – 1,000sqft
- **Initial Franchise Fee:** \$25k
- **Initial Investment:** \$190,775 - \$393,000

## TRADITIONAL / FULL SERVICE

A larger scaled PJ's with a full service menu offering located within a strip mall or free-standing building likely featuring a drive-thru.

- **Size:** 550sqft – 1,800sqft
- **Initial Franchise Fee:** \$35k
- **Initial Investment:** \$200,775 - \$584,000

## MULTI-UNIT OPTION AGREEMENTS

PJ's offers opportunities to enter into a Multi-Unit Option Agreement to develop multiple PJ's over a specified development schedule in a designated market.

- **Additional Units Fee:** \$10k
- **Total Investment:** Varies depending on the number of PJ's developed

## MASTER FRANCHISE AGREEMENTS

PJ's offers opportunities for International Franchisees under a Master Franchise Agreement to develop multiple PJ's over a specified development schedule in a designated country.

- **Initial Master Franchise Fee:** \$250k minimum  
– Varies depending on size of country or countries
- **Total Investment:** Upon request, individual country investment overview available

\* ALL PRICING LISTED IN USD. To receive specific International investment and franchising details for a specific country, please contact us directly and request a PJ's Master Franchise Investment Booklet for the country in which you are inquiring.



# *innovative* FOOD & BEVERAGE MENU



- FRESH BAKED PASTRIES
- BREAKFAST & LUNCH SANDWICHES
- NEW ORLEANS BEIGNETS



# INITIAL INVESTMENT RANGE



TYPE OF EXPENDITURES	LOW	HIGH
Initial Franchise Fee	\$25,000	\$35,000
Real Estate Lease for Premises	\$1,875	\$12,500
Furniture Fixtures & Equipment	\$50,000	\$150,000
Opening Advertising	\$7,500	\$10,000
Travel & Living Expenses while Training	\$3,500	\$5,000
Insurance	\$2,400	\$5,000
Other Prepaid Expenses	\$1,000	\$3,500
Opening Inventory	\$7,000	\$14,000
Signage	\$4,000	\$18,000
Leasehold Improvement	\$50,000	\$270,000
Small Wares	\$3,000	\$9,000
POS & Back Office Computer System	\$1,500	\$5,500
Legal, Accounting & Organizational Costs	\$2,500	\$5,000
Additional Funds	\$30,000	\$30,000
Construction Drawings	\$1,500	\$11,500
<b>TOTAL</b>	<b>\$190,775</b>	<b>\$584,000</b>

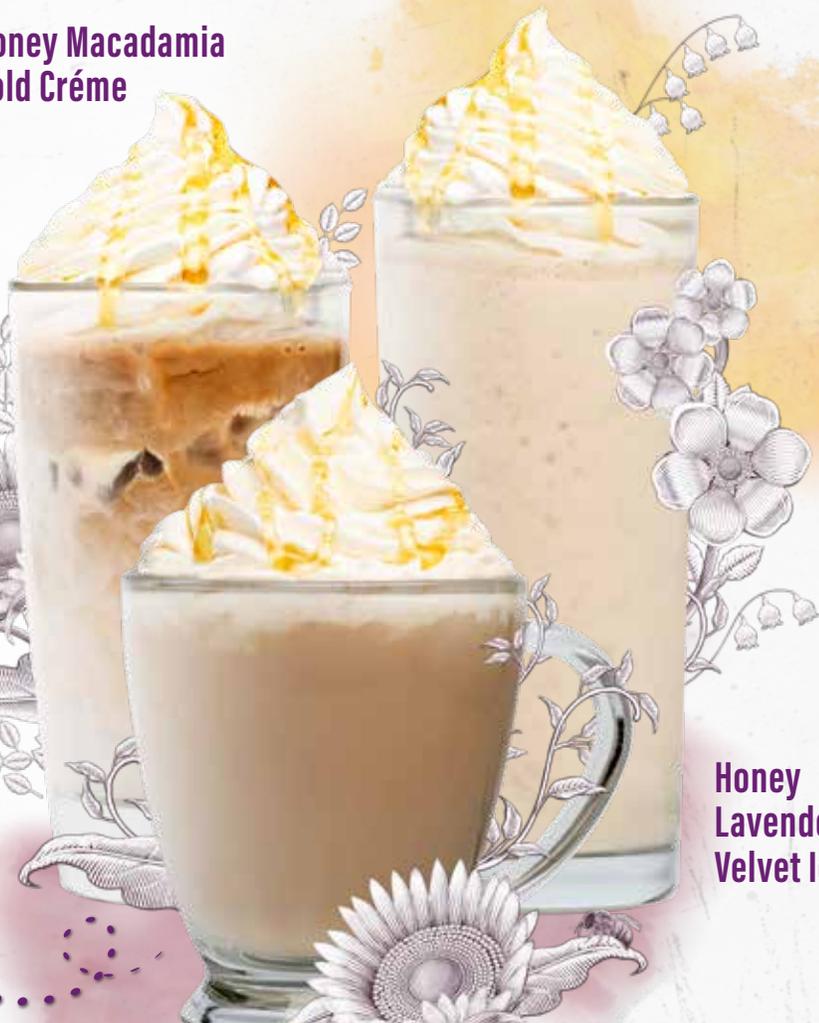


see what's  
**BUZZIN'**

**Honey Macadamia  
Cold Créme**

**Honey Macadamia Créme**

smooth cold brew coffee  
sweetened • low acidity  
steamed with milk



**Honey  
Lavender  
Velvet Ice**

# FRANCHISEE QUALIFICATION REQUIREMENTS

## THE PJ's STANDARD

### FINANCIAL REQUIREMENTS

- Overall ability to secure necessary financing to open PJ's locations
- Minimum of \$100k in liquid capital for single unit. The number increases for multi-unit franchisees depending on the number of units and the development duration
- Minimum of \$350k in net worth for a single unit. The number increases for multi-unit franchisees depending on the number of units and the development duration
- Credit worthiness, debt to income, secondary sources of income, etc.

### GENERAL CHARACTERISTICS

- Passionate about the gourmet coffee industry and belief in the PJ's Coffee brand
- Alignment with our core values
- Motivated to be successful
- Commitment to be actively involved in the business
- Understanding of "franchising" and ability to work within the framework of a proven system
- Recognition and acknowledgment of our desire to continue to grow strategically, both domestically and internationally

# FRANCHISE EVALUATION PROCESS

- ☛ CONTACT ONE OF OUR FRANCHISE DEVELOPMENT COORDINATORS FOR A PRE-QUALIFICATION CONSULTATION
- ☛ COMPLETE CONFIDENTIAL MATCHMAKING QUESTIONNAIRE
- ☛ INTRODUCTION CALL WITH A FRANCHISE EXECUTIVE
- ☛ BEGIN REVIEWING PJ's FRANCHISE DISCLOSURE DOCUMENT
- ☛ PARTICIPATE IN A SERIES OF AGENDA SPECIFIC CALLS
- ☛ SPEAK WITH EXISTING PJ's FRANCHISEES
- ☛ ATTEND JOIN THE TEAM DAY
- ☛ WELCOME TO THE PJ's FAMILY!





# PROTEIN VELVET ICE



WITH 21 GRAMS OF PROTEIN\*

\*PROTEIN VALUES SHOWN ARE BASED ON 12 OZ BEVERAGE SIZE

*healthy choices*  
FOR AN ACTIVE LIFESTYLE



*All New!*

## SOUS VIDE EGG BITES

• KETO FRIENDLY •

*Bacon &  
3-Cheese*



*Veggie &  
Egg White*





**PJSFRANCHISE.COM**

    /PJSCOFFEE

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