



FRANCHISE OPPORTUNITY GUIDE



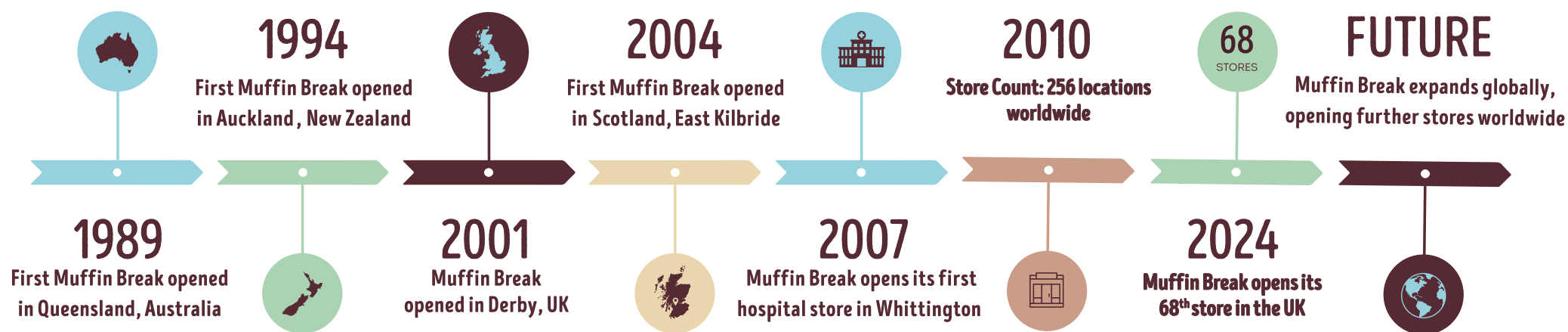
FROM SCRATCH. EVERY DAY.



Good goes in

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Our Trusted Heritage





What sets us Apart?

- ☛ **Established model** that's unique, established and carries a proud history.
- ☛ **Baked in-store** and prepared on the premises, all of our products guarantee a freshness that helps give the brand a point of difference.
- ☛ **Exclusive Muffin Break coffee**, which has been sourced from five different locations around the world. This shows that we are serious about offering an exclusive blend to our customers for that perfect Muffin Break coffee and always sourcing only the best 100% Arabica beans.
- ☛ **Tailored marketing strategies** are developed to increase brand awareness and drive sales at both a local and national level. This includes radio, the Muffin Break loyalty program, the Muffin Man mascot, in-store promotions, and tailored local and regional marketing activities.
- ☛ **Comprehensive accredited training programs** delivered through the e-learning web portal and Franchise Business Managers.
- ☛ **Good Goes in**, at Muffin Break we believe the more good going in, the more good coming out. It is our mission to add a little goodness to people's every day. We do this by making deliciously good food, baked fresh every day in our kitchen right here in-store.

What is in it for you?

There are plenty of benefits to owning a Muffin break store such as:

- ☛ The opportunity to share in the success of an instantly recognisable and highly successful global brand with a proven track record throughout the UK, Australia and New Zealand.
- ☛ The flexibility to set your own working hours allows you to make your business for you and your family. With your own Franchise, you can pick the hours of work that suits most to your family needs.
- ☛ The security of joining a network of experienced industry professionals who offer exceptional training and operational support whenever you need it.
- ☛ The advantage of having a fully integrated marketing program to actively promote your business to existing and potential customers.
- ☛ The excitement of being part of a well-established and trusted wholesome brand that offers a large range of freshly baked sweet and savoury products, which are continually being evolved and extended.
- ☛ Joining a franchise is truly an attractive way to create your own business path, allowing you to reach your goals and fulfil your lifestyle dreams.





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Cafe Design



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Our Delicious Food Made in-Store, From Scratch Every Day



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More than just Muffins

We are famous for our muffins, but we are a lot more than that. With breakfast bagels and croissants in the morning to flatbreads and wraps in the afternoon and cakes for an afternoon treat, there's a lot more to Muffin Break than meets the eye.



We Only Serve 100% Arabica Coffee Beans

Our master roaster chooses the highest quality Arabica beans. We source these beans from; Ethiopia, India, Brazil, East Timor, Nicaragua, Honduras and Mexico. Our robust selection process ensures that our coffee has body, aroma and a superb crema for fine blending and a balance on your palette.

Our coffee beans are blended for optimal consistency, flavour and colour. They are then roasted to perfection in Muffin Break's specialised roasting facility. Each Muffin Break Barista is trained to extract a perfect dark liquid topped with a golden crema every time. Their milk texturing skills ensure your cappuccino or latte has a velvety smooth taste at a perfect temperature.



**MUFFIN
BREAK**
Good goes in
FROM SCRATCH. EVERY DAY.





How to be Successful?

What does it take to be a successful Muffin Break owner?

"Our most Successful franchise owners are passionate about promoting what the brand stands for and educating customers about our 'bake every day and grind every cup' commitment."

You'll also find they have a combination and blend of the following traits:

- ☛ Enthusiasm, ambition, integrity and a strong work ethic
- ☛ Strong communication skills, as well as the ability to create a team
- ☛ Personal day-to-day involvement in the bakery café
- ☛ A passion for work, a positive outlook and an attitude for success
- ☛ A desire to learn
- ☛ A willingness to adhere to the established Muffin Break guidelines and procedures

You're Never alone

Leasing and Development

- ☛ Foodco's Development team provide assistance with; site selection, lease negotiations including new site and renewals and sale of existing franchise business.
- ☛ This department is also responsible for recruiting new franchisees as well as building and maintaining relationships with lessors to ensure international growth.

Store Design and Construction

- ☛ The Store Design and Construction team coordinates and assists with; new store design, refurbishing existing stores, liaising with franchisees and lessor architects in achieving final designs, tendering of projects and determining cost expenditures.
- ☛ Sourcing and appointing suppliers and contractors to carry out works and project managing all fit-outs, store construction, equipment procurement all of which is tailored to suit local conditions.

Training

- ☛ Comprehensive initial and ongoing training is provided for owners of the franchised business in relevant areas of business and operations.
- ☛ This training is delivered in the field by experienced trainers and through online training modules to ensure staff are well equipped with the latest training information.

Operations

- ☛ Foodco's Operation team consists of a dynamic group of skilled personnel, who provide support in several key areas to drive efficiencies.
- ☛ These key areas include labour management, rostering systems, maintaining cost of goods (COGS) and business plan preparation. They also support coffee making to food preparation, and customer service.

Marketing

- ☛ The Marketing department develops and executes marketing and promotional strategies to foster sales growth for Muffin Break.
- ☛ It also provides a strong support network to franchisees to deliver relevant and targeted local area marketing initiatives, as well as innovative national campaigns. The marketing department is responsible for research and maintaining brand consistency across the entire network.

Product

- ☛ The Product department oversees the product development, innovation, sourcing and supply of products for Muffin Break, both domestically and internationally
- ☛ The product department ensures that our food offering is continuously evolving and keeping up with key market place trends



Financing

Development costs

The following chart outlines the typical set-up costs for a franchised cafe. Cost will vary according to location. Muffin Break prepares detailed cost budgets for each specific location. The costs outlines are exclusive of VAT.

TYPICAL BUDGETED COSTS	SIT IN CAFÉ
Shop fit out:	£205,000
Equipment:	£40,000
Miscellaneous: (Crockery, uniforms, kitchen small wares, staff, advertising)	£10,000
Franchise fee:	£25,000
Legal fees and stamp duty (est.): (Real estate, lease documentation)	£20,000
TOTAL:	£300,000

Ongoing costs

Muffin Break franchisees are responsible for all store-related expenses. Additionally, franchisees are required to pay the following monthly fees:

- A franchise fee of 6% of net sales
- An advertising fee of 2.5% of net sales
- A management fee of £800p.a. is payable after the first year of operation
- Muffin Break online sales portal
- POS system support

Muffin Break franchisees are required to enter into the following documents;

- A franchise agreement dealing with the franchise relationship
- A licence agreement dealing with the occupancy of the premises

The franchise documentation clearly sets out the obligations of the parties and is necessary to protect the integrity of the Muffin Break concept for the mutual benefit of Muffin Break and Muffin Break franchisees.



Frequently asked questions:

“Could I learn to operate a Muffin Break cafe?”

Muffin Break requires that the person purchasing a Muffin Break franchise has the qualities mentioned before hand. Previous experience in the food industry is not necessary, but basic management capabilities are a pre-requisite for any retail venture.

“Where do I purchase my supplies?”

Muffin Break has established relationships with suppliers who will deliver to your store. Prices are negotiated on group buying power.

“Can I sell my franchise?”

Yes. Should you wish to sell your Muffin Break franchise, we will be able to advise and assist with this process.

“Is there a standardised procedure that I am required to follow?”

Yes, however the procedures are simple. Muffin Break's systems for matters such as reporting, insurance, accounting practices, purchasing, hiring and training new staff, cost control, advertising, merchandising and other essential functions contribute to the efficient operation of your cafe.

“Should I seek independent advice before entering Muffin Break's franchise system?”

Muffin Break requires that it's franchisees obtain competent legal advice before entering into the franchise documentation. It is recommended by Muffin Break that franchisees retain the services of a competent accountant.



68 UK Locations and Growing

Today you can find Muffin Break stores right across Australia, New Zealand and the United Kingdom.

Each store has the ability to bake and prepare all products on site to ensure that our wholesome, traditional message is maintained across the brand.



World Locations



Cafe Locations

Aberdeen	Harrow
Ashford	Hastings
Banbury	Hemel Hempstead
Basildon	High Wycombe
Belfast (Castlecourt)	Horsham
Belfast (Forestside)	Hull
Bexleyheath	Ilford
Birkenhead	Lewisham
Blackburn	Lewisham Hospital
Blackpool	Livingston
Bradford	Loughborough
Burton Upon Trent	Luton
Bury St Edmunds	Maidstone (The Mall)
Bullring	Maidstone (Fremlin Walk)
Camberley	Metro Centre
Cardiff	Middlesbrough
Carlisle	Newry
Chatham	Norwich
Chelmsford	Nottingham
Cheltenham	Poole
Chester	Reading
Colchester	Redditch
Cramlington	Redhill
Derby	Romford
Droitwich	Southend on Sea
Dundee	Staines
Dunfermline	Stirling
East Kilbride	Telford
Eastbourne	Washington
Epsom	Wakefield
Exeter	Welwyn Garden City
Glasgow	Whittington Hospital
Guildford	Wigan
Harrogate	Workington



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If you think a Muffin Break franchise is the right fit for you then get in touch with our development team, whose details can be found below. Once you contact us we'll discuss how the Muffin Break franchise operates, current location opportunities and the investment guide.

Michael Arbuckle

T: 07813 800068

E: marbuckle@foodco.co.uk

Foodco UK Franchising Ltd
Allways House
Castle Park
Cambridge
CB3 0AJ

