



FRANCHISE INFORMATION REPORT



TABLE OF CONTENTS

What is BIGGBY® COFFEE?	3
What's Special About Our Culture?	5
How Much Does it Cost?.....	6
How Much Can I Make?	7
How Do You Support Me?	8
What Are Our Business Models?	9
Frequently Asked Questions	11
Next Steps.....	13



What is BIGGBY® COFFEE?

Gourmet coffee franchise exists to help entrepreneurs own a business that allows them to love lifewhile making a difference

For millions of people across the country, BIGGBY® COFFEE is a way of life. Since our founding in 1995, our gourmet coffee franchise has grown to over 350 locations across the country and BIGGBY® Nation – as we like to call it – continues to get bigger and bigger with every cup of coffee we sell in every new community we enter.

Our focus on community is what makes BIGGBY® COFFEE so special in the \$126.17 billion coffee shop industry. Unlike other coffee shop brands, all of our coffee shops are owned and operated by our franchise owners. The success of our brand is all due to how involved our franchise owners are in the communities they serve. They learn their customers' names, their orders, they participate in local events, and they make their BIGGBY® COFFEE locations inviting, warm gathering places for people to connect over delicious coffee.

"We have great coffee – but every brand says that – what truly makes BIGGBY® COFFEE so special is our approach to people," says Bob Fish, CEO and co-founder of BIGGBY® COFFEE. "We believe in supporting people in building the life they love, and that is evident in our franchise network, as well as in how we approach our consumers. Every BIGGBY® COFFEE location is the light inside the community, and that's the thing that keeps bringing people back, and that's the thing that makes our franchise owners successful."

Our focus on community is rewarded with higher than average sales

There's a thing that happens when a coffee shop does what it's supposed to do: bring people together, make people's lives brighter every day, participate in community events, and serve products that are exceptional, delicious and affordable – they become profitable.

This is exactly the mission of BIGGBY® COFFEE. Our franchise owners are incredibly active in their communities from day one, and by developing a culture of warmth, friendliness, and support in the shops, they are rewarded with the support of their community in return.



In fact, BIGGBY® COFFEE has higher than average sales in comparison to the rest of the coffee shop segment.

"We participate in everything in our community, and our city has responded quite dramatically to our efforts and our enthusiasm and it's so nice to see," says Diane Parker, owner of a BIGGBY® COFFEE franchise in Flat Rock, Michigan. "This community is dedicated to us. When COVID-19 hit, they didn't want to see us suffer at all. They made what could have been a really scary time much easier, and it brought us even closer. Our sales have been growing for the last four years, but it's not even about sales, it's about what I'm able to do for my customers, my employees, my family and my community as a whole."

Flexible models make finding the perfect location for a new BIGGBY® COFFEE location easier than ever

One of the reasons why BIGGBY® COFFEE is growing is because we've developed revolutionary business models for every setting, from high-end strip centers, to freestanding buildings, to non-traditional locations such as hospitals, travel plazas, airports, and college campuses. Most recently, we launched our a modular location which is a prefabricated building with a drive-through only. This model is unlike anything else in the coffee shop industry.



Modular Drive-Through Only Model



The model takes up the equivalent of eight parking spaces, and is a drive-through and walk-up model that is designed to serve the customer on-the-go. In the COVID-19 era, this model is perfect for social distancing, and it's also remarkably efficient to run. Because it is manufactured in three parts, it can be assembled in a matter of days, and it also can be moved to another location. By requiring such a small footprint, the model may also benefit from lower rental costs. It's just one example of how BIGGBY® COFFEE continues to innovate our proven business model to stay relevant with the communities we serve, as well as to provide entrepreneurs who want to own a coffee shop without the high price tag.

"The different models that we have are about making more opportunities for our franchise owners to find great real-estate in their markets," says Tony DiPietro, Director of Franchise Sales with BIGGBY® COFFEE. "By taking advantage of the best real-estate, we can help our owner operators become successful – and that's our primary concern as a franchiser."

Our products are exceptional

You can't be successful for over 28 years without having the best coffee available, and we take coffee extremely seriously. We offer a wide array of specialty coffee drinks, lattes, teas, smoothies, and Limited-Time-Offer drinks that celebrate seasons, special occasions and more. BIGGBY® COFFEE also offers a limited food menu of breakfast sandwiches, waffles, muffins, and other assorted treats.

The menu is engineered to maximize profitability, and streamline operations so that our baristas are able to serve customers quickly with the warmth and friendliness that we're known for.

"We have the best products, but it's so much more than coffee" says Tara Walston, owner of four BIGGBY® COFFEE franchise locations. "Our menu is designed to be easy to implement – and this drives profitability. But we're more than our menu, and we're more than our products. BIGGBY® COFFEE is about our people, our customers, our baristas and our franchise owners. This is what makes our brand successful, and it's why we've created so many fanatics who make us part of their daily lives."

What's Special About Our Culture?

BIGGBY® COFFEE franchise is all about people

Why do so many people love BIGGBY® COFFEE? It's simple – we exist to love people.

When you love the world, the world loves you back! Our franchise was founded in 1995 by two friends, who are still the Co-CEO's, for the simple purpose of loving people and sharing great coffee. This unwavering and clear focus is why we have millions of fans across the country, and why our franchise owners continue to reinvest in the brand by opening multiple locations.

"The culture of BIGGBY® COFFEE is happy," says Kris Kildea, owner of seven BIGGBY® COFFEE locations. "We're not a typical franchise. We're all about helping each other. From the owners, to our employees, to our customers, we're in business to improve people's lives, to make people's day a little bit better and to realize our own individual goals. It's a great brand to be a part of because we're really supported not only by corporate and by our franchise owners but also by our customers who really love us."

When you take care of your community, they take care of you

Every BIGGBY® COFFEE location is owned and operated locally by franchise owners, and when you franchise with BIGGBY® COFFEE, becoming a part of your community is essential.

Our franchise owners are encouraged to get involved with everything that happens in their communities. We found that this level of engagement and enthusiasm brings people to our locations and creates a relationship where people are excited to support our franchise owners because they know them.

When our customers show up, they're treated with kindness, respect and affection. It's this level of customer service that fosters loyalty, and ultimately, drives sales.

"Owning a BIGGBY® COFFEE is a lot like running for mayor," says Diane Parker, owner of a BIGGBY® COFFEE franchise in Flat Rock, Michigan. "We get involved with everything, and you meet so many people. Your customers become your friends – you truly get to know them and love them. It's such an amazing experience to own a business that allows you to become a vital part of people's lives."



When our customers show up, they're treated with kindness, respect and affection. It's this level of customer service that fosters loyalty, and ultimately, drives sales.

We're committed to sourcing our coffee the right way

Our coffee is sourced beyond our locations in the United States. Our Co-CEO Bob Fish and his wife Michelle, travel the world to source coffee in an ethical and environmentally responsible way.

We recently partnered with Living Hope International, a non-profit organization that runs a coffee farm as a means of supporting and sustaining an orphanage in Zambia for children who otherwise would have very little hope. Living Hope International gives children 12 years of education and helps them get into college so they can give back to their Zambian communities. Aside from education and a warm bed, these children have love, laughter, and a life full of adventure.

It's partnerships like these that allow our coffee to truly make a difference at home and abroad – and to be true to our mission of loving people and supporting them in building a life they love.



How Much Does it Cost?

BIGGBY® COFFEE is an affordable opportunity for entrepreneurs who are ready to live the life they love

Owning a business is one of the biggest decisions you'll ever have to make – but it doesn't have to break the bank. Because BIGGBY® COFFEE franchise exists to help entrepreneurs build a life they love, our costs of entry are far lower than other coffee shop franchise opportunities. The total estimated costs to invest in a BIGGBY® COFFEE range from \$246,305 - \$564,626 for a Whitebox Leasehold Location, making BIGGBY® COFFEE an affordable, entry-level business for entrepreneurs who are ready to make the leap into business ownership.

The total costs include access to our world class support platform, as well as build-out, equipment costs, and more. To help you keep costs low on an ongoing basis, BIGGBY® COFFEE has developed a streamlined business model to reduce labor costs, as well as a significant technology to help you manage your inventory, sales, and more.

To make owning a BIGGBY® COFFEE even more affordable, we have relationships with third-party lenders who can help you through the process of financing your business. To learn more about financing options, simply fill out an inquiry form on this site and a member of our team will reach out to you shortly.

If you're a military veteran, BIGGBY® COFFEE wants to help make the process of owning a business even more affordable. We offer a half off discount on our initial franchise fee to all qualified military veterans. We thank you for your service!

To learn more about the total costs of ownership associated with BIGGBY® COFFEE, please review Item 7 from our most recent Franchise Disclosure Document to the right.

*Item 7 of the 2023 BIGGBY® COFFEE Franchise Disclosure Document - Estimated Initial Investment**

TYPE OF ITEM	ESTIMATED COST
Initial Franchise Fee	\$20,000
Real Property Rental	\$2,305 - \$21,326
Leasehold Improvements	\$135,000 - \$290,000
Furniture, Equipment and Decor	\$48,000 - \$82,000
Drive-Through Equipment	\$0 - 16,500
Blueprints, Plan and Permits	\$5,500 - \$34,800
Interior & Exterior Signage	\$4,000 - \$18,000
Initial Inventory	\$9,000 - \$14,000
Insurance	\$3,500 - \$4,500
Utility Expense	\$500 - \$4,000
License Permits and Other	\$1,000 - \$2,500
Initial Advertising & Grand Opening Promotions	\$9,500
Misc. Travel & Living Expenses for Training	\$500 - \$5,000
Organizational Expense	\$2,000 - \$2,500
Additional Funds - 3 Months	\$5,000 - \$40,000
Total Initial Investment	\$246,305 - \$564,626

*Please see Item 7 of our 2023 FDD for complete details



How Much Can I Make?

BIGGBY® COFFEE franchise offers a path to build the life you love

Franchising with BIGGBY® COFFEE is a decision to improve your life for the better. As a brand where all locations are franchised, this is a decision that we take seriously.

Since we began franchising in 1995, BIGGBY® COFFEE has grown rapidly in the Midwest and beyond, with over 350 locations across 13 states. In that time, we've won millions of fans, have made communities stronger, and most importantly, have helped our franchise owners achieve their goals of owning a successful coffee shop in the places they live and love.

The true measurement of our success as a brand is how successful our franchise owners are in their stores. We're proud to say that the majority of our growth over the last 20+ years has come from our existing franchise owners investing in their second, third and fourth locations. We're proud that our business model has helped propel almost half of our franchise owners into multi-unit ownership. This is truly the sign of a healthy franchise system.

"It's fabulous to serve people a cup of coffee and make a dollar off of it, but what's really meaningful is to help people build the life they love," says Bob Fish, CEO and co-founder of BIGGBY® COFFEE. "If it's all about money, that's okay – we have a system that works – but BIGGBY® COFFEE appeals to people who have a higher calling.

The Numbers Tell the Story

For a deeper dive into how well our franchise owners do in their stores, please review Item 19: Annual Drive-Through Sales for 2022 in our most recent Franchise Disclosure Document below:

	# of Stores	Avg. Store Sales	# and % at or Above Avg.	Median Store Sales	Highest Store Sales	Lowest Store Sales
Systemwide	195	\$750,029	91 / 47%	\$730,087	\$1,419,456	\$353,761
Top Quarter	49	\$1,015,792	24 / 49%	\$1,009,876	\$1,419,456	\$853,999
Upper Middle	49	\$789,531	28 / 57%	\$794,283	\$848,285	\$730,087
Lower Middle	48	\$674,684	24 / 50%	\$674,239	\$727,185	\$611,948
Bottom Quarter	49	\$518,573	29 / 59%	\$530,597	\$611,054	\$353,761



B

Americans drink
400
million cups of
coffee a day.

That's more than
3.6 Billion
ounces of coffee a year.

– DisturbMeNot

Our franchise owners are people who love their communities, love their employees, and love making people happy. Their passion is what enables them to do so well, and as a franchisor, it's our responsibility to take their passion and help them succeed. That's what sets our BIGGBY® COFFEE franchise opportunity apart from other brands, and it's why our franchise owners continue to reinvest by opening multiple locations."

BIGGBY® COFFEE boasts higher than average sales compared to the rest of the coffee shop industry. Our business model is designed to help our franchise owners maximize profitability and operate nimbly and effectively. This proves that our shops are streamlined to reduce ongoing costs, and our simple menu is engineered for speed and efficiency.

A simple to run coffee shop with low operating costs, exceptional products, and incredible customer service is a business that any passionate, community-driven entrepreneur can get behind.



How Do You Support Me?

BIGGBY® COFFEE offers exceptional training and ongoing support

When you franchise with BIGGBY® COFFEE, you're joining a brand that puts people first. We recognize the fact that the majority of our franchise owners come to us with zero experience in the coffee shop business – in fact, the majority of our franchise owners have never owned a business before.

This is why the BIGGBY® COFFEE franchise has created a culture of support that begins on day-one and continues every day after. We want to support our franchise owners to build a life they love, which is why we've invested in comprehensive training platforms, systems-driven operations, and ongoing support to help our franchise owners in every aspect of their business.

"BIGGBY® COFFEE wants to support everybody in building a life that they love," says Tony DiPietro, Director of Franchise Sales with BIGGBY® COFFEE. "We support our franchise owners by helping them own businesses that allow them to generate wealth and build a life that they love. You are in business for yourself, but not by yourself. We're 100% franchised – which makes us really unique in our space. We've developed the business model, and have invested in the support infrastructure, the systems and processes – and most importantly, the people, to help our franchise owners grow."

What Does Our Support Look Like?

Here is what you can expect from us when you invest in a BIGGBY® COFFEE franchise:

Site Selection & Buildout: Choosing the best location for your coffee shop is essential to get right – and with BIGGBY® COFFEE, you're not making that decision

alone. Our experienced team has built more than 350 franchised locations – and we bring this significant support to helping you find the best possible location, choosing the ideal business model for your location, as well as helping negotiate the lease agreement, and oversee the entire build-out process.

Initial Hands-On Training: Every franchise owner visits BIGGBY® COFFEE headquarters for several days for hands-on training. While you're here, you will get a combination of classroom training that will walk you through our marketing, developing a business plan, how to network in your community, and more. While you're here, you will also work in an operating BIGGBY® location where you learn the ins and outs of running the business. You'll learn how to prepare every item on the menu, how to greet and interact with guests, how to manage inventory, use our POS system, and more. By the time your training is complete, you'll be ready to open your new coffee shop with confidence.

Marketing Support: A coffee shop is a community-driven business that requires reaching out, networking, and engagement. BIGGBY® COFFEE helps you with every aspect of getting the word out to your community and keeping them engaged. We provide comprehensive marketing support, including digital marketing, social media, designing and distribution of promotional materials and much, much more. We also help you get off on the right foot with our franchise Grand Opening plans, as well as developing new specialty items and Limited-Time-Offer to keep your customers excited to come back.

Ongoing Support: One thing that new owners quickly realize is that our support never stops. We host regular webinars and phone calls to ensure that your business is operating smoothly and that your questions are getting answered. We will visit your store on a regular basis to provide hands-on support in the field. We have an online database of training videos and materials that are always available to help you. And of course, our team always encourages our franchisees to pick up the phone and call us anytime for anything because we want their voices to be heard.



"One of the things that's great about BIGGBY® COFFEE is that our franchise owners know that they can call us anytime for anything," says Jaime Balazy, Director of Marketing at BIGGBY® COFFEE. "We help our franchise owners at a local level as well as at a system-wide level. Right from signing your contract, you're never in business alone. We're one big family here – and we are always here to help. Whether it's marketing or operational support, we do everything we can to help you achieve your goals."



What Are Our Business Models?

BIGGBY® COFFEE Franchise has several real estate formats to make entering a new market easier than ever before

When you decide to open a BIGGBY® COFFEE business in a new market, it's essential that you choose the best location – and you don't do this on your own. BIGGBY® COFFEE has a whole team of experienced real-estate professionals who will help you navigate through the process of choosing the best location, negotiating your lease, and overseeing the build-out and construction process.

To help make things even easier, BIGGBY® COFFEE has developed several real estate formats to ensure that you get the ideal real-estate location, as well as give you the ability to scale up to multiple locations in your market.



Modular Drive-Thru Only Model

This is a revolutionary drive-thru and walk-up design that comes in two parts and can be assembled and running in a matter of days. This design takes up the equivalent of eight parking spaces, and that's exactly where it's intended to go. We help you find large parking lots that are anchored to other businesses, and because it takes up such a small footprint, you save on rent, labor and other costs of doing business. This model is primarily a drive-thru, with a walk-up option and minimal outdoor seating. It's designed to give your community coffee on the go. As a result, it's one of the most affordable models in the entire coffee shop segment, and because it's built-in pieces, you can pick up and move it if a better location becomes available.





Lobby & Drive-Thru

This model is designed to help you create a beautiful coffee shop in your community, while also delivering coffee on the go. With two points of purchase, you are able to serve a fast-paced cup of coffee through the drive-through window while also creating an indoor space for people to sit and enjoy a leisurely beverage. While the footprint required is flexible, we will help you find a location that helps you reduce rent and labor costs in highly desirable, highly trafficked strip centers in your community.

Lobby Model

This is a traditional coffee shop model that is perfect for a strip center. With a small footprint of 1,200 sq. ft. on average, this model helps you save on rent in highly desirable locations. The small footprint also saves on labor, as you only need three to four employees working at a time to deliver the exceptional customer experience that BIGGBY® COFFEE is known for, and to make your location feel like a home away from home.



Site Built Drive-Thru Only Model

BIGGBY® COFFEE offers a Site Built Drive-Thru Only Model. This model offers customers the convenience of a speedy and simple coffee experience. This design offers efficiency for serving customers their favorite BIGGBY® drinks on-the-go!





Frequently Asked Questions

? What is BIGGBY® COFFEE?

At BIGGBY® COFFEE, we believe that owning a coffee shop is a higher calling. No other business brings so many people together and creates the potential to do exponential amounts of good in a community. We deliver on the promise of gourmet coffee, world class customer service and non-stop community engagement. Steadfast reliance on systems to support people and share great coffee has allowed our franchise to grow to over 350 locations since 1995.

With higher-than-average sales compared to the rest of the coffee shop industry, a streamlined business model that maximizes profitability and keeps ongoing costs low, as well as multiple models to ensure that our franchise owners get the perfect location, franchising with BIGGBY® COFFEE is an affordable, low barrier to entry business for entrepreneurs who are ready to build the life they love.

In addition to being 100% franchised, we are also 100% purpose-driven. Our purpose is to support you in building a life you love, and that is our goal for everyone in our BIGGBY® family, from our Home Office staff to our franchise owners, and all the way to our amazing baristas and vendor partners.

? How much does owning a BIGGBY® COFFEE franchise cost?

The total estimated initial investment for a new BIGGBY® COFFEE franchise will range from \$246,305 to \$564,626 for a Whitebox Leasehold Location. For a Modular or Site Built Drive-Thru Only Location the estimated initial investment will range from \$310,290 to \$746,203

? How much is the franchise fee?

The franchise fee for a new BIGGBY® franchisee is \$20,000.

? How much is the ongoing royalty fee?

The ongoing royalty fee for a BIGGBY® franchise is 6%.



? Do you offer financing?

BIGGBY® COFFEE does not provide direct financing, however, we do have relationships with third-party lenders who can help you secure the funds necessary to launch your new business.

? Do you provide a discount to veterans?

Yes! We believe that veterans make exceptional entrepreneurs, which is why we offer half-off discounts on our initial franchise fee to all qualified, honorably discharged US military veterans. We want the path to ownership to be as affordable as possible as you start your next chapter. We thank you for your service!

? I've never owned a coffee shop business before – do you provide support?

Yes. The support and ongoing training you'll receive from BIGGBY® COFFEE is one of the key advantages in franchising with us. We provide help with everything from site selection and buildout, marketing, operational efficiency, new product development, technology, professional development, and much, much more.



? Is BIGGBY® COFFEE an easy business to scale up to multi-unit ownership?

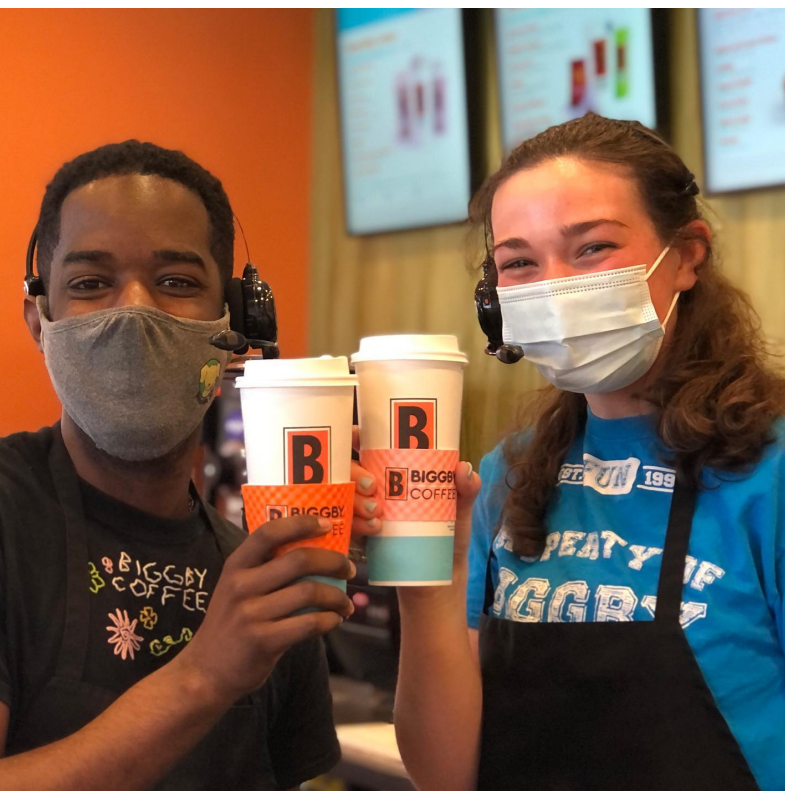
Yes. The proof of this is our franchisees – the majority of all BIGGBY® franchise locations are owned by multi-unit owners.

? Who is the ideal franchise owner for BIGGBY® COFFEE?

We are looking for entrepreneurs with something to prove; people who are hands-on, not afraid of working hard, and are hungry for success. Our most successful franchise owners are outgoing, wired into their communities and have a passion for making a difference in the world.

? How do I choose the right location?

We will help you! Our experienced team has built more than 350 franchised locations – and we bring this significant support to helping you find the best possible location, choosing the ideal business model for your location, as well as helping negotiate the lease agreement, and oversee the entire buildout process.



Next Steps

Ready to Open a BIGGBY® COFFEE Franchise in Your Community?

If you're ready to join the BIGGBY® franchise family and help us grow our brand across the nation, it's easy to get started.

A member of our team will call you for a brief, introductory call. This will help us get to know each other, answer your initial questions and determine if your goals can be met by franchising with us.

Once we determine you're financially qualified and are a good cultural fit for BIGGBY® Nation, we will send you our most recent franchise disclosure document, as well as schedule calls with our franchise owners.

As soon as you sign your franchise agreement, we kick things into high gear. Our real-estate teams begin working on helping you secure the best location for your new coffee shop, and we schedule your week-long training session at our corporate headquarters. During training, you learn every aspect of the business model, including working in an operating BIGGBY® COFFEE shop. You will learn how to make our products, greet customers, use our POS system and lead a team. In addition, we will train you on marketing, developing a business plan, and much, much more. By the end of training, you will be ready to open your new business with confidence.

