

own your own business &  
**take control**  
of your life!

Start the journey to become  
a franchisee today...



[www.cafe2u.co.uk](http://www.cafe2u.co.uk)



[facebook.com/Cafe2uUK](https://facebook.com/Cafe2uUK)



[@Cafe2uUK](https://@Cafe2uUK)

# Instant benefits...

- Have your own **exclusive** territory
- Know you are joining the **UK & global mobile coffee market leader**
- Get the benefit of our **market leading** experience, training, supply chain and mobile coffee expertise.
- Be **fast-tracked** to success with the Cafe2U Acceleration package, which includes a reassuring **income guarantee** and support from your very own **business coach**

Call us today on  
**0113 232 0118**

or visit us online at  
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# A quick hello...

"Since we launched our pilot in Leeds in 2004, Cafe2U has grown into the UK's largest mobile coffee network with over 85 franchise vans trading across the UK. Our guiding principles are to be a caring, dynamic organisation that creates mutually beneficial relationships with our franchise partners and to always serve the very best quality, hand roasted coffee in non-traditional locations. The coffee sector is dynamic and fast paced as consumer trends evolve. We're growing fast and if you're looking for a genuine franchise with proven demand, flexible hours, high profit margins and repeat sales then this may be the business you have been waiting for."



A personal message from  
**Cafe2U UK's**  
**Chief Executive Officer,**  
**Martyn Ward**



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## Understanding your marketplace...

**The UK has become a nation of coffee drinkers\* and your Cafe2U franchise fits perfectly within the UK's fast-growing coffee culture.**

The UK coffee shop market is a multi-billion pound industry, and the branded coffee sector continues to see solid growth - now surpassing pre-covid levels. Our mobile model has once again proven to be robust in the most challenging of times. Cafe2U takes its premium service directly to the consumer and provides the highest quality espresso coffee, hot chocolate, soft drinks and snacks to workplaces and other non-traditional locations. In a fast-growing market place, your Cafe2U van is instantly recognisable as a truly premium offering amongst consumers. Your franchise revolves around a business format that has repeat business, flexible hours and demand that is growing year on year. You'll serve your customers in industrial estates, business parks, and at events. You will operate within an exclusive territory that provides ample opportunity for future growth.



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## Your marketing...

**Professional branding and marketing materials don't happen by accident, and when you join Cafe2U you can be confident that we have every angle covered.**

You will receive a fully branded, fully electric van that is custom fitted to our high specification, including cutting edge battery technology. And your marketing inventory includes eye-catching posters, uniforms, and promotional items alongside your branded Cafe2U products. Whilst you are out and about our website and social media feeds are publicising what you do, where you do it and how great you are! The new market leading Cafe2U app also allows you to engage with customers like never before. The Cafe2U app is so good that it was a short listed finalist in the 2020 "app of the year" awards...



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# Training, support and the Cafe2U acceleration package

The big day arrives when you start your training at Head Office where we are totally committed to getting your business off to a great start. You'll learn all about our supply chain and will complete a professional Barista course.

As your first week unfolds, you'll be accompanied by our professional trainers, people who have "been there and done it" and who are also expert at coaching new recruits like you. You'll also start serving your first customers and we'll build some fun and laughter into your training along the way.

At the start of your training week you'll receive the keys to your new vehicle along with a guided tour of how everything works and a carefully structured plan for you to follow in the weeks ahead which seamlessly flows into the two-week Cafe2U Acceleration Package. During this period, one of our highly skilled Franchise Development Managers will accompany you in your area to help you to establish your route and implement what you have learned in training. Leading from the front we'll help you to establish your customer base, serve your customers and generally work alongside you so that you are competent, supported and more importantly fully comfortable with every aspect of your new business. You will also benefit from the Cafe2U £300 income guarantee during launch.



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# Your Franchise Package

In addition to your training and Acceleration Package Cafe2U provides you with a comprehensive start up business package that includes everything including a preferential lease on a new converted fully electric van. Your van is fully liveried and equipped with all the items you need to make premium coffee and serve your customers. You'll also receive a Cafe2U EPOS system on an iPad, some initial coffee stock, a comprehensive marketing inventory, admin, an events kit, various sundries and your smart Cafe2U branded clothing.



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# Your Typical Working Day...

A typical working day starts with powering up the van and maybe a supplier delivery direct to your house. You can start bright and early or later depending on the hours you choose to work. You'll arrive at your first stop quickly and probably look to finish your round around 3/3.30pm. Once back at home you're ready for the next day following a re-stock and a quick tidy and van clean up. When not actually visiting your stops, you'll be implementing some local marketing including newsletters, promotions, checking emails and of course banking your takings!



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# Your Income Potential...

Your Cafe2U franchise can be run in flexible hours (compared to most jobs!), which means you can accommodate your business around your personal circumstances or other commitments. Once your customer base is in place, you'll get repeat business every day with consistent, predictable profits every month. There's no bad debt or credit control issues either because 99% of the time you'll be paid at the point of sale. With the fantastic terms offered by Cafe2U core suppliers you will soon be running a cash-positive business.

## “Your franchise is capable of earning a full-time salary for less than full time hours”

The figures shown below are not forecasts or estimates but based upon actual trading experience.

### Typical income from one van



Our model provides a handsome return on your investment within a relatively short period of time.



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# Your Income Potential...

- Our franchise fee excluding vehicle starts from just £20,950 plus vat and your Cafe2U van including the vehicle and all equipment works out at £62500. We can assist in arranging finance and your personal investment can be as low as £15,000 subject to status
- Cafe2U is a low-cost business to run on an on-going basis and because our management fee is a fixed fee you won't be required to pay increasing royalties as your business expands. Instead, every franchise partner simply contributes £129 per week
- Your on-going marketing is inexpensive too at just over £9 per week which is managed centrally in conjunction with some of your colleagues within the franchise network
- Event income usually generates at least £500 per day and may take the form of fêtes, sports matches, club rallies and all manner of outdoor occasions

**The job satisfaction comes free!**



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## The story so far...

Cafe2U already has a network of over 85 franchise partners in the UK and almost 200 globally, and we are training new franchise partners every month. Within 6-10 weeks from now you could be a qualified Barista and be serving your first customers in your own exclusive area.

## Next steps...

Please return the form on the back of this prospectus or call **Teresa Fowler** on **07710 737 049** or our head office on 0113 232 0118, to arrange an initial Zoom meeting to discuss how you could establish your own Cafe2U franchise – **we'll put the coffee on!**



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# Franchising Facts...

FACT  
1

Franchising is big business and is proven to be the most successful route into self-employment. It employs over 600,000 people in the UK and contributes over £15 billion to the economy. According to the BFA/Natwest survey, 97% of all franchisees report to be trading profitably. This is because when you acquire a franchise you are in effect replicating an already successful business model. You are in business for yourself, but not by yourself!

FACT  
2

The franchise industry has never been more prosperous. The UK economy has maintained growth despite challenges such as rising inflation, a weaker pound and of course our departure from the EU. Customer spending has not slowed down despite some often-gloomy headlines! There has never been a better time to invest in your future in franchising...

FACT  
3

As a Cafe2U franchisee, you will get the immediate benefit of more than 15 years' worth of experience. We know what it takes to help you build a business that you can be proud of.

FACT  
4

Perhaps the most attractive part of franchising is that you are also creating a business asset that can be sold on at a future date. However, you do need to make sure that the franchise you choose has the experience, support personnel, supply chain and track record of helping people like you be successful.



  
**cafe**  
**2U**

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# Information Form...

Please tell us a bit more about yourself and continue on a separate sheet if necessary.

**Name:** .....

**Address:** .....

**Post code:** .....

**Telephone:** .....

**Age:** .....

**Email:** .....

Will you require financial assistance to acquire the franchise? YES  NO

If you answered Yes above, please indicate how much of your own funds are available?  
.....

What other franchises have you considered? .....

Have you worked for yourself before? .....

Have you ever been bankrupt or entered into an Individual Voluntary Arrangement?  
.....

Where did you find out about us? .....



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