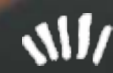




**TUCANO  
COFFEE**



**Tucano Coffee**



# Who We Are?



**Tucano Coffee** is not just a coffee house. This is a mix of culture of indigenous Indians from Latin America and culture of California specialty coffee.

**2011** - the opening of the first of its kind coffee shop under the **Tucano Coffee** label in Chisinau, Moldova.

**2013** - the opening of the first coffee shop in Romania.

**2014** - the opening of the first coffee shop in the United Arab Emirates.

Now Tucano Coffee is a dynamic **international** network comprised of 13 coffee shops located in three countries of the world.

It is planned to open coffee shops in Cyprus, Russia and Kyrgyzstan until the end of 2017.

We are inspired by our great goal – to be a global network of specialty coffee shops (300 until 2020) **with unique atmosphere!**

**We stand for creating a new type of coffee shops - the creative coffee spaces. For us they mean more than places where specialty coffee is served.**



Our creative coffee spaces inspire and transform our Team, Guests and Partners. They become more open, connected and creative; they become simpler and greener.

We are the international coffee-shops network that promotes its philosophy **Love.Peace.Coffee.** throughout the world.

**Love** - means love, mutual understanding and respect for our guests and employees. We want people who get in touch with Tucano to become more soft-hearted, open-minded and creative.

**Peace** - means our unique, warm and kind atmosphere. It is our flamboyant ethno-motives and lightness of hippie décor.

**Coffee** - Love to high-grade, freshly roasted, aromatic coffee and to those exotic countries, their culture and traditions, where it grows, lives in the very heart of Tucano Coffee.





# How We Differ From Others?



We use only our freshly roasted **Specialty Coffee from the best regions of the World selected by our chief - barista.**

To make our coffee drinks we use only the best equipment coffee-machines **La Marzocco**, coffee-mills **Mahlkonig**, etc.

- We prefer light to medium roasted coffee beans to keep all shades of taste and oils.
- We employ a serious approach to personnel training. All our baristas are trained under the **SCAE** international system.

We make **marvelous** cheesecakes that are cooked using specially designed recipes. We have more than thirty original recipes.

We create and maintain a **unique atmosphere** in our coffee-shops:

- We arrange regularly thematic events and meetings with interesting people, guitar evenings and coffee seminars.
- Design is our religion. We created a patented unique ethnic design of coffee-shop

# We Are Honest and Open with Our Partners



We call our franchisees – the Partners and treat them accordingly.

Our partners have a **great deal** of flexibility in choosing vendors of products, furniture, equipment within the framework of our standards.

We **ensure and offer** our partners the best variants from all vendors and manufacturers.

We disclose **explicitly** to all our partners our sales, costs and quality indicators to learn lessons from each other experience.

We are always **open** with our partners to show them our product and service pricing policy to ensure **ultimate transparency**.



# Our Partners About Us



Partnership with Tuacano Coffee means success in all ways. I've chosen Tucano Coffee with my heart since I fell in love at first sight with the concept, unique coffee, design and wonderful people from the Tucano family. This „new family” always has been with me, beginning from searching for the best place for the coffee-shops, and now it offers daily support and trainings. I am very happy with my choice, and business project exceeded all my expectations!

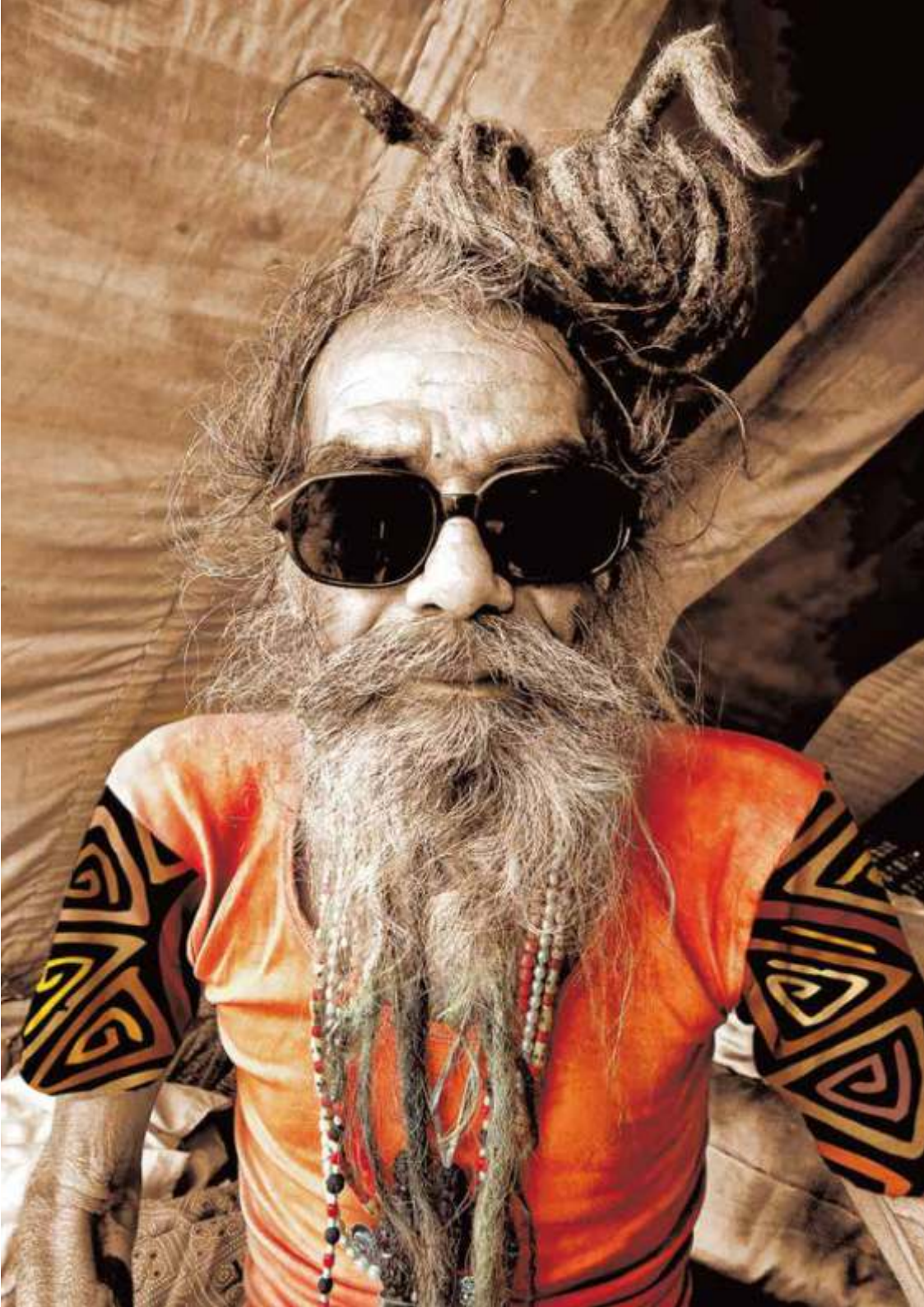
With Love,  
Raluca Stavrescu  
CEO Tucano Coffee Hawaii (Romania)

# What We Offer and How We Support Our Partners?



- **Assistance** in choosing right premises.
- Interior **design** of premises.
- Personnel training in our **training center**.  
**Online** trainings with regular attestation.
- **Consultations** on all questions arising both during coffee shop opening and operation.
- **Arrival of our team** one week prior to the opening and joint operation for 1 week following the opening.
- Marketing plan **adaptation** by regions.
- **Weekly** process control in order to improve quality – a secrete guest (mystery shopping), expert reviews, online guest surveys.





# Numbers & Work conditions



**Royalty:** 3.5% - 4.5%  
from proceeds

**Franchise Fee is:**  
12,500 Per shop

**Total investment**  
in one classic  
Tucano coffee shop is  
100.000-150.000 €

**Return on Investment**  
ROI ( 24-36 months)

**Average** area of a  
coffee shop: 120 m<sup>2</sup>

**Marketing fee 1%**  
from proceeds

**Length of franchise**  
agreement is 5 years with  
the possibility to extend  
for 5 years more. We provide  
an exclusive on each of the  
available Regions/Countries

**Monthly**  
net Profit of one coffee  
shop After all payments,  
including Taxes, amount  
is 5500-10000 €

**Regional Partners**  
additionally receives 30% from the Franchise  
fee and royalties from all the coffee shops in their  
Region (except the main city of the region).



# Tucano Coffee Academy

Where we invite our guests to listen more about coffee culture and to taste a lot of varies of coffee (traditional and alternative), prepared by our chief barista.





# BeBarista





# Acoustic cover charity evenings





Art and  
thematic  
events



# Cheesecakes

For all and every guest  
we have more than 30 kinds  
of our original cheesecakes





# World CarFreeDay

We always have some promotions, presents and surprises for our guests :)







Instagram



All these together make a destination from each our coffee shop and generate additional qualitative traffic of

**7000-10000**  
loyal quests per month

It's an international brand with good reputation, what means stability of rent fee payments, high level quality of products, high level quality of equipment and high level staff.



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COFFEE®**