

COOLABAH TREE *cafe*



FRANCHISEE INFORMATION PACK

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WHAT ARE THE ORIGINS OF THE COOLABAH TREE NAME?

We are often asked about the relevance that our name has to our operation and its really quite simple...

In years gone by and prior to the sealed roads and highways and byways now found throughout Australia, roads travelled back then were more often, than not unsealed, with a simple general store and towns found many miles apart.

Folks travelling by horse and cart would travel with their homemade meals and find a nice shady spot to rest a while. The Coolabah Tree, being a large wide spreading tree with abundant shady foliage was the perfect place to rest under and enjoy their traveller's meal. Hence our modern day Coolabah Tree Café also provides a comfortable place for weary travellers to rest and recharge, here you are able to enjoy a freshly cooked, big and hearty meal that also offers you the traditions of home-style service.

OUR MISSION STATEMENT

“

To be an employer of choice for our staff and to be a business of choice in our local communities, offering an unequalled experience with good value, high quality food, coffee and service.

Coolabah Tree Café aims to be the largest and most popular healthy choice, broad menu option Café, Road House operator in Australia.

”

OUR HERITAGE & HOME GROWN GOODNESS

Our first Coolabah Tree Café opened as a company run outlet in a roadhouse site in Goondiwindi QLD in 2001, around the same time 2 of the founding partners converted 2 existing cafes to Coolabah Tree Café's. Over the next 3 years Coolabah Tree Café transitioned to Travel Centres and Service Stations following approaches from major fuel retailers including, Coles Express and, Caltex and other developers. Fuel companies continue to knock on our doors as new sites roll out.

It was quickly recognised that the Coolabah Tree Café with their wholesome food and great coffee provided a unique proposition against the "overseas" fast food giants, subsequently 2004 - 2014 saw a tremendous period of growth for the company and a consolidation of the business, refining developing and improving our processes.

There were conversions, new stores and many Franchise Partners welcomed into the business. As an interesting fact, our Nambour site was the first ever Coolabah Tree Café franchised outlet, and as testament to the success of the system, this store is still operated by the same Franchisees!



AWARD WINNING FRANCHISE SYSTEM

The Gold Coast Business Excellence Awards is a prestigious award scheme for businesses based in the wider Gold Coast area, winners of this award are benchmarked against other Gold Coast businesses with criteria including products, management practices, customer services, innovation, environmental practices, and significant achievements. The Coolabah Tree Café business has been consistently recognised for its achievement by the Gold Coast Awards association under the following criteria

- Retail, Wholesale, Distribution – Overall winner 2011
- Retail, Wholesale, Distribution – Monthly category winner August 2012
- Retail, Wholesale, Distribution – Monthly category winner September 2013

We are also a proud and active member of the FCA (Franchising Council of Australia)

STRATEGIC COFFEE PARTNERSHIP

Di Bella Coffee is proud to be the specialty coffee supplier to Coolabah Tree Café. Di Bella provides Coolabah Tree Café with an individual coffee blend that is roasted and blended with our Coolabah customer in mind. Our blend is created fresh and distributed daily from the Di Bella head office in Brisbane to ensure that café owners across the country know they are serving the freshest roasted specialty coffee they can to their customers.

THE COOLABAH BLEND

The Coolabah Tree Café coffee blend is designed with the modern café-goer in mind. It has a rich and strong body with dark chocolate flavours.

CROP TO CUP – *ethical responsibility program importance*

We are also very proud of the fact that Di Bella Coffee is the only company in Australia to source 100% of its raw coffee beans directly from the farmer. We do this because we know that great coffee is only sustainable if we support those farming communities which support us.

AWARD WINNING COFFEE

Di Bella Coffee has won countless Golden Bean awards, Australia's most prestigious specialty coffee awards, over the years.

2015 - The Compak Golden Bean Roasting Competition: 5 Silver, 6 Bronze

2014 - The Compak Golden Bean Roasting Competition: "Coffee Roasters Industry Choice" award in the large special roaster category as well as 1 Silver and 9 Bronze medals

2013- The Cafe Culture Golden Bean Roasting Competition: 3 Silver, 6 Bronze



OUR MENU

We have a broad menu that caters to all segments of the day.

Our point of difference is our good and wholesome carvery based menu and our “grab and go” selection which allows us to stand out from the crowd.

We also offer a cooked to order “Something Substantial” main course offering.



PROUDLY SERVING

DiBella
COFFEE



COOLABAH cafe **ALL DAY BREAKFAST** *Where your mouth wants to be.*

Bacon, Eggs & Sausages With Toast, Hashbrown & Tomato	\$14.20	Ham & Cheese Croissant	\$6.20	Bacon & Egg Roll With a Hashbrown & Regular Coffee
Coolabah Bacon & Eggs With Toast, Hashbrown & Tomato	\$12.95	Hashbrown	\$1.95	
Eggs on Toast Scrambled, Fried or Poached with Tomato	\$9.20	TOASTED SANDWICHES		
Baked Beans or Spaghetti on Toast	\$9.20	Chicken & Cheese	\$6.70	
Bacon & Egg Roll or Sandwich with BBQ Sauce	\$6.00	Ham, Cheese & Tomato	\$6.40	
		Ham & Cheese	\$6.30	
		Cheese & Tomato	\$5.60	

COOLABAH cafe **COFFEE & DRINKS** *Where your mouth wants to be.*

COFFEE	REGULAR	LARGE	CHILLED DRINKS	
Cappuccino	\$4.30	\$4.75	Smoothies	\$6.95
Flat White	\$4.30	\$4.75	Banana & Caramel, Mango, Berry	
Latte	\$4.30	\$4.75	Iced Coffee / Chocolate	\$5.95
Hot Chocolate	\$4.30	\$4.75	Milk Shake	\$4.95
Long Black	\$3.70	\$4.30	Caramel, Vanilla, Banana, Lime, Chocolate, Strawberry	
Tea (Black & Herbal)	\$3.70	\$4.20	Thick Shake	\$5.75
Chai Latte	\$4.30	\$4.75	Add Malt	\$1.00

Try one of our delicious smoothies

"Thanks with the Food Junkies"

COOLABAH cafe **SALADS & WRAPS** *Where your mouth wants to be.*

WRAPS	SALADS	EXTRAS
Chicken Caesar Wrap Chicken, Lettuce, Cheese, Bacon & Caesar Sauce	Chicken Caesar Salad Chicken, Eggs, Lettuce, Cheese, Bacon & Caesar Sauce	Pineapple
Chicken Sweet Chili Wrap Chicken, Lettuce, Cheese & Sweet Chili Sauce	Chicken Salad Chicken, Lettuce, Tomatoes, Cucumber, Carrot, Onion, Mayo, Eggs, Cheese & Vinaigrette	Avocado
Chicken & Salad Wrap Chicken, Lettuce, Tomato, Carrot & Cucumber	Ham Salad Ham, Lettuce, Tomatoes, Cucumber, Carrot, Onion, Mayo, Eggs, Cheese & Vinaigrette	Onion
Ham & Salad Wrap Ham, Lettuce, Tomato & Cheese	Salad Eggs, Lettuce, Tomato, Cucumber, Carrot, Onion, Mayo, Cheese & Vinaigrette	Cheese
Salad Wrap Eggs, Lettuce, Tomato, Carrot & Cucumber		Bacon
		Gluten Free Bread

COOLABAH cafe **CARVERY** *Where your mouth wants to be.*

ROAST OF THE DAY	ROAST ROLL OR SANDWICH	UPGRADES & EXTRAS
Slow Cooked Roast Pork Regular \$14.40 Large \$16.50 With your choice of Chips & Salad or Roast Vegetables & Steamed Vegetables or Eggs & Chips	Slow Cooked Roast Pork or Beef Roll With Gravy or Apple Sauce \$8.50 Slow Cooked Roast Pork or Beef Sandwich With Gravy or Apple Sauce \$7.50	Chips Regular \$3.30 Large \$4.30 Wedges Regular \$4.30 Large \$5.60 Extras Sour Cream \$1.00 Sweet Chili Sauce 60c Gravy \$1.20 Small chips + Filled \$5.20 Large chips + Filled \$6.70

COOLABAH cafe **BURGERS & STEAK SANDWICHES** *Where your mouth wants to be.*

BURGERS	STEAK SANDWICHES	UPGRADES & EXTRAS
Boundary Rider Burger Lettuce, Tomato, Fried Onion, Cheese, Bacon & Egg, Beetroot, BBQ Sauce \$9.95	Boundary Rider Steak Sandwich \$11.25	Chips Regular \$3.30 Large \$4.30
Fish Burger Lettuce, Tomato & Tartar Sauce \$9.10	Coolabah Steak Sandwich \$9.20	Wedges Regular \$4.30 Large \$5.60
Classic Coolabah Burger Lettuce, Tomato, Fried Onion, BBQ Sauce \$7.50		Extras Sour Cream \$1.00 Sweet Chili Sauce 60c Gravy 60c
Chicken Fillet Burger Lettuce, Tomato, Fried Onion & Mayo \$7.90	KIDS MEAL	Small chips + 400ml Coca-Cola variety \$5.20
Double Cheeseburger \$6.80	Chicken Nuggets Combo \$4.95 3 Nuggets with Chips & 250ml Juice	Large chips + 600ml Coca-Cola variety \$6.70
Cheeseburger \$5.00		
Veggie Burger \$7.40		

COOLABAH cafe **SOMETHING SUBSTANTIAL** *Where your mouth wants to be.*

T-Bone Steak (500g) With your choice of Chips & Salad or Roast Vegetables & Steamed Vegetables or Eggs & Chips \$21.95	Crumbed Fish With your choice of Chips & Salad or Roast Vegetables & Steamed Vegetables or Eggs & Chips \$13.80
Chicken Schnitzel With your choice of Chips & Salad or Roast Vegetables & Steamed Vegetables or Eggs & Chips \$15.80	Grilled Barramundi With your choice of Chips & Salad or Roast Vegetables & Steamed Vegetables or Eggs & Chips \$17.95
Rissoles With your choice of Chips & Salad or Roast Vegetables & Steamed Vegetables or Eggs & Chips \$15.80	

Add a drink to your meal.

COOLABAH TREE CAFÉS ARE SPROUTING UP ALONG AUSTRALIA'S MAJOR ROUTES

Since 2001, Coolabah Tree Café has been a strong retail presence feeding hungry travellers across this great big wide country of ours. You will find us positioned in service stations, travel centres and shopping centres with high exposure positions.

We provide a valuable point of difference from the processed fare that you will experience in the larger overseas fast food chains. We provide wholesome and homemade style good Aussie tucker and indeed we feel it's our mission to rescue the travelling consumer from factory type, processed fast food!

You may have noticed that we have been expanding our network. We now have over 17 stores Australia wide, both in regional and metro areas. We are now positioned for further growth with a strong and experienced team of franchise experts to assist you, our potential Franchise Partners every step of the way.



THE COOLABAH TREE CAFÉ BRANCHES OUT

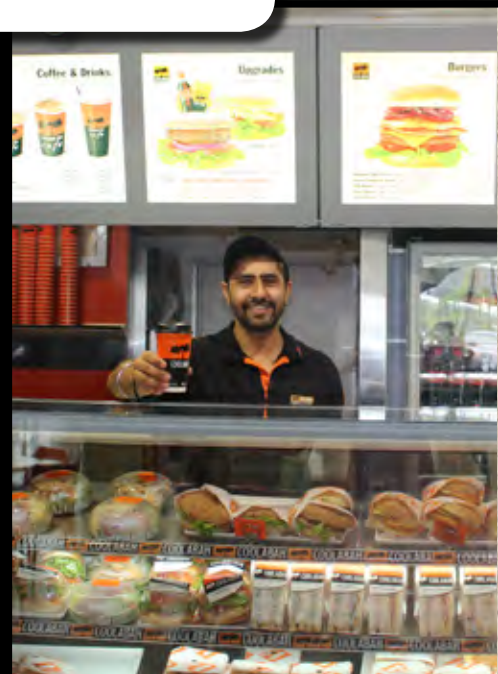
We are fortunate that as a franchise company we have found our “niche” as the travel centre industry has evolved significantly over recent years. Coolabah Tree Café has been, and continues to be at the forefront of this evolution creating a strategic advantage over other food retailers.

We are highly sought after as tenants by the key Lessors in this industry - Caltex, BP, Puma and Coles Express and our further expansion in high profile sites is assisted by these relationships.

We have amassed over 13 years of knowledge and in the process created valuable intellectual property, we now

have a unique position as the “go to guys” for a complete branded café in the travel sector, one that offers a menu specifically fashioned for the traveller and truckie market, indeed 15 % of our total sales are generated by the large vehicular/ Truckie market throughout Australia.

The Travel Centres attract a wide demographic and include not only truck drivers and bus tours (that historically stopped at road houses of the past) but a broadening range of customers that includes daily commuters and travelling families.



WHY FRANCHISING & WHAT CAN I EXPECT?

Franchising offers business buyers the opportunity to be in business for themselves but not by themselves, franchisees can own and operate their own business with the backing of an established proven retail approach and management system.

The benefits of being part of a franchise system are significant;

- A competitive edge by the use of their well-known brand name.
- Access to a range of established and proven business systems.
- Best price negotiated for them through the strength of the franchise systems.
- Greater advertising frequency and marketing opportunities.
- Access to a broad range of products services and training programs.

IS COOLABAH TREE CAFÉ THE RIGHT BUSINESS FOR ME?

At Coolabah Tree Café we take the process of selecting our franchise partners very seriously, we don't require that you have prior experience running your own café, rather that you have the right personality, drive, outlook and aspirations to succeed, indeed our franchise partners come from all walks of life and their backgrounds and experience are as diverse as the community generally. If you are wondering if you have what it takes to be a successful Coolabah Tree café owner, ask yourself these questions;

Do I have good people skills – can I manage a team of staff?

Do I have a strong and abiding desire to succeed in my own business?

Am I prepared to put the Coolabah Tree café uniform on and stand behind the counter, serve customers, cook the food and generally have the day-to-day involvement that a food retail business requires?

Do I have a positive attitude?

Do I have strong communication skills and a genuine interest in customer service?

Do I have a strong work ethic, belief in myself & a proven track record of success?

Last but not least, Do I qualify financially?

If you can honestly answer YES to all of these questions, then you have met the initial criteria of a successful Coolabah Tree Café Franchise Partner!



CAFE LAYOUT OPTIONS

OUR EVOLUTION

The business historically has modelled its growth strategy in roadhouse, service station and travel centre locations, Coolabah Tree Café has now achieved a unique position as the “go to people” for a “branded” complete café giving a broad range coffee and food offer within the travel sector.

New store /greenfield store formats and estimated turnkey cost;

Typical turnkey / greenfield - new restaurant entry level into the Coolabah Tree café system is approx. \$300.000 - \$450.000 plus working capital of \$15,000 - \$20,000 & a bank guarantee on leased premises (usually 3 months' base rent + outgoings + GST)

The turnkey/greenfield cost for a new store includes the following;

- Total build of the store
- All required new kitchen equipment and small wares
- Furniture for seating area
- Plans and Drawings
- Initial Franchise fee \$50,000
- Project Management fee \$10,000
- Franchisors legal fee \$3000.00
- Initial training fee 4 weeks No Charge (limited time only)

STORE FORMATS & OPTIONS

All figures excluding GST

Kiosk
\$300.000 - \$320.000

Food Court/Travel Centre
/Full Format Cafe
\$350,000 - \$377.000

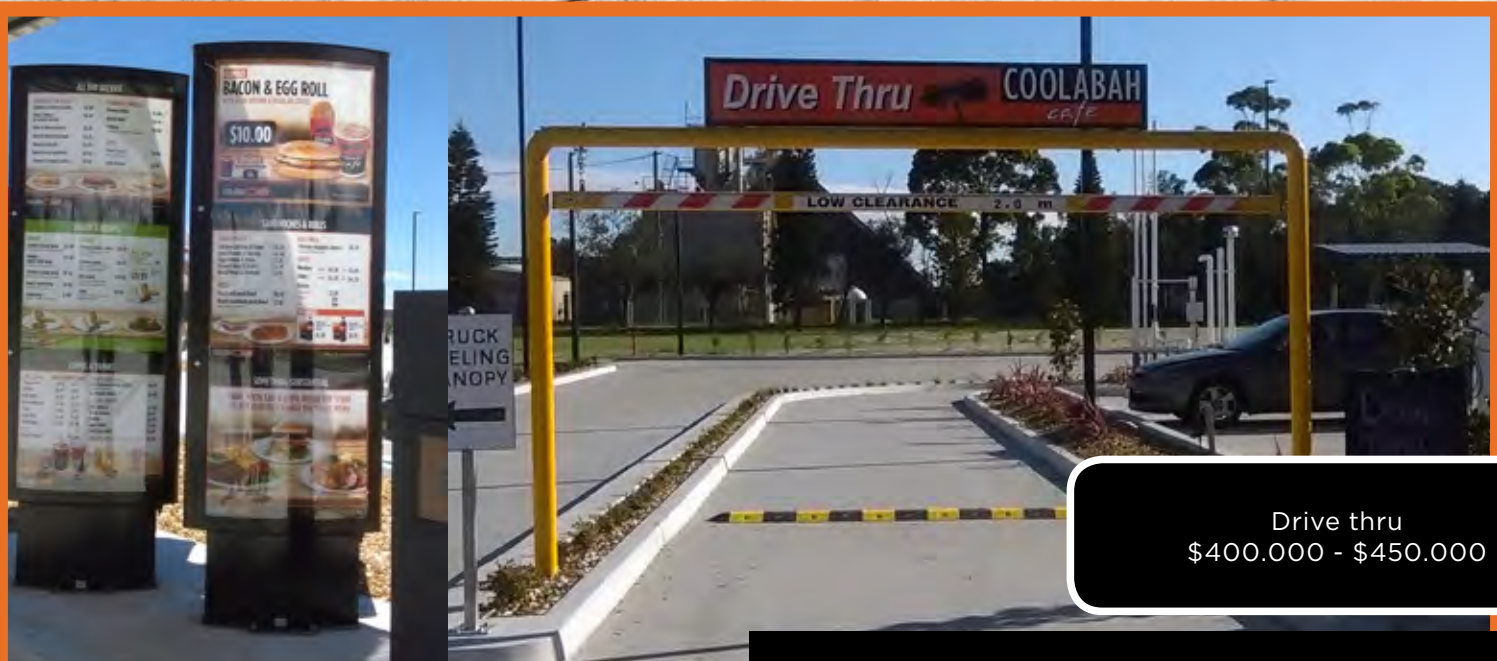
Drive thru
\$400.000 - \$450.000



Kiosk
\$300.000 - \$320.000



Food Court/Travel Centre
/Full Format Cafe
\$350,000 - \$377.000



Drive thru
\$400.000 - \$450.000

YOUR SUPPORT SYSTEMS WE ARE WITH YOU 100% OF THE WAY

A Coolabah Tree Café will provide you with a carefully developed and distinctive brand, we want you to succeed and our stores and menu are designed to ensure that you have the maximum opportunity to do just that and by following best practice, we give you the tools to succeed.

LEARNING, DEVELOPING & TRAINING

Our philosophy at Coolabah Tree Café is that successful businesses are built upon a foundation of well-trained operational and management staff.

Your initial training is provided in product preparation and retail operations, topics include employee recruitment, sales techniques, stock control, financial management, local area marketing and most importantly the finer points of providing great customer service which is integral in securing repeat customers.

Your 4 weeks of training is undertaken as an in-store practical component at a fully functional Coolabah Tree Café within our training store in QLD.

Support during your training is offered by the Area Manager and the existing training store Franchisee and Store Manager, during this period you will be rostered to work in the store and undertake all roles required ...from cook to barista - shift supervisor, POS operator and kitchen hand, please be aware that you may need to make yourself available to work weekends and night shifts as the business requires during your training.

You will be provided with our library of training manuals and training aids specific for your cafe upon completion of your training.



LAUNCH OF YOUR NEW STORE

Our support and training doesn't stop at the completion of your initial training, your Coolabah Tree Café, Area Manager will be there, right by your side when you take over your store, they will work alongside you for 3-4 weeks on a needs basis and will assist you with the day to day running of your store and act as your mentor in the following areas;

- Fine tuning your ordering processes
- Menu Preparation
- Recruitment of staff
- Easy stocktaking with our "On Target" on line program
- Building your customer base
- Training your staff
- Assist with local area marketing

Hereafter as your Area Manager returns to support other franchisees in the network, they will be available to you, by phone, email and in person, they are essentially your expert business partner, and mentor and always will work with the best interests of your business at heart.

**Franchising is a symbiotic relationship...
You succeed & we (the franchisor) succeed.
If you fail, than we have failed.**



FOR THE BEAN COUNTERS

FINANCIAL SUPPORT & ASSISTANCE

You may wish to approach your existing financier or financial institution with relation to the purchase of a Coolabah Tree Café, however please be aware that your local financier may not be familiar with franchising as a business model, which can be seen as a problematic, lengthy application and approval process. Coolabah Cafe have developed a relationship with a very experienced finance and franchise expert with specialist skills to make the process seamless.

Vishwa Gounder from Astute Financial is an ex-Westpac Franchise Business Manager and has vast experience in dealing with banks and franchisees. He has well developed relationships with various lenders across Australia and will be able to assist you obtain finance for your potential Coolabah Tree café purchase. He is also very familiar with the Coolabah Tree Cafe system allowing him to support you make the lending process easy. His contact details are available upon request.

VENDOR FINANCE

From time to time and for the right person with the right experience and background, Coolabah Tree may offer special financial accommodations to potential franchisees on the purchase of a Greenfield store or Company store.

KEY FIGURES THROUGHOUT THE SYSTEM

(As of 2.5.16 – 9.5.16)

Average Gross Profit (GP) across full menu	66%
Average Transaction Value (ATV)	\$11. ¹²
Average Weekly Sales (AWS)	\$24,570. ⁰⁷

EXAMPLE: QLD Franchised outlet May 2016

Cost of Goods (COG)	31.4%
Labour	26.0%
Rent	5.17%

FOR THE BEAN COUNTERS (continued)

NEW STORES/ GREENFIELD STORES

Coolabah have a variety of store concepts available

KIOSK | FOOD COURT CAFÉ | FULL FORMAT CAFÉ (PLAZA) | DRIVE THRU

A typical turnkey / greenfield - new restaurant entry level into the Coolabah Tree café system is approximately \$300,000 - \$400,000 plus working capital of \$15,000 to \$20,000 and a bank guarantee (on leased premises if required).

Please be aware that the investment level is dependent on the concept chosen, size of site equipment required and the landlord's conditions or contributions.

Agreement term / Greenfield store

5-year term plus an additional 5 years (adapted to suit lease terms) total of a 10-year term

Ongoing Franchise fee / Royalty

6.0% of gross sales per week

Ongoing Marketing fee

2.0% of gross sales per week

OPENING HOURS

Businesses typically operate 7 days a week and hours can range between 5:30am – 8:30pm with hours' dependent upon individual locations (certain roadhouse sites may operate 24HR a day)



ESTABLISHED FRANCHISE STORES & COMPANY OPERATED STORES

RESALES

There are many advantages to taking over an existing store.

Established stores have the benefit of already been trading and maintaining a loyal customer base in a proven site.

The selling price of existing and company stores is set by the current Franchisees and will vary as does the price of any existing business.

CONVERSIONS

We are often approached and offered similar businesses for conversion to Coolabah Tree and this has been successfully undertaken in the past in a number of stores.

Many factors will determine the cost of conversion and as such no price range can be offered in this booklet.

Please contact us for more information in this regard, we are always open to considering high traffic, high visibility sites for conversion, indeed we have seen substantial increases in sales within these converted stores as a result of our distinctive branding and tried and true operational processes.



SUCCESSFUL FRANCHISEES

Monique Amies is a super woman and a super successful Coolabah Tree Café multi-store franchisee, she initially joined Coolabah Tree Café in 2010 and has since gone on to own and operate 5 stores within the system.

Monique said "Initially I was attracted to the brand because of their exceptionally great locations, once I started to undertake my due diligence it was apparent that the food offer provides a great point of difference, especially to their fast food competitors in the Travel Centre and Service Station segment, as all of our food is prepared fresh daily, by scratch on the premises. "We have many regulars and truckies that come into the store sometimes up to 3 times a day, it's great having a well systemised business to run, and if I could offer any advice - it would be to lead from the top and jump in now while the company is still growing"

Faith Manning - Franchise Recruitment and Leasing Manager for Coolabah Tree said that "multi store ownership is the very best judge of a franchise system's profitability and success. It's only logical to expect, that just like Monique, happy franchisees are lining up for 2nd, 3rd and 4th stores if they are successful and are profitable with their first outlet"

"We are an Aussie owned small franchise system that is committed to the success of our franchisees and we truly provide the day to day communication and support that Franchisees need and deserve from their Franchisor, every day the Head Office team is out & about visiting Franchisees in their stores, listening to their needs and taking action.



“ I have an exceptionally good relationship with head office, the locations are excellent and the systems really work. ”

Monique Amies
QLD Coolabah Tree Café - Multi Store Franchisee



Karen McClardy - (Left)
Store Manager

Monique Amies - (Right)
Multi-site Franchisee

NEXT STEPS & CONTACT INFORMATION

NEXT STEPS

1. Attend a meeting with our Recruitment Manager, or request a meeting via Skype or teleconference
2. Review all of the information obtained during the meeting and research the site / location that you are interested in.
3. Make initial approaches to your financial institution regarding any required borrowings
4. Request an application form & example Disclosure Document to be emailed to you.
5. Complete the application form and send back to Coolabah Tree Café with a \$5000.00 refundable deposit (bank details available on request).
You are able to scan and email the application.
6. Confirm your purchasing ability with your financial institution and speak to your accountant
7. Attend a face to face operational interview with our Director of Operations - Manpreet Rooprai and CEO Sunny Jhanbia
8. Speak to existing franchisees from within the Coolabah Tree Café network
9. Seek legal and financial advice.

THANK YOU FOR TAKING THE TIME TO READ THIS DOCUMENT.

Partnership, along with planned and sustainable growth with our Franchise Partners at the forefront, is what it's all about for us here at Coolabah Tree Café.

We want each of our Franchisees to be given every opportunity for achievement.

We are fortunate that we already have a proven recipe for success within our current franchisee family and we now have openings for like-minded franchise partners to join us on the next part of the Coolabah journey.

We strongly believe that if you are prepared to work in unison with our talented committed and experienced team that as a winning team we will all continue to grow and succeed.

If this information pack has raised more questions for you than answers we are delighted, as there is so much more that we can tell you about the Coolabah Tree Café franchise opportunity and I look forward to talking with you soon.

VISIT OUR WEB SITE

www.ctcafe.com.au

CALL US

Free call 1800 458 595

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