



HOME MADE
FOOD

homestyle **kitchen**

- BY COOLABAH TREE -

FRANCHISEE INFORMATION PACK



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WELCOME

**AT COOLABAH TREE CAFÉ WE'RE PASSIONATE
ABOUT OUR FOOD & OUR PEOPLE.**

We've made a long-term commitment to our customers that we will continue to provide the freshest quality meals/snacks from recipes developed over 25 years ago. Our customers are a mix of truckers and travellers that are on the road far from home looking for a Homestyle meal as you would find at home.



OUR VALUES

THE BEST QUALITY FOOD "JUST LIKE HOME"

Our Food is our point of difference from the large Franchised chains – We are passionate about offering our customers healthy, homestyle quality meals, using fresh ingredients that leave you feeling good. Our food is fast but not unhealthy.



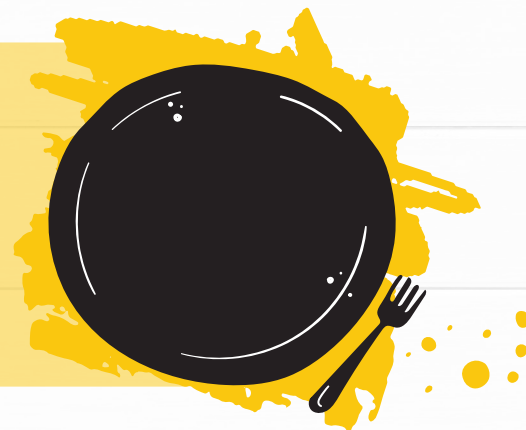
CUSTOMER OBSESSED

Our customers are the business – Give them the best Homestyle Kitchen experience and they shall return. Nothing makes us happier than seeing the smiles on our customers faces when they're enjoying their favourite Coolabah meal.



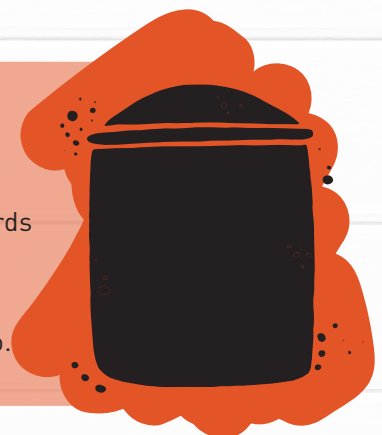
OUR PEOPLE MATTER

We are committed to strengthening our culture through collaboration, innovation, and appreciation. All these attributes apply to our Franchise Partners and cascade to our staff members.



FUTURE SUCCESS

Coolabah Tree Café are true believers of caring for our planet and reducing carbon footprint when possible. We are working towards a more sustainable future to ensure long term success and growth of the brand. Our food is sourced from local farmers, helping to maintain our fresh homestyle brand that everyone is accustomed to.



ORIGINS OF THE COOLABAH TREE NAME

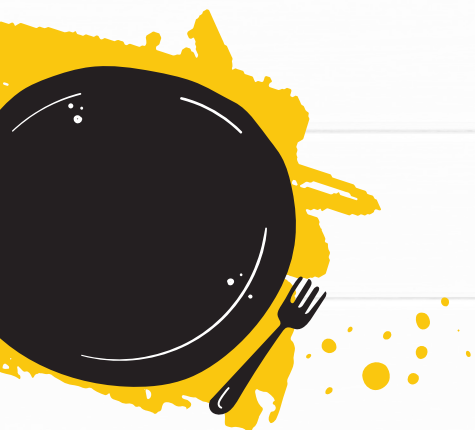
We are often asked about the relevance that our name has to our operation and its really quite simple...

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 Cafe 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 HERITAGE & HOME GROWN GOODNESS

Since 2001, you will find us positioned in service stations, travel centres and shopping centres with high exposure positions. Our first Coolabah Tree Café opened as a company run outlet in a roadhouse site in Goondiwindi QLD in 2001 and still operating today. 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.

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.



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. 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 traveling consumer from factory type, processed fast food!

OUR FAMOUS BOUNDARY RIDER BURGER WAS NAMED AFTER ONE OF OUR FIRST STORES LOCATED ON BOUNDARY RD IN GOONDIWIND. WE SELL AN AVERAGE OF 15,000 A YEAR!

We have amassed over 20+ 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 a large portion 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.



LOCATIONS

- First store established in Goondiwindi, QLD in 1999
- 15 Sites across QLD, NSW, SA
- 13 Travel Centres + 2 Shopping Centre Locations
- Head office located in Brisbane, QLD
- Brand purchased by Sunny Jhanbia & Manpreet Rooprai in 2015
- Proudly Australian



BLACKWATER, QLD

CABOOLTURE, QLD

COOMERA, QLD

GOONDAWINDI, QLD

HAIGSLEA, QLD

LOGAN CENTRAL, QLD

NAMBOUR, QLD

NUDGEE INLINE, QLD

NUDGEE KIOSK, QLD

STAPYLTON, QLD

SUTTON FORREST, NSW

TAREE, NSW

WEST WYALONG, NSW

YASS, NSW

COLAC, VIC

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.

ALL DAY BREAKFAST



ADD A HASH BROWN TO ANY PLATED BREAKFAST FOR ONLY \$2.50

BIG BREAKFAST 2 soft-boiled bacon, 2 eggs, 1 sausage, hash brown, mushrooms, baked beans, grilled tomato and 2 slices of toast	\$23.95
BACON & EGGS 2 soft-boiled bacon, 2 eggs, grilled tomato and 2 slices of toast	\$17.95
SAUSAGE & EGGS 2 sausages, 2 eggs, grilled tomato and 2 slices of toast	\$17.95
EGGS BENEDICT Toasted bread topped with 2 poached eggs, 2 soft-boiled bacon, spinach and hollandaise sauce	\$17.95
BACON, EGGS & SAUSAGE 2 soft-boiled bacon, 2 eggs, 1 sausage, grilled tomato and 2 slices of toast	\$19.95
SMASHED AND 2 smashed eggs and avocado on Turkish bread with crushed feta cheese	\$13.95
ULTIMATE BREAKFAST BURGER Beef patty topped with bacon, egg, hash brown, and BBQ sauce	\$12.95
EGGS ON TOAST 2 eggs your way, on toast with tomato	\$11.95
BAKED BEANS OR SPAGHETTI ON TOAST Baked beans or spaghetti on 2 pieces of toast, with grilled tomato	\$11.95
BREKKE WRAP 2 slices of bacon, scrambled egg with hollandaise sauce	\$9.95
BACON & EGG ROLL 2 short-fused bacon and fried egg with BBQ sauce	\$7.45

Toasted Sandwiches

HAM, CHEESE & TOMATO	\$8.95
HAM & CHEESE	\$7.95
CHICKEN & CHEESE	\$8.95
CHEESE & TOMATO	\$7.55
BACON & EGG	\$7.45



COFFEE & DRINKS



Coffee		Regular	Large
FLAT WHITE		\$5.50	\$6.00
CAPPUCCINO		\$5.50	\$6.00
LATTE		\$5.50	\$6.00
LONG BLACK		\$5.00	\$5.50
ESPRESSO		\$4.00	
MOCHA		\$5.50	\$6.00
HOT CHOCOLATE		\$5.50	\$6.00
TEA		\$4.50	\$5.00

Chilled Drinks

ICED COFFEE	\$7.95
ICED LATTE	\$7.95
ICED CHOCOLATE	\$8.95
ICED LONG BLACK	\$5.95
SMOOTHIE (Banana, Caramel, (Choclate/Strawberry/Vanilla)	\$8.95
MILKSHAKE (Banana, Caramel, (Choclate/Strawberry/Vanilla)	\$6.95
THICK SHAKE (Banana, Caramel, (Choclate/Strawberry/Vanilla)	\$8.95

*Choice of Skim, Soy, Lactose Free Milk or Coconut Water
*Charges may apply



ROAST ROLLS & SANDWICHES



Roast of the Day	
ROAST PORK Roast pork, 2 potatoes, 1 pumpkin, 2 sausages of vegies, and gravy if requested	\$19.95
ROAST BEEF Roast beef, 2 potatoes, 1 pumpkin, 2 sausages of vegies, and gravy if requested	\$19.95
Roast Rolls	
PORK ROAST ROLL Roast Pork on a fresh roll with a choice of sauce or gravy and a little crumbing	\$11.95
BEEF ROAST ROLL Roast Beef on a fresh roll with a choice of sauce or gravy	\$11.95
Roast Sandwiches	
PORK ROAST SANDWICH Roast Pork between 2 slices of fresh bread and your choice of sauce or gravy	\$10.95
BEEF ROAST SANDWICH Roast Beef between 2 slices of fresh bread with a choice of sauce or gravy	\$10.95
Choice of Sides	
CHIPS	Regular \$5.45 Large \$6.45
GEMS	\$6.45 \$7.45
WEDGES	\$6.95 \$7.95



BURGERS & STEAK SANDWICHES



Burgers	
BOUNDARY RIDER BURGER Meat patty, lettuce, tomato, fried onion, cheese, bacon, egg, beetroot & BBQ sauce	\$13.95
CHICKEN SCHNITZEL BURGER Schnitzel, burger bun, lettuce, tomato and mayonnaise	\$12.95
CHICKEN FILLET BURGER Chicken fillet, lettuce, tomato, and mayo	\$10.95
CLASSIC BURGER Meat patty, lettuce, tomato, fried onion, BBQ sauce, toasted burger bun	\$10.95
DOUBLE CHEESE BURGER 2 meat patties, 2 slices of cheese, BBQ sauce, toasted burger bun	\$10.95
BARRA BURGER Fish, lettuce, tomato, tartare sauce	\$14.95
FISH BURGER Battered or crumbed fish, lettuce, tomato, tartare sauce	\$10.95
VEGGIE BURGER Veggie patty, lettuce, tomato, onion, sweet chili sauce, toasted burger bun	\$11.95
CHEESE BURGER Meat patty, cheese, BBQ sauce, toasted burger bun	\$7.95
Steak Sandwiches	
BOUNDARY RIDER STEAK SANDWICH Steak, cheddar, bacon, egg, onion, tomato, beetroot, cheese, BBQ sauce on toasted bread	\$18.95
STEAK SALAD SANDWICH Sandwich steak, lettuce, tomato, BBQ sauce on bread	\$13.95

Make it a meal

1 BOUNDARY RIDER BURGER & 100% Pure Cold Water	\$7.95
1 CLASSIC BURGER & 100% Pure Cold Water	\$8.95



MAIN MEALS



Main Meals	
STEAK AND EGGS 170 gm rump, 2 eggs, 2 slices of tomato and tomato	\$24.95
TRIBE STEAK 380gm T-bone, served with roast vegetables or chips and salad	\$27.95
RUMP + 2 SIDES 350gm Rump steak with 2 sides	\$25.95
SCHNITZEL Chicken Schnitzel served with roast vegetables or chips and salad	\$19.95
CRUMBLED FISH Crumbed Fish served with roast vegetables or chips and salad	\$16.95
BARRA 60-80g Barramundi served with roast vegetables or chips and salad	\$21.95
SEAFOOD BASKET Pre-packed seafood mix, small chips, 3 beetroot, tartare sauce	\$19.45
Kids Meal	
KIDS NUGGET MEAL 3 Chicken nuggets, handful of chips and pop top	\$7.95
KIDS SANDWICH MEAL Cheese toastie, handful of chips and pop top	\$7.95



SPECIALS

AVO great brekky



AVOCADO ON TOAST & REGULAR COFFEE \$13.95



ROAST ROLLS
Pork Roll
Beef Roll

ROAST SANDWICHES
Pork Sandwich
Beef Sandwich



MULTIPLE REVENUE STREAMS:

We have identified an opportunity in the market with aggregators and have created dark kitchens to be implemented in stores to create additional revenue.

- AGGREGATORS
- ORDER AHEAD
- CATERING
- DARK KITCHEN





PRODUCT MIX FOCUS FOR ALL DAY PARTS

BREAKFAST



Coffee



Bacon & Eggs



Toasted Sandwich



Carvery



Roasts



Meals



Bakery Fresh



Shakes



Sandwiches & Wraps



Burgers



Hot Dogs



WHY HOMESTYLE KITCHEN?

Traditionally, Coolabah Tree Cafés have been extremely successful in travel centers and regional locations. Coolabah Tree is the preferred destination for truckies, travelers and locals with the convenience of our wholesome homestyle healthy products such as roast dinners and snacks baked fresh instore. We have identified that there is a significant opportunity in the QSR market, and this is our point of difference from the fast food giants in travel centers. With the implementation of Homestyle Kitchen by Coolabah the objective of this new concept is to highlight what we do best, providing convenient healthy homecooked meals, freshly made products with great service.



3 KEY FOCUS POINTS

The 3 key focus points were designed to describe the Homestyle Kitchen concept to emphasize on our point difference in the market:



Home cooked dinners and snacks the way you make at home. A majority of our customer base are truckies, tradies and travellers that are away from home who appreciate a home cooked meal.



Handcrafted homecooked food, made fresh to order and not mass produced like the major fast food Franchises. Our roasters and kitchenhand staff start at the crack of dawn preparing our slow cooked meat and freshly made sandwiches/ wraps.



Real food made from fresh locally sourced ingredients. Our 23 year old recipes are specifically designed to provide nutrition and great homestyle flavour.

HOMESTYLE KITCHEN TRANSFORMATION

- ✓ Clear fresh new signage with traditional white weatherboard back drop highlighting Homestyle Kitchen and Australian brand.
- ✓ Fresh earthy tile/panel colours to provide a vibrant fresh outback Homestyle Kitchen look and feel.
- ✓ Ceiling props and framework with greenery to provide fresh and natural aesthetics.
- ✓ Focus on 'baked fresh' concept highlighting theatre of production area.
- ✓ Updated and consolidated menu boards. Lightboxes to replace black boards.
- ✓ Updated marketing material utilising fresh colours highlighting product and freshness.
- ✓ Packaging and uniform update reflective of new concept.



- ✓ All stores will be refurbished to new specifications after lease and/or Franchise renewal.



OUR CUSTOMER MIX



WHAT THEY ARE SAYING ABOUT US

"ONE OF THE BEST COFFEES WE'VE HAD THIS TRIP. GREAT STUFF GUYS!"

"THEIR WRAPS ARE AMAZING. I HAD THE CRUMBLER CHICKEN & AOILI WRAP"

"ONE OF THE NICER & TASTIER CAFE'S TRAVELING ALONG THE HIGHWAY"

"STEAK SANDWICH IN A MEAL DEAL WAS BETTER THAN OTHERS I'VE TRIED AT OTHER TRUCK STOPS."

"PORK & GRAVY IN A FRESH ROLL MADE A GREAT LUNCH WITH SOME WELL COOKED CHIPS. BETTER TASTING & BETTER VALUE THAN THE FAST FOOD OUTLETS."

"EXCELLENT CUSTOMER SERVICE FROM THE OWNER. THE FOOD WE HAD WAS JUST DELICIOUS TOO. WE WILL BE BACK 100%."

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.

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, server 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 and a proven track record of success?
- ✓ Last but not least, do I qualify financially?

IS COOLABAH TREE
CAFE THE RIGHT
BUSINESS FOR ME?

IF YOU CAN HONESTLY ANSWER YES TO ALL OF THE QUESTIONS BELOW, THEN YOU HAVE MET THE INITIAL CRITERIA OF A SUCCESSFUL FRANCHISE PARTNER.



ESTABLISHED FRANCHISE

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.



RESALES

There are many advantages to taking over an existing store. Established stores have the benefit of already 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.



**WELL ESTABLISHED
BRAND SINCE 2001**



**AUSTRALIAN OWNED
& MANAGED**



BUYING POWER



**QUALITY POS SYSTEMS &
EVOLVING TECHNOLOGY**



**DEDICATED BUSINESS
SUPPORT MANAGER**

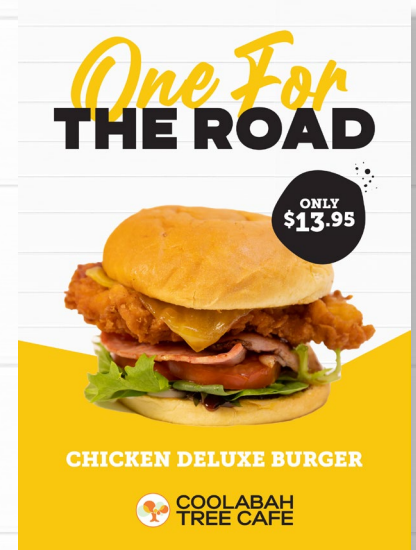
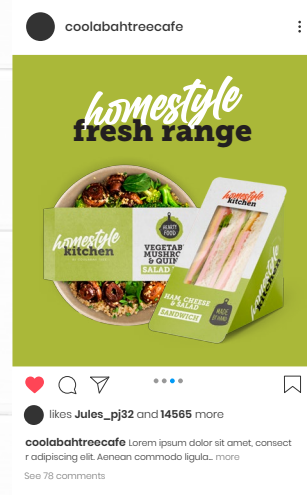
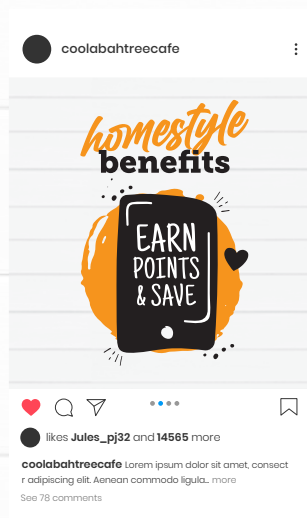


**MARKETING
SUPPORT TEAM**

MARKETING

Our Marketing team at Coolabah Tree Café focuses on building the CTC brand and delivering great sales results for our franchise partners.

From National campaigns, store specific campaigns and aggregators, you will be assured that you are in good hands.



FRANCHISEE TRAINING

Becoming a family at Coolabah Tree Café means more than simply running your own restaurant, you become part of our family. You will have highly dedicated support from the start, to help you on your path to success.

All our new Franchise Partners participate in a comprehensive training plan. The training plan is divided into kitchen, retail and business to ensure all elements of the business are covered and confidently completed.

Our support and training doesn't stop at the completion of your initial training, your Coolabah Tree Café, Franchise Business Manager will be there, right by your side when you take over your store and will assist you with the day today running of your store and act as your mentor in the following areas:

Field training is shoulder-to-shoulder training in-store. Learn everything from preparing our fresh ingredients to building staffing rosters. You will have dedicated support from a business coach to ensure we achieve the necessary outcomes during your field training. Transition checklists include all the required tasks to ensure a successful first day from setting up supplier contracts, Hiring recruitment is up to date.

Your dedicated Franchise Business Manager will spend the first two weeks with you in your new store to ensure you are on track.



Whilst it's known that Coolabah Tree Café is a successful established Franchise, the start of any new business is always a risk and success is not guaranteed. In the end, it's up to you to lead your team to the highest standards of operational excellence. The success of your Coolabah Tree store will be dictated by how well you implement and adhere to our core values. At all times, The Coolabah Tree team will work closely and transparently with you to achieve common goals.

Becoming a Franchisee is a huge personal commitment and significant investment hence why we encourage you to speak with our Franchisees in the network and seek independent advice along the process where required. The total investment to establish a new Kiosk/Inline store will vary between \$300-600k including initial Franchise Fees, construction and working capital requirements as well as training.

TESTIMONIAL

WHY I BOUGHT A COOLABAH TREE CAFÉ?

I wanted the location, BP travel centre, Caboolture and I also wanted a lifestyle.

HOW LONG HAVE YOU BEEN WITH THE BRAND?

I have been a Franchisee since May 2017, 7 years.

HOW MANY HOURS PER WEEK DO YOU WORK?

My weekly hours vary between 35 to 50 depending on staff sick, away, shortages etc.



"I AM BETTER OFF WITH THE BUSINESS INVESTMENT VERSUS SHARES & PROPERTY"



COLIN MCKAY
FRANCHISEE OWNER



DID YOU HAVE A PREVIOUS BACKGROUND IN BUSINESS?

I owned and operated a 3rd party warehousing and distribution business in Brisbane, 7 years, a childcare entre 3 years (did not work in the business) before purchasing CTCafe Caboolture.

HAVE YOU PAID OFF YOUR INITIAL INVESTMENT?

Yes, I would have paid off my initial investment. I look at the return of investment per year and I am better off with the business investment versus shares and property.

FINANCIAL INVESTMENT & COSTS INVOLVED

NEW STORES/ GREENFIELD STORES

Coolabah have a variety of store concepts available:

KIOSK

FOOD COURT CAFÉ

FULL FORMAT CAFÉ (PLAZA)

A typical turnkey/greenfield - new restaurant entry level into the Coolabah Tree Café system is approx. \$300,000 - \$600,000 plus working capital of \$20,000 to \$40,000 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

8.0% of Gross Sales per week.

CAFÉ LAYOUT OPTIONS

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.

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

- ✓ Total Build of the Store
- ✓ All Required New Kitchen Equipment & Small Wares
- ✓ Furniture for Seating Area
- ✓ Plans & Drawings - \$10,000 plus GST
- ✓ Initial Franchise Fee - \$20,000 plus GST
- ✓ Franchisor's Legal Fee - \$3,000
- ✓ Initial Training Fee of 5 Weeks - \$5,000 plus GST



MEET OUR TEAM



**SUPPORT
OFFICE**



PROCUREMENT



OPERATIONS



MARKETING



BILLY DOWS
GENERAL MANAGER



BRENT BIRKETT
FRANCHISE BUSINESS MANAGER



DEBBIE MITCHELL
MARKETING MANAGER



SUNNY JHANBIA
DIRECTOR



MANPREET ROOPRAI
DIRECTOR

**COLLECTIVELY OUR TEAM HAVE OVER 70 YEARS OF FRANCHISE
EXPERIENCE & ARE ALWAYS COMMITTED TO OUR
FRANCHISE PARTNERS BY ENSURING THEIR FUTURE SUCCESS**

NEXT STEPS & CONTACT INFORMATION

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.

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 and Example Disclosure Document to be emailed to you.
5. Complete the application form and send back to Coolabah Tree Café with a \$5,000.00 refundable deposit (bank details available on request). You are able to scan and email the application.
6. Speak to existing franchisees from within the Coolabah Tree Café network.
7. Seek legal and financial advice. Attend a meeting with our Recruitment Manager, or request a meeting via Skype or teleconference.
8. Review all of the information obtained during the meeting and research the site/ location that you are interested in.
9. Make initial approaches to your financial institution regarding any required borrowings.
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12. Speak to existing franchisees from within the Coolabah Tree Café network.
13. Seek legal and financial advice.



THANK YOU FOR TAKING THE TIME TO READ THIS DOCUMENT

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 we look forward to talking with you soon.

VISIT OUR WEBSITE

www.ctcafe.com.au

CALL US

Free Call 1800 458 595

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