

 **DRINK**[®]
coffee + tea

 **QWENCH**[®]
juice bar

FRANCHISING



About DRNK coffee + tea[®] and QWENCH juice bar[®]

No other concept in this space is offering two global brands united in the way DRNK and QWENCH is presented. This is the perfect pairing which offers extensive variety to our guests. This season-proof concept is the true sweet spot, targeting a variety of customer day parts. The pairing thrives on maximizing dollars per square foot.

DRNK coffee + tea is a traditional quick-service beverage concept with a vibrant swagger and sophisticated global appeal offering a diverse selection of hot and cold organic coffees and teas plus world class, handcrafted organic espresso beverages along with freshly made breakfast items, paninis, wraps, and salads. We're constantly upping the ante with our eclectic offering of coffees featuring regular



selections of international “reserve” blends, proprietary creations and our signature S’Blendids®. Brand differentiators include a best in class, made fresh food program and a multi-head tap system pouring cold-brewed coffees, iced teas, and unique specialty products such as Kombucha.

QWENCH juice bar is an innovative and evolutionary response to the emerging direction of consumer tastes focused on fresh ingredients, natural tastes and flavors, elevated nutrition, and powerful superfoods. The vision at QWENCH juice bar is simple – make genuine health and incredible taste live in perfect balance. The model presents a diverse selection of raw squeezed juices, smoothie blends and handmade Brazilian Superfruit Açáí bowls. There’s also multiple “wow factors” within the framework. Fresh fruits and veggies are prominently stacked in a 15’-20’ wide bin enhanced by a system that mists the product keeping the display fresh and crisp. And groundbreaking, front counter produce washing system that “bathes” produce prior to cutting and juicing.

Training & Support

For combined units, we offer a comprehensive, multi-tier training program included in your Franchise Agreement for the first store location. It covers all aspects of product knowledge, management, operations and customer service in a two-week intensive training session here in Southern California at our training stores. Two more days of training and assessment are provided at our corporate headquarters. We train the franchisee and their designated operations leader with the culmination of final testing and assessment to earn a Certified Manager designation.

The DRNK/QWENCH marketing department will help you develop a successful local marketing plan targeted to a local radius within your area. The plan typically includes a grand opening event and suggestions for activities surrounding ongoing promotions. We'll also work hand-in-hand to develop a long term marketing plan for your trade area.

Some of the support services provided are:

- Franchise Training Program on all aspects of both brand's operating system
- Classroom and in-store training which covers systems, procedures and practical understanding of the concepts
- DRNK coffee + tea and QWENCH juice bar Operations Manual which is a detailed operations and reference guide
- Multi-unit franchisees receive assistance in strategic planning for their key trade area
- Expert site selection criteria, store design and construction guidance
- Field support for initial opening and grand opening
- Operations, marketing and support programs
 - Regular product marketing campaigns
 - New product development offerings
 - Ongoing support and guidance in building and operating your business
- Participation in bulk purchasing contracts and guidance on local vendor qualification
- Our Franchise Disclosure Document, which is provided to qualified franchise prospects on approval of a Preliminary Franchise Application, provides greater detail on all these areas.



Qualifications

- Passionate about the DRNK coffee + tea and QWENCH juice bar brands
- Knowledge of the trade area or country in which your locations will operate
- A solid business reputation; values aligned with QWENCH juice bar and DRNK coffee + tea
- Preferably have at least two years restaurant owner/operator and development experience
- Commitment to give your very best in meeting the obligations of the Franchise Agreement





Next Steps

As a **DRNK coffee + tea** and **QWENCH juice bar** franchise partner, you'll be joining a collaboration of true franchise professionals who have significant retail and foodservice experience to provide the finest level of franchise support. We believe our franchisees are true business partners and we're committed to them, all the way.

The process begins with an application and evaluation. Once we receive it, we will walk you through the detailed process and work hard to make sure the relationship will be mutually beneficial. You will also be provided with an initial term sheet outlining the development opportunity.

Real Estate Criteria

Site Assistance

We'll assist our franchise partners in completing the site selection package. We will tour markets with franchisees and assist in analyzing a site and trade area. We also provide a set of prototypical plans.

Trade Area Criteria

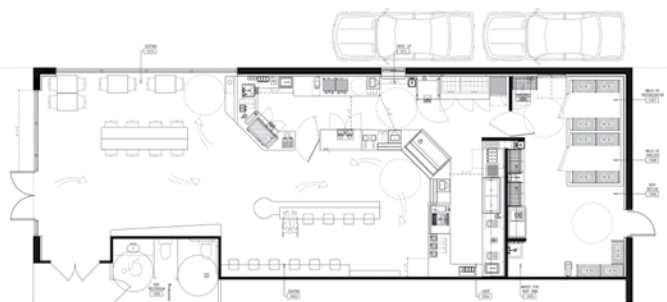
- \$60,000+ median household income
- Well educated, professional
- Millennials and college students
- Strong daytime and/or residential population
- Strong anchored centers/high profile retail corridors
- High visibility to street and center traffic
- Popular morning commute side of street

The Timeline

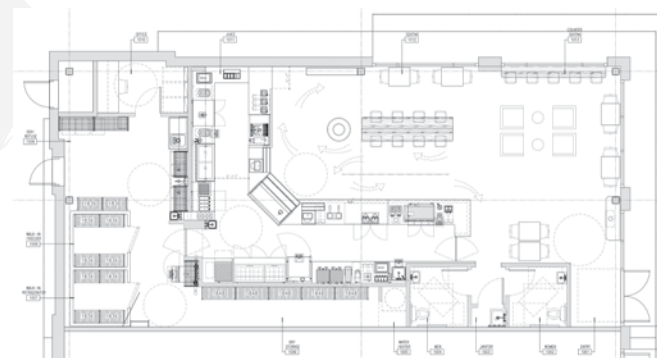
- Engage as a franchise partner
- Consult on selecting a local commercial real estate broker
- Identify sites that meet our criteria
- Submit sites to our team for review/approval
- Submit a LOI (Letter of Intent)
- Begin lease negotiations
- Submit a lease draft for final review
- Start the development process

Location Criteria and Options

- 1,600 – 2,800 sq ft.
- Drive Thru Model
- Easy ingress and egress
- Freestanding or shared pad
- End-cap
- Airport Terminals
- In line
- Mall Kiosk



1775 sq ft Drive Thru Model



2000 sq ft Model



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Let's Connect

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