

coffeeHIT

roastery+café

The friendliest coffee snobs you'll ever meet.

Our purpose is simple – to bring the best of Melbourne's specialty coffee culture to the whole of Australia. Coffee Hit is all about specialty coffee, seasonal food and contemporary design.



The best specialty coffee, the friendliest service.

Founded by a group of Melbourne coffee enthusiasts, Coffee Hit purely began as a online offering to service the demand for accessible, fresh, specialty grade coffee. And that mission remains today.

Following our online success, we opened our first store in Melbourne in 2008, and we've since grown our network throughout Victoria and Queensland.

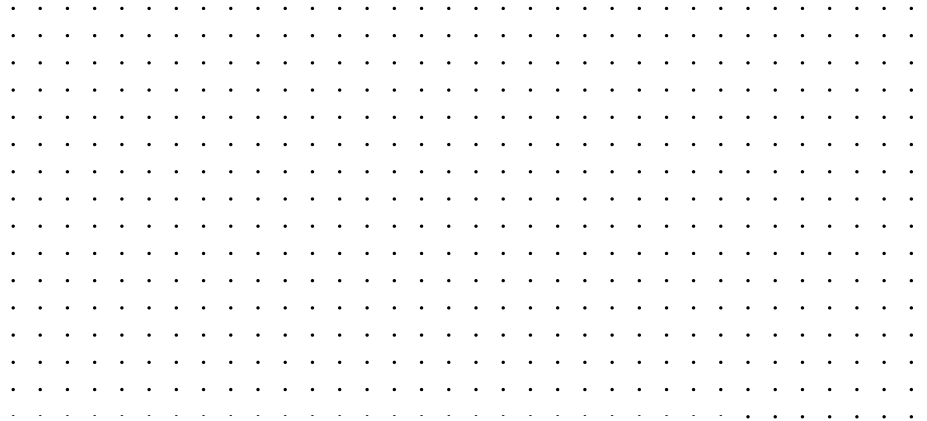
Today, through both our physical and online spaces, we are redefining what coffee means to the everyday person. We show the value of the relationships we forge with coffee farmers that allow us to source specialty grade coffee and in turn, help our customers develop an appreciation for the process of farm to cup.

We make specialty coffee accessible for everyone, introducing our customers to the latest trends and techniques to try at home.

Most importantly, through our cafés we create warm and welcoming environments that people return to time and again, for the greatest specialty coffee, the friendliest service and ultimately, the best experiences.



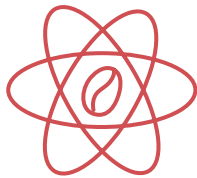
We believe...



...that fresh, specialty coffee should be accessible to coffee lovers all over Australia and not limited to inner city confines.



...that every step of the process, from farm to cup should be appreciated - not just the end product.



...that the specialty coffee experience should seamlessly integrate into our customer's lives, creating authentic and inclusive moments that bring people together along the way.



...that specialty coffee should be paired with seasonal food inspired by Melbourne's specialty café culture.



...that it's our duty to share our knowledge and love of coffee with our customers as the coffee authority in our space.

What we do that makes us different...

SPECIALTY COFFEE

Above all else, we value quality. Which is why the beans we source are the best in the world. Our buyers regularly visit the farms at origin and it's the relationships we forge with these farmers that allows us to access this specialty grade coffee.

IN-STORE ROASTING

Roasting coffee in-store is key to our success and is what makes our concept unique from all other stores. In-store roasting gives us ultimate control over quality and flavour and ensures our coffee is always fresh. We love educating our customers on the roasting process, and by doing so, cultivating an appreciation of the entire process - from farm to cup.



Specialty coffee is at the heart of everything we do.

We understand every aspect of the coffee process; from where and how it's grown, how it's processed and roasted, to our barista's intimate knowledge of brewing the perfect cup for your enjoyment.

When our buyers visit origin, they tour coffee plantations, gaining intimate knowledge of the grower's farming practices and in turn influencing the processing methods and innovations to ensure our blends are perfect each harvest.

Our roasters are also experienced coffee tasters and specialise in analysing the sensory aspects of coffee including: flavour, aroma, body, sweetness, balance and aftertaste. Over the years, they've had plenty of practice! This comes in handy when maintaining consistency of the flavour profiles of our coffee that our customers love so much.



Although coffee is our specialty, our food is also of the highest quality and rounds out our café experience. Our executive head chef develops seasonal menus that can be easily executed and are flexible enough to cater to the needs of each location.

We source local and regional fresh produce to deliver seasonal offerings inspired and reflective of the latest food trends from Melbourne's specialty café culture.

We source
local and
regional fresh
produce.



Our Blends

Ultimate

.....
Caramel and milk chocolate. Honey, hazelnut and almond undertones.

COLOMBIA LA CASCADA: **Region:** Antioquia **Processing:** Washed **Varietal:** Caturra & Castillo

INDONESIA MANDHELING TRIPLE PICK: **Region:** Sumatra **Processing:** Wet Hulled **Varietal:** Typica Hybrid

BRAZIL SERRA NEGRA: **Region:** Pocos de Caldas **Processing:** Natural **Varietal:** Bourbon

Exotica

.....
Dried fruit, plum, apricot and blackberry. Green apple acidity, silky mouthfeel.

PERU ALTO MAYO: **Region:** San Martin **Processing:** Washed **Varietal:** Catimor & Catuai

GUATEMALA HOJA BLANCA: **Region:** Huehuetenango **Processing:** Washed **Varietal:** Bourbon

ETHIOPIA MORMORA: **Region:** Shakiso, Guji

Processing: Natural **Varietal:** Mixed Heirloom

Fiend

.....
Dark chocolate and toasted almond. Low acidity, bittersweet finish.

COLOMBIA LA CASCADA: **Region:** Antioquia **Processing:** Washed **Varietal:** Caturra & Castillo

BRAZIL SERRA NEGRA: **Region:** Pocos de Caldas

Processing: Natural **Varietal:** Bourbon

INDIA SETHURAMAN ESTATE: **Region:** Chikmagalur, Karnataka **Processing:** Natural & Washed **Varietal:** Q Certified Robusta

Serene

.....
100% Fair Trade and Organic certified. Milk chocolate, honey and raisins. Balanced citric acidity, smooth mouthfeel.

COLOMBIA SIERRA NEVADA: **Region:** Sierra Nevada **Processing:** Washed **Varietal:** Caturra

HONDURAS COSAGUAL: **Region:** El Gualcinse, Lempira **Processing:** Washed **Varietal:** Catuai

ETHIOPIA YIRGACHEFFE: **Region:** Gedeo

Processing: Natural **Varietal:** Heirloom

Caff Free

.....
Swiss Water decaffeinated method. Dark chocolate, spices and dried fruit.

BRAZIL CERRADO: **Region:** Minas Gerais

Processing: Swiss Water Process **Varietal:** Bourbon

COLOMBIA JARDIN: **Region:** Antioquia

Processing: Swiss Water Process **Varietal:** Castillo

Our single origin coffees are carefully chosen for their unique, high quality characteristics.

We offer five different blends including our house blend, Ultimate.

Alongside these blends, our Single Origin Coffee Program allows us to introduce and showcase a new coffee every two months. Our single origin coffees are produced from one origin or farm, rather than a blend of origins. They are carefully chosen for their unique, high quality characteristics and processed with great attention to detail.

As single origin coffees are seasonal, they are only available in small batch quantities but provide a fantastic opportunity for coffee lovers to further engage with the brand and try something new. It's also a great point of difference for our franchisees, delivering a unique offering from competitors.



COFFEE FOR HOME

Our blends and single origins are available for purchase in take-home bags too. These blends are roasted for espresso, and our single origin coffees are roasted for filter methods. To complement our retail coffee offering, we offer various equipment to encourage customers to experiment with alternative brewing methods at home.

We share our experience and learnings to guide you and put you on the path to success, from the very start.

START UP SUPPORT

Coffee Hit has almost a decade of experience in establishing and operating successful cafes. From the initial set up of your store, to our ongoing support across operations, marketing, HR and training, we're invested in your success.

Our policies, procedures and operating manuals have been developed over the years to assist you in learning all facets of operating a thriving business. From the first minute of training, we aim to teach you everything there is to know about coffee and running a successful small business:

- Coffee roasting process
- Cupping and taste profiling
- Basics of coffee through to advanced training
- Customer service standards
- Staff selection, training, rostering and ongoing management
- Supplier ordering procedures
- Daily operating procedures
- Point-of-sale (POS) systems
- Marketing, promotions and social media

DESIGN AESTHETICS

The Coffee Hit concept space is raw, industrial and eclectic. Reflecting its Melbourne heritage, Coffee Hit references the city's leading café culture. The main feature of our stores is our in-house roaster which provides a unique theatrical element and sets us apart from our competitors.

Our brand marketing team and interior designers have developed an extensive style guide that covers:

- Store layouts
- Branding applications and colour schemes
- Fixtures and fittings
- Equipment

Our franchise model understands that all stores are different. Unique in their space, stores are designed accordingly, taking design cues and inspiration from each local environment. We work diligently to ensure that each space is both comfortable and enticing for our customers yet provides a practical and efficient workflow for our staff. Whilst no two stores will ever look the same, our design ensures that there is always a common link back to the Coffee Hit brand.

ONGOING SUPPORT SYSTEMS

Operations

First and foremost, we'll initiate regular contact with the National Operations Manager to assist with all facets of operating your Coffee Hit business including:

- Ongoing consulting
- Sales and profit and loss analysis
- Landlord engagement support
- Lease negotiation
- Assistance with Coffee Hit suppliers
- Front of house training

Marketing

The Coffee Hit website has been one of Australia's leading coffee websites for consumers wanting to buy fresh coffee online and acts as a central marketing and branding medium for all Coffee Hit stores.

Coffee Hit has an experienced team of marketers that specialise in social media, local and national marketing campaigns. We work one on one with each of our franchisees at a local level, beginning with a successful launch strategy to get your store off the ground. Ongoing support will follow with:

- Creation and execution of local store promotions and events
- Social media guidance
- Centre engagement and support
- Store collateral

We have procedures set in place to ensure brand compliance and that we are delivering a consistent message throughout our stores and the marketplace.

HR

To support you internally, our HR team is here to assist with:

- Employment agreements
- Pay rates
- Award interpretation
- Classification interpretation

Food Consulting

Our food consultant will provide training for your kitchen team, assisting you in both menu execution and food costings.

Strong network of suppliers

Coffee Hit has a strong network of preferred suppliers that deliver the best possible products and pricing. Our group buying power ensures that we buy at very competitive prices.

We are continually working with our suppliers to ensure that our product ranges are meeting the demands of the consumer. We also rely on feedback from our franchisees and their customers to ensure we are achieving the local requirements of stores.

We'll work together to maximise your revenue, drive your store's exposure and establish a loyal customer following.

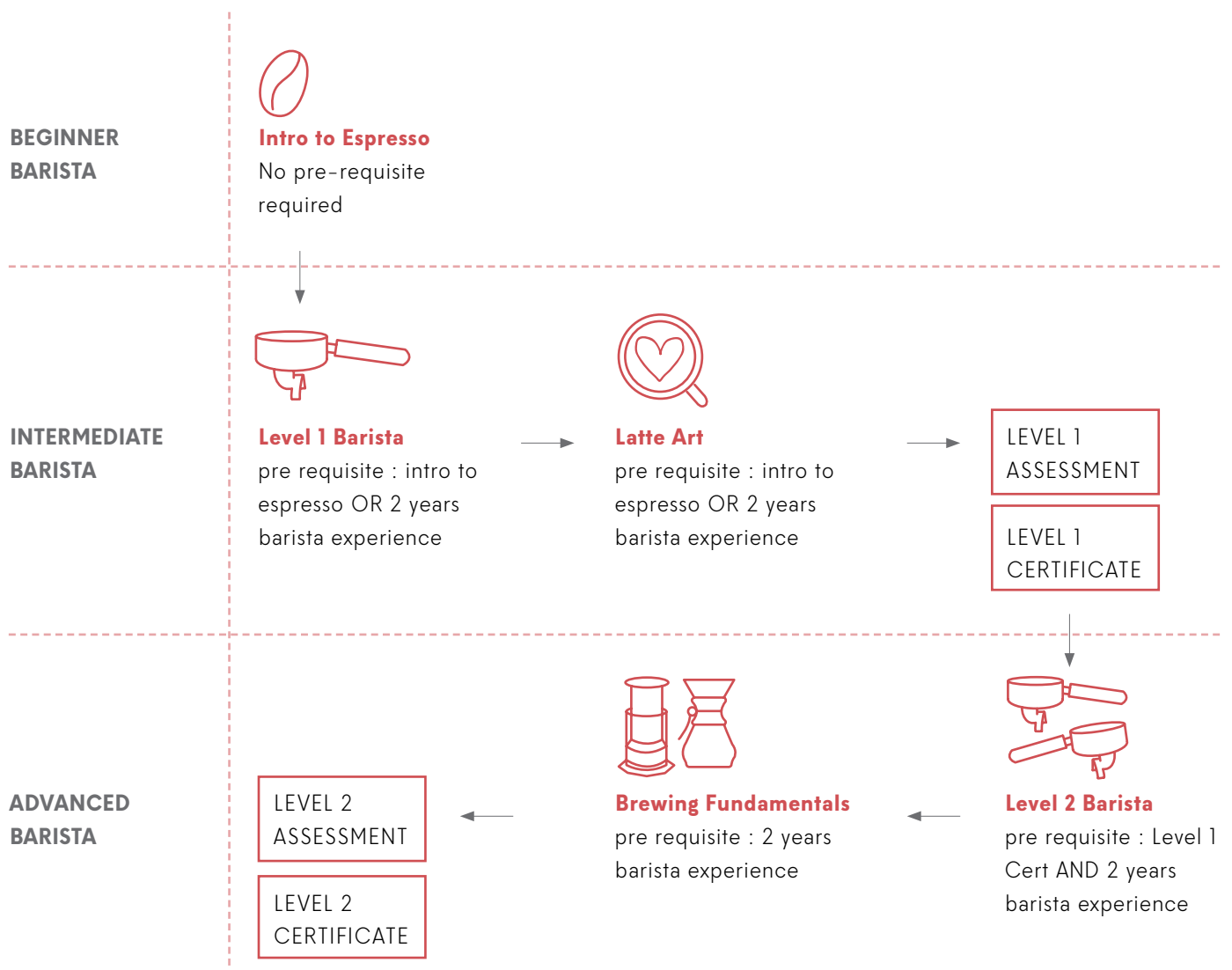
BARISTA TRAINING



Our barista training program is led by the most experienced baristas using the latest equipment. Beyond the machine, you will learn about workflow and customer service, pushing you and your baristas to achieve the highest standards and to sell more coffee. Most importantly this training is ongoing!

We have a strong culture of achieving excellence in our field.

OUR BARISTA TRAINING PROGRAM



- All new CH baristas need to complete 'Intro to Espresso' prior to commencement of work
- Following 'Intro to Espresso', all CH baristas need to complete their Level 1 certificate
- Minimum of one CH barista per store should have their Level 2 certificate

When you join Coffee Hit, you're not just buying a business – you're becoming part of the family. We're looking for like-minded people, who:



Are into coffee. In a big way. We'd like our franchisees to love the coffee industry as much as we do.



Have the right business acumen. You have the financial capacity and ability to maximise sales and profits with demonstrated commercial understanding.



Have serious drive. You have belief in your decision making and ability to deliver a successful and mutually beneficial business partnership with us. To put it bluntly, you back yourself and you go for it.

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buying a business
– you're becoming
part of the family.



The Investment

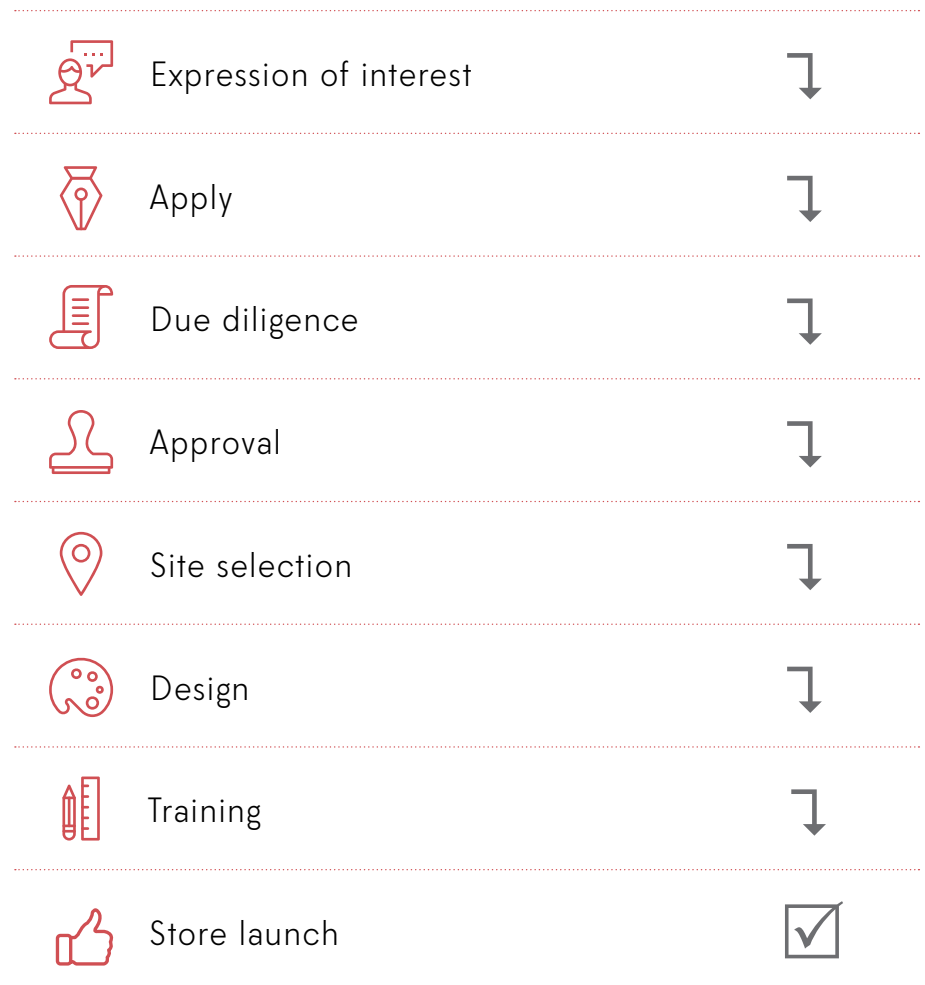
Concept Store with in-house coffee roaster:

\$300-450k after \$150k pre-approved equipment funding with no payments for the first six months.



Application Process

The process to becoming a Coffee Hit franchisee is fast, easy and transparent:



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Want to chat?

If you want to join us in sharing the best coffee, food and culture with the whole of Australia, then we'd love to hear from you.

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