

**WE THINK
EVERYONE
SHOULD OWN
SOMETHING**

Badass

**ONE OF AMERICA'S
HOTTEST FRANCHISE
CONCEPTS**



Say Aloha TO YOUR NEW FRANCHISE

Bad Ass Coffee of Hawaii served our first cup of coffee in Kona, Hawaii, in 1989. For years, we were pretty chill about just operating a coffee shop. Then, we realized the locals weren't the only ones who loved their Bad Ass Coffee. The vacationers who came back to the island returned to Bad Ass Coffee over and over.

That's when we realized we could no longer be selfish about our brand so we opened it up to franchising. And here we are, 100+ open and in development.

Our brand name drives people in the door, and our premium beverage & food menus bring them back. The experiential brand stands out in a crowded coffee shop segment as it gains popularity from the islands of Hawaii to the East Coast.

\$1,358,656

TOP 25% AVERAGE NET SALES*

3

STRONG REVENUE STREAMS

4

UNIQUE STORE MODELS

30+

YEARS IN THE INDUSTRY



SERVING LEGENDARY *Hawaiian* COFFEE SINCE 1989

The first Bad Ass Coffee shop opened over three decades ago, but the legend of our namesake goes back ever further to the hard-working donkeys of Kona, Hawaii. These aptly named “Bad Ass Ones” were strong and reliable as they carried their heavy loads of precious beans down the steep mountains.

We honor this heritage by embodying their determined spirit in everything we do, and we continue their legacy by welcoming ambitious franchisees like you into our ‘ohana (family).



BECOME PART OF AN *Unforgettable* BRAND

The only thing better than our brand is our coffee, thanks in part to our Hawaiian heritage and some badass donkeys. And today's franchisees will tell you, the consumer absolutely loves both as well as the fact that we're not the biggest fish in the sea.



ROOTED IN HAWAIIAN AND KONA HERITAGE

Our first location opened in Kona on the Big Island in 1989 and we continue to source from longstanding Hawaiian farms.

CONNECTED TO OUR COMMUNITIES

Our franchisees take care of our global 'ohana (family) by supporting local charities and community events.

HAWAIIAN VIBES IN EVERY STORE

Experience the Aloha Spirit in every Bad Ass Coffee location. Each shop is inviting, adventurous, and one of a kind.



The Perfect BLEND OF REVENUE STREAMS

A strong business model, like a fine cup of coffee, has many flavorful elements that make others take notice. At Bad Ass Coffee of Hawaii, we ease the ownership grind by offering revenue streams with branded merchandise and food and beverage innovations that appeal to a wide net of loyal customers.



1

GROW YOUR BUSINESS WITH ISLAND-INSPIRED DRINKS

Provide premium, Hawaiian-grown coffee in every way your customers want it, along with unique hot and cold lattes, frozen blended drinks, and seasonal offerings that explore the tastes of the islands.

2

HARVEST THE BENEFITS OF A FOOD MENU

Turn heads with a food menu that's crafted with a nod to the islands, including Twisted Malasada donuts and "The Bad Ass One" breakfast sandwich with Spam, egg, Swiss, pineapple and barbecue sauce served on KING'S HAWAIIAN® sweet bread.

3

TASTE THE PERKS OF IN-STORE MERCH

Beyond the bean, you can drive increased revenue per check with cleverly branded apparel, travel mugs and stickers, and retail coffee to go.



STORE DESIGN OPTIONS...HOTTER THAN OUR *Coffee*

Coffee is a lot like a business. Every aspect, including the look, feel, and aroma of the place, can influence your experience. That's why Bad Ass Coffee of Hawaii creates unique, welcoming shops that please all five senses of your customers and benefits your business at the same time.



Flexible FOOTPRINTS WITH
DRIVE-THRU OPTIONS



Exclusive STORE
DEVELOPMENT TERRITORIES



Customizable LAYOUTS
FOR YOUR SPECIFIC SITES

BUILD YOUR BUSINESS FROM THE *Ground Up*

Before you grind beans and greet customers, you'll need to locate, design, and build out your coffee shop. We're here to assist with real estate selection, construction and design, and purchasing. When we're finished, your Bad Ass Coffee locations will be ready for business.

REAL ESTATE SELECTION

- Access to real estate partnerships and LOI templates
- Data-driven identification of key location attributes
- Consultation on available real estate options
- Site selection assistance and approval

COFFEE SHOP DESIGN & CONSTRUCTION

- Access to strategic construction partnerships
- Contractor and equipment selection assistance
- Prototype renderings for multiple store layouts
- Weekly communication on construction status

PRODUCT PURCHASING

- Approved national vendors and partners
- Centralized fulfillment of proprietary products
- National supplier pricing and online ordering tools
- Operations and marketing team support



Training You TO BE A BADASS BUSINESS OWNER

Whether you're new to the world of franchising or have a fully-fledged portfolio, you'll receive key training before opening our doors.

INITIAL TRAINING

- Multi-day training program at an existing store
- Hands-on and classroom-style learning sessions
- Coffee education and preparation training
- Merchandising and store management guidance

STORE OPENING PREP

- Training & planning with marketing & operations teams
- On-location store training with your own equipment
- Team onboarding and daily operations assistance
- Grand opening planning and advertising strategies

MARKETING TOOLS

- Local marketing resources to grow awareness
- Comprehensive local store marketing plans
- Access to marketing and advertising resources
- Proximity marketing to boost search & social rankings



ENJOY ONGOING SUPPORT FROM YOUR NEW *'Ohana*

The support keeps coming after the grand opening. When you own a Bad Ass Coffee of Hawaii Franchise, you're a part of our 'ohana," and we're always here to help—whether it's making the best cup of Kona coffee or planning for your next location opening. Our support team has your back every step of the way.

- ☛ Become part of a caring and welcoming 'ohana
- ☛ Enjoy accessible support from the home office
- ☛ Depend on decades of experience for guidance

LEAN ON A STRONG LEADERSHIP TEAM

"Make no mistake, everything we have done over the last three years – new leadership, experience and investment – has been for this moment...scaling our brand. And we do so with a commitment to our heritage and bold vision to be America's most sought after coffee shop."

—Scott Snyder, CEO of Bad Ass Coffee of Hawaii



Scale WITH US

Bad Ass Coffee of Hawaii is accepting qualified and engaged franchisees ready to become multi-unit operators [minimum three locations]. We offer highly scalable options with strong profit potential. As an International Franchise Association VetFran member, our veteran franchisees can also receive a \$10,000 discount off the initial franchise fee.¹

\$500,000

Required Liquid Capital

\$1.5M

Required Net Worth

\$454,200 - \$920,500

Estimated Initial Investment¹



JOIN OUR FRANCHISE 'Ohana

Start, expand or diversify your franchise portfolio with a proven brand that's financially rewarding and personally energizing. Contact our experienced team today to get started.

GREGG KOFFLER

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1. Bad Ass Coffee of Hawaii 2023 Franchise Disclosure Document (FDD)

This advertisement is not a franchise offering. A franchise offer can only be made through the receipt of our Franchise Disclosure Document. Certain states require that we register the franchise disclosure document in those states. This communication is not directed by us to the residents of any of those states. We will not offer or sell franchises in those states until we have registered the franchise and delivered the FDD to the prospective franchisee in compliance with applicable law.

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