

Gloria Jean's 

**ALL ABOUT
FRANCHISE
SUCCESS,
MADE SIMPLE.**

YOUR FLAVOURFUL FRANCHISE OPPORTUNITY



SUCCESS.

ALL ABOUT SUCCESS WITH A WORLD OF FLAVOUR.

**GLORIA JEAN'S IS SUPPORTED BY
A GLOBAL FOOD-AND-BEVERAGE
COMPANY.**

Our kind of flavour means character. Personality. Flair. We know that when we bring our own diverse flavours to the table, we create something bigger than just coffee.

We create moments where we can be ourselves. A safe space where we can connect. Where we can belong.

This is the blend that has built our success. And it could build yours.

Gloria Jean's is a much-loved brand of Retail Food Group (RFG) — a global food and beverage company headquartered in Australia.

The Company is owner of the iconic Gloria Jean's, Donut King, Crust Gourmet Pizza Bar, Brumby's Bakery, Cafe2U, The Coffee Guy, Di Bella Coffee, Rack 'Em Bones BBQ Ribs, Beefy's Pies, Michel's Patisserie and Pizza Capers. RFG is also a significant wholesale coffee roaster, supplying existing Brand Systems and third-party accounts through our own roasting facility in Sydney.

RFG's proven business models and support systems have been perfected over 25 years of operation, and the Company has built an experienced and highly skilled support network to promote the success of our franchisees.

**RETAIL
FOOD
GROUP**



SUCCESS.

HOW GLORIA JEAN'S BROUGHT FLAVOUR TO THE WORLD OF COFFEE.

In 1979 Gloria Jean Kvetko opened the first Gloria Jean's house in a small town just north of Chicago, USA. Today Gloria Jean's is a global success story, serving guests in over 35 markets globally. Entering the Australian market in 1996, where the brand is globally headquartered.

The Gloria Jean's brand continues to evolve from strength to strength. We are committed to helping people discover their flavour every day — setting the standard in serving incredible coffee, hot drinks, chillers, over-ice beverages and tasty treats. We're all about innovation, too, with a menu that taps into the diversity of globally changing tastes and trends.

We source and roast our own top-quality coffee beans, but only from suppliers who align with our values on sustainable practices. Our support for sustainable farming ranges from large plantations to co-operative groups and tiny family farms.

To top it off, we train the best baristas to serve great coffee with a smile.



1979

Gloria Jean Kvetko opens first Gloria Jean's outside Chicago, USA.



1995

Australian businessman Nabi Saleh and his business partner realised the opportunity to launch the gourmet Gloria Jean's brand in Australia.



1996

The first franchise coffee house opens in Miranda, Sydney, Australia.



2009

Global ownership of the Gloria Jean's brand.

2014

Gloria Jean's is acquired by Retail Food Group (RFG), Australia's largest multi-brand retail food franchise operation.

**RETAIL
FOOD
GROUP**

SUCCESS.

SUCCESS IS IN OUR DNA

THE GLORIA JEAN'S BRAND

**HERE'S TO OUR
GLORIOUS FOUNDER!**



OUR PERSONALITY

Boldly expressive
Always accessible
Eagerly adventurous
Unapologetically original

OUR WORLD OF FLAVOUR

Our diverse products
Our diverse people
Our diverse flavours



OUR COFFEE COMMITMENT

Our own signature blends
Sustainably sourced
Quality beans



MADE.

MADE FOR COFFEE LOVERS

**THERE'S A LOT TO LOVE, WITH WORLD-CLASS
COFFEE, SUSTAINABLY SOURCED.**

Great coffee has been the driving passion for Gloria Jean's, maintaining our commitment since 1979.

We believe the best days always start with a great cup of coffee, so that's where we start, just as we always have — by ensuring we make the best bean-to-cup brew in the country, fresh from our roaster to your customer's cup. And, in that cup, is our reputation and commitment to producing high-quality coffee.

It's why we go out of our way to source the best quality beans from sustainable farming operations in Nicaragua and Colombia, Ethiopia and Kenya, Indonesia and Papua New Guinea. And it's why we check each batch of coffee roasted.

Ensuring Gloria Jean's is a sustainable business is a high priority for us. We're committed to establishing lasting relationships with our farmers, upholding the highest standards and methods of making coffee while investing in research and product development.

To improve our sustainability commitments, the brand has partnered with Rainforest Alliance to ensure that the coffee we roast and sell meets a rigorous, audited standard. The standard has four key themes that focus on preventing deforestation, improving farmer livelihood, improving climate resilience, and advancing the human rights of rural communities.

This means that a cup of Gloria Jean's plays its part for the forests, our climate and the welfare of our coffee farmers.

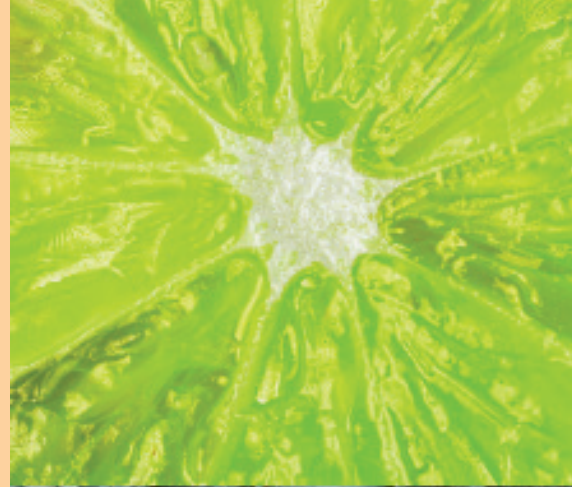
Find out more about Rainforest Alliance at ra.org



MADE.

MADE FOR A WORLD OF FLAVOUR

**A SWEET, SPICY, ZINGY, COSY,
SALTY, FRESH TASTE OF
OUR MENU**



HOT & COLD DRINKS

IN ADDITION TO OUR RANGE AND EXPERTISE IN COFFEE, GLORIA JEAN'S BOASTS A HUGE RANGE OF INNOVATIVE AND INDULGENT CHILLERS AND FLAVOURED HOT DRINKS - ON TREND, ALWAYS EVOLVING, EVER AMAZING!



FOOD MENU

OUR FANTASTIC FOOD RANGE COMPLEMENTS THE GLORIA JEAN'S OCCASION, WHETHER IT'S BREAKFAST, A SNACK, OR LUNCH WITH FRIENDS. BOASTING A MENU OF ESTABLISHED FAVOURITES, FOOD INNOVATION IS A CONTINUING FOCUS.



Chiller BAR



..... SPECIALTY

BITS & PIECES *Chillers*

LIKE THE

TIM TAM CHILLER

Tim Tam biscuits blended with ice and milk.



..... CLASSIC

ESPRESSO *Chillers*

LIKE THE

MUDSLIDE MOCHA

Rich chocolate & fresh espresso.



..... REFRESHING

FRUIT *Chillers*

LIKE THE

PASSIONFRUIT FRUIT CHILLER

Passionfruit puree blended with ice for a fruity treat.



REDUCED SUGAR *Chillers*

LIKE THE

LIGHT VERY VANILLA CHILLER

Espresso, milk and smooth vanilla blended with ice. Now made lighter with reduced sugar!



..... BREWED
ICED
Teas

LIKE THE
**TANGERINE &
GRAPEFRUIT
CHILLER**

Fresh brewed loose leaf tea.



..... Favourite
OVER ICE
CLASSICS

LIKE THE
**MATCHA
OVER ICE**

Green Tea Matcha poured over ice.



ITALIAN
Sodas

LIKE THE
**ORANGE
ITALIAN
SODA**

Orange flavour with Soda Water over ice.



**OUR
PARTNERS**

INCLUDE...



*NESTLÉ and KIT KAT® are registered trademarks owned by Société des Produits Nestlé S.A., Vevey, Switzerland. OREO and THE OREO DEVICE are trademarks of Mondelez International group used with permission. TIM TAM is a trade mark of Arnott's Biscuits Limited and used under license.

.....SPECIALTY.....

HOT Drinks

..... TRADITIONAL

Coffee CLASSICS

LIKE THE CRÈME BRÛLÉE

Caramel and white chocolate combined with fresh espresso and steamed milk.



LIKE THE CAMELATTE

A classic Gloria Jean's favourite. Delicious caramel syrup added to our Caffè Latte, then topped with creamy caramel sauce.



LIKE THE LATTE

Espresso & steamed milk below a thin layer of smooth silky milk.



LIKE THE CAPPUCCINO

Espresso & steamed milk beneath a thick layer of dense velvety smooth milk.



NEW & IMPROVED

TOASTINIS

FOOD
On the go!

LIKE THE
**TERIYAKI
CHICKEN
TOASTINI**

Teriyaki Chicken, spring onion
and creamy garlic aioli.

LIKE THE
**TEXAN BEEF
BRISKET
TOASTINI**

Pulled Beef, Smokey Chipotle
Sauce, Mozzarella Cheese and
Caramelised Onion.

LIKE THE
**HAM &
CHEESE
CROISSANT**

Made fresh every day!

LIKE THE
**BANANA
BREAD**

Toasted to perfection.



MADE.

MADE FOR YOU

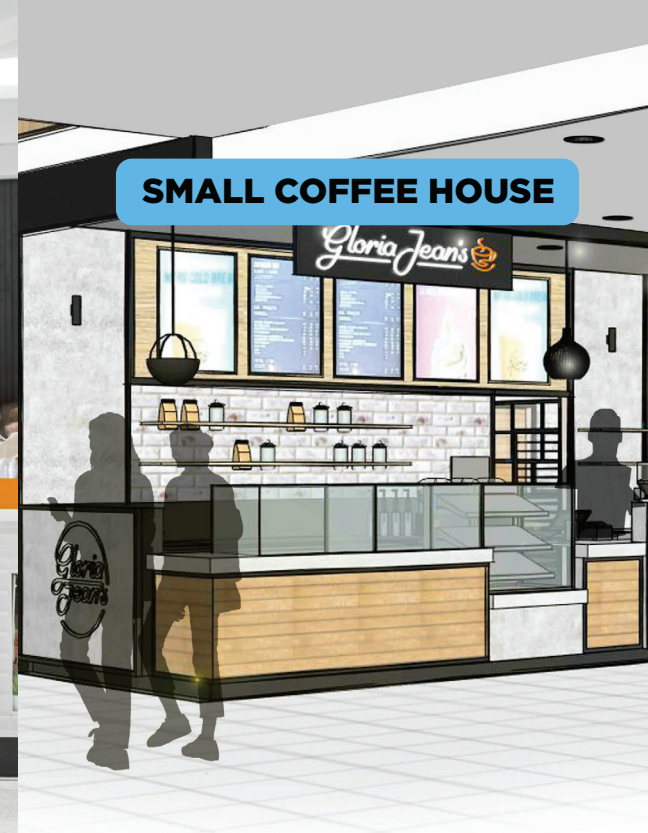
STORE FORMATS FOR EVERY GLORIOUS LOCATION

The flexibility of our store design means that all formats can be adapted to a broad range of locations and localised to suit individual markets. General store format options include:

- Kiosk: 20 - 30m²
- Small coffee house: 30 - 40m²
- Large coffee house: 80 -130m²
- Drive thru: 100 -150m²
- Mobile Vans (see custom brochure)



KIOSK



SMALL COFFEE HOUSE



DRIVE THRU



LARGE COFFEE HOUSE

SIMPLE.

SIMPLE TO OWN. GLORIOUS TO OPERATE.

When you join the Gloria Jean's team you benefit from the strength of a global, established brand that's loved by customers across Australia.

Our customers don't stand at a Gloria Jean's counter because they want to be bamboozled into buying the batch brew. They stand there to engage with the incredible diversity of what we have to offer — from the finest coffee brews, drinks and snacks to the Gloria Jean's REWARDS CLUB loyalty program, giving them perks that keep them coming back for moorish!

The proven Gloria Jean's franchising model has been refined over decades, providing you with expert training, field specialists and a marketing team, who support your local Franchise with national advertising, 'Flavour of the Month' promos, local-area marketing tools, product innovation and more.

Our success is built on a quality product offering and great Franchise Partners who, along with their teams, grow the brand each day.

We're all about flavour, and success made simple.



SIMPLE.

WHY BE A GLORIA JEAN'S FRANCHISEE?

Franchising allows you to own and operate your own business with the backing of an established, proven retail approach and management system. Franchising is a very popular and successful business format that offers buyers the opportunity to be in business for themselves, but not by themselves.

THE EDGE.

Be at the competitive edge of a well-known brand.

THE SYSTEM

Use proven, established business systems and processes.

THE KNOW-HOW

Enjoy serving a tested menu of products, with ongoing innovation.

THE ADS

Benefit from enhanced advertising frequency and marketing opportunity.

THE BRAND

Bask in the glow of greater brand awareness through the visibility of the Gloria Jean's identity.

THE DELIVERY

Tap into established and sophisticated stock and supply-chain solutions.

THE BACK UP

Rely on a broad range of support services and training.

SIMPLE. SIMPLE STEPS TO SETTING UP.

HOW TO PURCHASE A GLORIA JEAN'S FRANCHISE.



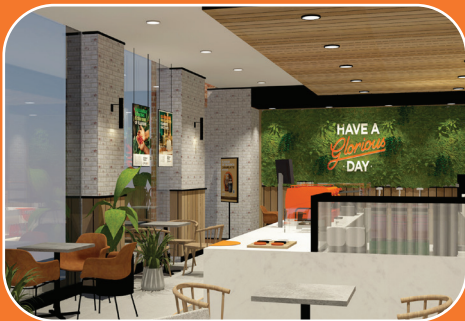
SIMPLE.

WITH LOW BARRIERS TO ENTRY

GLORIA JEAN'S TRADITIONAL STORE

To the right is a summary of estimated costs for a new store — it is a guide only and therefore does not include all prepayments and establishment costs which may be payable.**

(Not all stores are alike and additional fees and charges may be applicable.)



Traditional store example.

Initial franchise fee **\$50,000 + GST**
(reduced to \$30,000 + GST for FY 2025).*

This fee grants you the right to establish and operate a Gloria Jean's franchise (in accordance with the terms set out in the Franchise Agreement, which include use of our trademarks, operating systems and products) for a term of five years.

Build and equipment **\$380,000 - \$600,000 + GST**

(Note, this is to be used as a guide only and build cost will be determined in due course by our projects team and final costs subject to shopfitter quotes) depending on the site and terms negotiated. In some instances, the landlord will offer a monetary contribution towards the fit out which would reduce your costs.)

Working capital **\$20,000 - \$50,000 + GST**

Recurring fees:

Franchise service fee **6% total gross revenue**
Weekly or \$350, whichever is greater

Marketing fee **2% total gross revenue**
Weekly or \$150, whichever is greater

*This offer is limited to new applicants who satisfy the Franchisor as to their suitability via the Franchisor's standard approval process and who enter into a Franchise Agreement in accordance with the Franchisor's requirement. Full terms and condition of the benefits offered will be set out in the Franchisor's conditional approval letter and the Franchise Agreement to be entered into by the Franchisor and any conditionally approved new applicant.

**For further information on the prepayments, establishment costs and other payments to expect, please refer to the Franchisor's Disclosure Document.

SIMPLE.

WITH LOW BARRIERS TO ENTRY

GLORIA JEAN'S DRIVE THRU

To the right is a summary of estimated costs for a new store — it is a guide only and therefore does not include all prepayments and establishment costs which may be payable.**

(Not all stores are alike and additional fees and charges may be applicable.)



Drive thru store example.

Initial franchise fee **\$50,000 + GST**
(reduced to \$30,000 + GST for FY 2025).*

This fee grants you the right to establish and operate a Gloria Jean's franchise (in accordance with the terms set out in the Franchise Agreement, which include use of our trademarks, operating systems and products) for a term of five years.

Build and equipment **\$550,000 - \$1 Million + GST**

(Note, this is to be used as a guide only and build cost will be determined in due course by our projects team and final costs subject to shopfitter quotes) depending on the site and terms negotiated. In some instances, the landlord will offer a monetary contribution towards the fit out which would reduce your costs.)

Working capital **\$20,000 - \$50,000 + GST**

Recurring fees:

Franchise service fee **6% total gross revenue**
Weekly or \$350, whichever is greater

Marketing fee **2% total gross revenue**
Weekly or \$150, whichever is greater

*This offer is limited to new applicants who satisfy the Franchisor as to their suitability via the Franchisor's standard approval process and who enter into a Franchise Agreement in accordance with the Franchisor's requirement. Full terms and condition of the benefits offered will be set out in the Franchisor's conditional approval letter and the Franchise Agreement to be entered into by the Franchisor and any conditionally approved new applicant.

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LET'S CHAT

ALL ABOUT YOUR FRANCHISE

To find out more about success made simple with
Gloria Jean's, please contact:

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Gloria Jean's 