

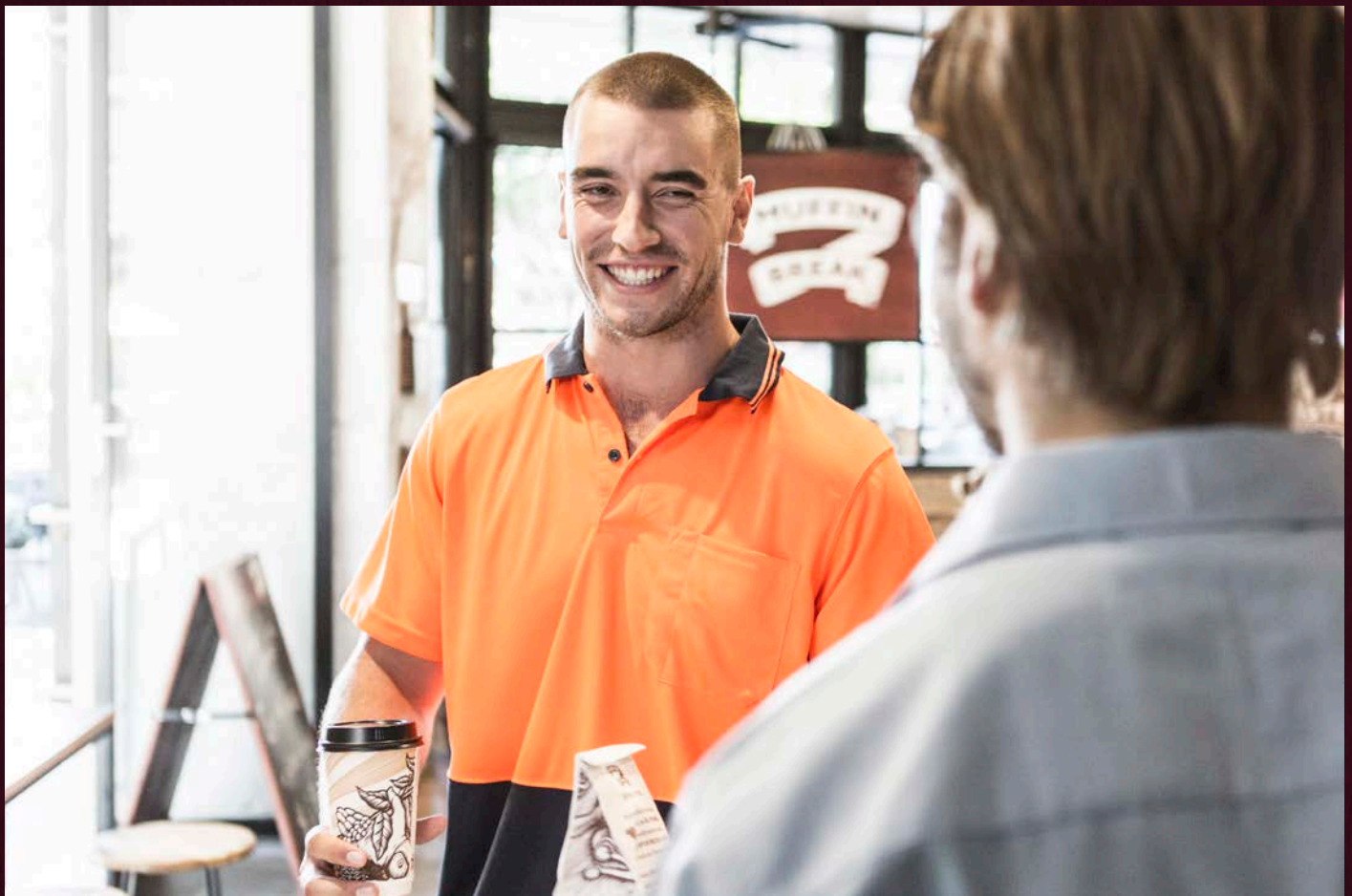
BECOME A PART OF AUSTRALIA'S  
MOST ICONIC BAKERY CAFÉ BUSINESS.

**BUILD A LIFE**  
*you love*





# In 2016 Foodco was named 3rd Top Australian Franchise\*.



\*[www.businessreviewaustralia.com/top10/2050/Top-10-Australian-Franchises](http://www.businessreviewaustralia.com/top10/2050/Top-10-Australian-Franchises)

# Why Join Muffin Break?

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Muffin Break is Australia's most-loved bakery café. It's also part of an experienced group with over 30 years' in the food retail industry.

Foodco Group Pty Ltd (Foodco) commenced operation within Australia in 1989. We now have over 480 franchise retail outlets trading through the Muffin Break® bakery café and Jamaica Blue™ contemporary café brands.

Muffin Break bakery cafés are located in shopping centres, airports, stations and - through a licensed partnership - in Croc's Playcentres.

## Our People Make Us Great!

We are strategically overseen by an impressive **board of professionals and entrepreneurs** with diverse experience in cafés, retail, finance, banking, business and management.

The **strong management team** is led by Serge Infanti, Foodco's Managing Director. They oversee key areas of the business including

administration, design and construction, development, finance, IT, legal, marketing, operations, product, supply, human resources and training.

Thanks to its heritage, Foodco is a trusted operation that will continue to offer growth, innovation and support to all local franchise owners who join the group.





# Hungry for Your Own Business?

## What Makes Us Different?

Muffin Break's concept has unique points of difference. We believe that the **'Good Goes In'** across everything we do. From our extensive product range and award-winning signature coffee blend, to our comprehensive training and support for franchisees, our philosophy is about producing the very best.

Our menu is continually reviewed to cater for diverse requirements, such as gluten-

free, dairy-free, low-fat and low-carb options. Another of our mantras is to 'bake every day, grind every cup'. All products are baked in store and prepared on the premises, guaranteeing a freshness that is a point of difference.

Our exclusive coffee blend is sourced from five different growing regions around the world and has won awards for its quality.

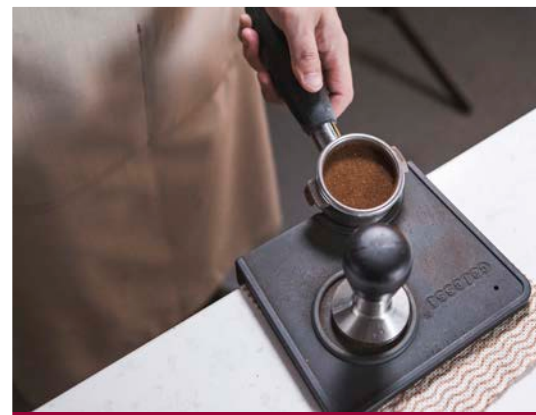




# Our Vision

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We believe we have the chance to make the world a bit warmer by adding goodness into everything we do. A little good goes a long way!





# Our Mission

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At Muffin Break, the Good Goes In.  
That's what we're all about. Good Food.  
Good Coffee. Good People.





# Our Values

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Our values are fundamental and haven't changed much in the 30 years since we started out!

## We're Always Fabulously Fresh

Nothing beats the smell and taste of freshly made coffee. Every cup of coffee we serve is made from freshly roasted Arabica beans. We constantly review our equipment to ensure it is producing the highest quality coffee.

Every Muffin Break has its own kitchen and our products are baked fresh throughout the day.





## We're Wholly Wholesome

Our food is good for the soul. It's simple, homely and delicious. We search for ingredients that are both satisfying and delicious.





# We're People Pleasers

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**It's the most fundamental part of our recipe -  
we make products that people love!**

We've been in business long enough to know that fads come and go. While we always adapt and try new things, we stick to the principle of making wholesome food that we know people love.

Muffin Break is a nostalgic brand for many and a fundamental part of the Australian community.



# We Give Back to Our Community

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We're proud of that community connection. We're a "local" national brand and each store engages thoroughly with the area in which it operates.

Our franchisees are passionate about supporting local schools, sports clubs, businesses or charities.





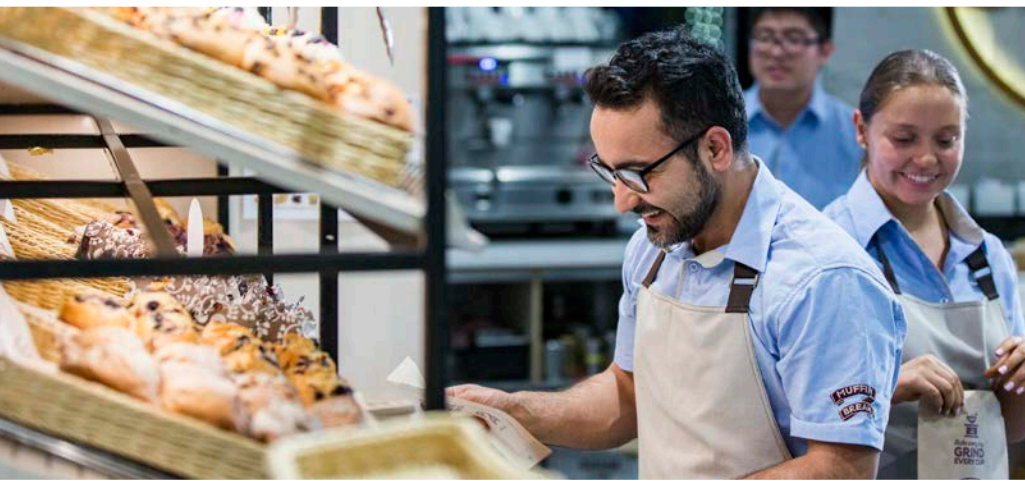
# Get Support

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Owning a Muffin Break bakery café means you will have the opportunity to share in the success of an instantly recognisable and highly successful global brand with a strong track record throughout Australia, New Zealand and the UK. We're all in this together, and so you will get plenty of support to help you on the way to success.







## Get Flexible

Set your own work hours and work with the Muffin Break team to capitalise on the brand in your area.

## Get Experience

Enjoy the security of joining a network of experienced industry professionals who offer exceptional, nationally-accredited training and operational support whenever you need it.

## Get Knowledge

Comprehensive accredited training programs are also delivered through Foodco's purpose built state of the art, Centre of Retail Excellence (CORE), e-learning web portal, training stores, and the franchise partners own businesses.





# Own it Like a Boss

Where are we?

OVER 300 LOCATIONS WORLDWIDE

Like cream, we've risen to the top! The question is - where *aren't* we? Today you can find Muffin Break stores right across Australia, New Zealand and the United Kingdom.

Each store has the ability to bake and prepare all products onsite to ensure that the **Good Goes In** across the whole brand.

Our extensive product range also gives you the flexibility to tailor certain products and varieties to a select site, customer base, and surroundings.

In 2015, Foodco partnered with Croc's Playcentre, granting an exclusive licence to operate in their centres.

There are currently more than 16 Muffin Break bakery cafés operating in Croc's Playcentres.

Foodco's local and global expansion can be contributed to its reputation that has grown over the last 30 years.



# Choose Your Look & Feel

Choose from a Kiosk or an In-line Bakery Café.



## Kiosk Bakery Café

Approx. 27-30m<sup>2</sup>





## In-line Bakery Café

Approx. 80-120m<sup>2</sup>





**Bake Every Day**



**Grind Every Cup**



# The Good Goes Into Each Muffin

Our clever bakers rise early every day to bake our world famous, fresh muffins.

**Our scrumptious range includes the following:**



Lower Carb



Low Fat



Gluten Free (Savoury & Sweet)



Traditional (+100 Flavours)



Lactose Free



Premium Delights



Bran

**We also bake our everyday classics:**



Apple  
Cinnamon



Blueberry



Choc Chip



**We are constantly innovating when it comes to health to ensure we support our customers' dietary needs.**





# Award Winning Coffee

Coffee is an integral part of our business - one we take very seriously. Our Head of Coffee carefully selects only the highest quality, 100% Arabica beans from five different growing locations around the world. We then create a signature blend which has won numerous awards.







## World Class Roasting

Our beans are roasted at the most advanced roasting facility in the Southern Hemisphere. The beans are then delivered directly to each Muffin Break to ensure freshness.

## Accredited Baristas Deliver Perfection

Foodco's purpose built Centre of Retail Excellence (CORE) facility and training ensures franchisees are expertly trained in all aspects of coffee. Our new franchisees understand the importance of delivering quality in every cup.

## The Competitive Edge

Each year Muffin Break hosts a barista competition whereby store baristas are assessed, and successful staff proceed to the final, to battle it out for the title of Muffin Break Barista of the Year.



# More than Muffins and Coffee

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In addition to our muffins and coffee, our stores also freshly prepare a range of other items to suit every occasion.

**Our Breakfast Range** is extensive and includes banana bread, raisin toast, croissants, toasted sandwiches and delicious bacon and egg rolls.



**Sweets!** Muffin Break bakes its own famous carrot cake, brownies, cheesecake, slices, cookies, and much more. Our bakers start as early as 4am to get all of these goodies into the oven.





**Lunch Items** are another popular range on our menu. Customers can expect to find wraps, sandwiches, pies, pasties, tartlets, savoury slices, salads and soups.

**Made-To-Order Cold Beverages.**

For such a wholesome brand, you can't go past our old fashioned milkshakes made with real ice-cream.

**The Muffin Break Frappe range** includes milk-iced beverages with a delicious coffee or chocolate base. With a variety of flavours they're sure to satisfy the taste buds.

Stores also have the option to offer packaged or personalised catering menus.

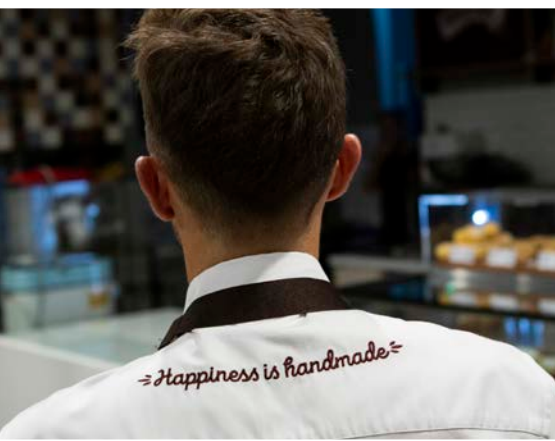




# The Franchise Package

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Becoming a Muffin Break franchisee means innovation and support in a competitive industry.



Established Business Systems.



Developed products and services, which help save you time and money. Ongoing research and development towards new products and services are also a bonus.



Accredited training and ongoing business advice.





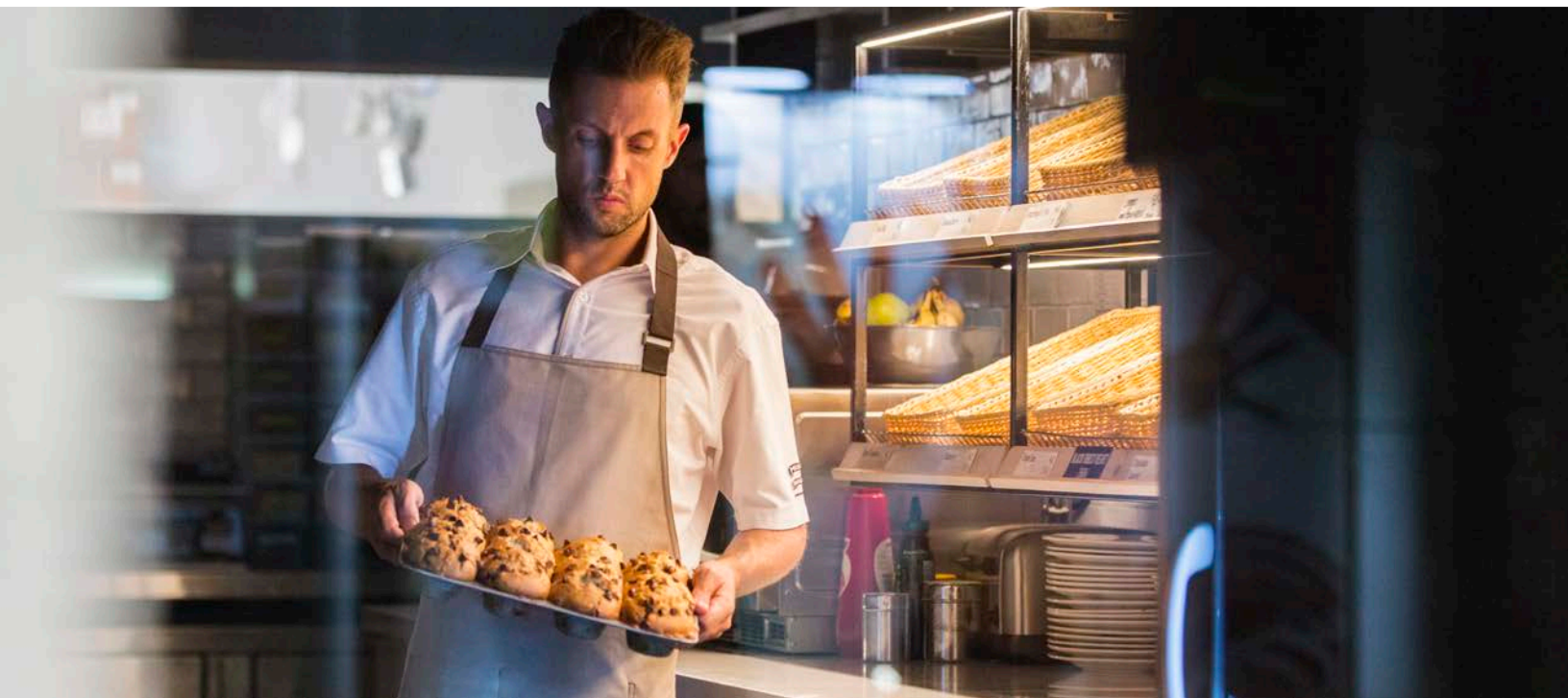
Brand advertising and marketing including strong national, regional and local marketing strategies.



Access to the Muffin Break franchise community, which allows you to learn and share with other franchisees through online forums, regional group meetings and national conferences.



Access to other world class suppliers. We have negotiated on your behalf partnerships with some of the world's best brands to make sure we have access to great quality ingredients.





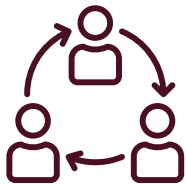
# What Do YOU Need to Have?

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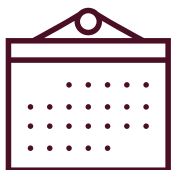
No Experience? No problem! We'll make sure you receive the training you need.



**Enthusiasm, ambition, integrity  
and a strong work ethic.**

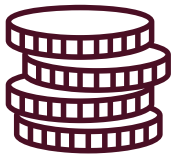


**Strong communication skills, as well  
as the ability to create a team.**



**Personal day-to-day involvement  
in the bakery café.**





Financial security and capacity to open and operate the bakery café including the ability to support borrowing costs associated with the business.



A passion for work, a positive outlook and an attitude for success.



A desire to learn and a willingness to adhere to the established Muffin Break guidelines and procedures.





Training is delivered in the purpose built Foodco Centre of Retail Excellence (CORE) in Sydney, in the field by experienced trainers and through online training modules to ensure staff are well equipped with the latest information and training.

# You're Never Alone

We support you through every step of the process. Our targeted departments are always on hand.

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## Leasing & Development

Foodco's Development team provide assistance with site selection and lease negotiations, including new sites and renewals and sales of existing franchise businesses. This department is also responsible for recruiting new franchisees as well as building and maintaining relationships with lessors to promote domestic and international growth.

## Operations

Foodco's Operations' team consists of a dynamic group of skilled personnel who provide support in a number of key areas to drive efficiencies, including labour management, rostering systems, maintaining cost of goods (COGS) business plan preparation and review as well as in-the-field support from coffee making to food preparation and customer service.

## Product Development

The Product department oversees the product development, innovation, sourcing and supply of products for Muffin Break – both domestically and internationally.

## Store Design & Construction

The Store Design and Construction team across the entire network coordinates and assists with; new store design, refurbishing existing stores, liaising with franchisees and lessor architects in achieving final designs, tendering of projects and determining cost expenditures. Sourcing and appointing suppliers and contractors to carry out works and project managing all fit-outs, store construction, equipment procurement all of which is tailored to suit local conditions.

## Legal

The Legal department undertakes a wide range of the legal work of the business. This includes preparing and managing franchise documentation, facilitating shop sales, providing shop sales and lease renewals, reviewing marketing and other public domain materials and developing and managing intellectual property rights.

## Marketing

The Marketing department develops and executes marketing and promotional strategies to foster sales growth for the stores. It also provides a strong support network to franchisees to deliver relevant and targeted local area marketing initiatives as well as innovative national campaigns. The marketing department is responsible for research and maintaining a consistent brand message.



## Information Technology

The I.T. department, which is comprised of an I.T. systems manager and several I.T. support administrators, offer support to the franchisee point of sale network. In addition to their other duties, they are also involved in the identification of new technology platforms to assist in business development.

## Expert Training

Comprehensive initial and ongoing training is provided for owners of franchised and licensed businesses in relevant areas of business and operations.

## Accredited Training

- Nationally recognised training courses to new and existing franchise partners and their staff.
- Comprehensive training including: business and operational knowledge.

## 3 Qualifications Available

- Food Safety Supervision Qualification.
- Accredited Barista Program.
- Certificate 3 in Hospitality (Includes Food Safety Supervisor Qualification & Accredited Barista program).
- 4 Training Delivery Platforms
  - › Centre of Retail Excellence (CORE)
  - › e-learning & communication portal
  - › stores
  - › franchise partners own business.

## Ongoing Training

In addition to Muffin Break's accredited initial training programs, ongoing training is provided through:

- › in-field visitations
- › annual operations training program and competitions
- › e-learning training modules
- › regional group meetings.





# What's Next?

We know buying a business is a huge decision, so we have information events set up at our Centre of Retail Excellence (CORE) in Sydney, for you to find out more about joining our family.

See the Muffin Break Franchise website 'Information Events' page for dates and to register. If you can't make it, we've broken down the steps for you...



## Step 1: Consultation

- Fill in an online application
- Meet your development manager
- Select a site
- Review documentation



## Step 2: Administration

- Pay \$10,000 deposit to hold the site
- Seek legal & accounting advice
- Sign the franchise agreement



## Step 3: Training

- Intensive core training
- In-the-field training



## Step 4: Activation

- Finalisation of store design/ equipment
- Marketing plan activation
- Staff recruitment
- Launch!



# Muffin Break Milestones

Check out some of our greatest hits!

- 1989** : Muffin Break launches in Australia, the first systematic franchise network to introduce the “freshly baked on site” café concept in Australia.
- 1994** : Muffin Break launches in Auckland, New Zealand.
- 2002** : Muffin Break launches in Derby, United Kingdom.
- 2005** : We become the first national franchise to offer a freshly baked Gluten Free product range.
- 2006** : National Retail Association Winner, Franchisor of the Year – Hospitality. [Foodco]
- 2007** : Launch Weight Watchers endorsed muffins. The first over-the-counter food retailer to receive endorsement.
- 2008** : Muffin Break E-Learning launched: Online training & communication portal.
- 2009** : Foodco Training Academy opens! We deliver comprehensive franchisee induction training, through theory and practical modules, in a simulated store environment.
- 2010** : Muffin Break franchisee wins Guinness World Record for the most number of cappuccinos made in an hour.
- 2011** : Electronic loyalty card launched with the strongest coffee reward offer of any franchise coffee chain.
- 2012** : Canstar Blue Most Satisfied Customers Award – Coffee Shop Chain.  
Roy Morgan Customer Satisfaction Award – Best Coffee Shop.  
CSR Golden Bean Award Winner:  
• Bronze – Coffee Chain Milk Category  
• Silver – Coffee Chain Espresso Category.  
Muffin Break Barista, Michael Byrne awarded 2nd Place for AASCA National Coffee Chain Competition.





- 2013** : Accredited Training Programs launched:
  - Barista Accredited Program
  - Food Safety Supervisor.
 Canstar Blue Most Satisfied Customers Award - Coffee Shop Chain (Joint Winner).
- 2014** : Muffin Break's 25th anniversary in Australia and 20th anniversary in New Zealand.
  - Accredited Training, Certificate 3 Hospitality - launched.
- 2015** : Opened Centre of Retail Excellence (CORE).
  - Opened Flagship EQ Stores as part of CORE.
  - Muffin Break partners with Croc's Playcentre Franchising to provide a multi-brand single franchise, a Croc's Playcentre with a Muffin Break bakery café.
  - DaVinci Australian Coffee Chain Championship Winner. Chain/ Franchise Espresso Category - Bronze.

- 2016** : Roy Morgan Customer Satisfaction - Best Coffee Shop in Sept and Oct.
  - Foodco Training Academy name changed to Centre of Retail Excellence (CORE).
  - First Croc's Playcentre in WA.
  - Change of charity partner to the Make a Wish Foundation.
  - Muffin Break launched new mobile loyalty app.
  - Winner of Roy Morgan 'Coffee Shop of the Year'.
- 2017** : Opened first Croc's Playcentre in NSW.
  - Raised \$500K for charities supporting children in need.
  - Winner of Roy Morgan 'Coffee Shop of the Year'.
- 2018** : Winner - Australian Service Excellence Awards (CSIA) - Retail Customer Service Organisation of the Year (Victorian Operations Team)

# Don't Be a Stranger!

If you think a Muffin Break franchise is the right fit for you then get in touch. One of our state development managers will talk you through the business.

[muffinbreakfranchise.com.au](http://muffinbreakfranchise.com.au)

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