

COFFEEBAY

COFFEEBAY

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201, World Meridian Venture Center 1st, 254, Beotkkot-ro, Geumcheon-gu, Seoul



2021
대상
KFA
Korea Franchise Business Award
Grand Prize



Korea Brand Power
Awards Grand Prize



Designated Good
Franchise for 8
consecutive years



Designated Good
Franchise for 8
consecutive years



Designated Good
Franchise for 8
consecutive years



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consecutive years



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consecutive years



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consecutive years

COFFEEBAY will turn your daily life into
an exciting journey for coffee.

COFFEEBAY



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01

COFFEEBAY Corporation

Introduction |



서로 상
남 생

reciprocal cooperation

COFFEEBAY Co., Ltd., established in 2009, is a franchise specialized company with the win-win spirit of 'the franchisee and the headquarters are one' as the business philosophy.

From start-up to operation, experts in each field gathered to do their best to successfully settle in and overseas franchise stores and satisfy customers who visit COFFEEBAY.

COFFEEBAY will respond to your support with constantly challenging and successes.

We sincerely hope that you will achieve all your dreams with COFFEEBAY, your reliable and a successful partner.

Core Values |

COFFEEBAY aims to let employees feel rewarded, customers feel happiness, and share with the society based on the five core values: Mutual Management, Variation and Innovation, Prioritize the Talented, Aim the Best, and Ethics Management.



Mutual Management



Variation and Innovation



Prioritize the Talented



Aim the Best



Ethics Management

Affiliates

AT Global



'AT Global' is a roasting plant of COFFEEBAY. It provides 250t of coffee in a year and provided with reasonable prices to each shops of COFFEEBAY and customers.

ADDRESS | 4 77-35, Opo-ro, Opo-eup, Gwangju-si, Gyeonggi-do



History of COFFEEBAY

2009	-Establish of Appletree Corporation	-Launch of COFFEEBAY	2019	-Selected as Top 100 Korean Franchises by Maeil Business Newspaper 4 years in a row	-Selects export vouchers for small and mid-sized venture companies and companies leading in consumer goods by KOTRA
	-Established COFFEEBAY Franchise Headquarters	-ISO 14001 environmental system certification		-Nomination of 'Food and Drug Administration Director' for the best companies to reduce sugars	-Selected as a demand company of KT linked data voucher project by K-data
	-ISO 9001 quality administration system certification				
	-30th COFFEEBAY store opened	-Initiated Appletree's voluntary service group			
	-Sponsored of Grand Bell(Daejong) Movie Award				
	-100th COFFEEBAY store opened	-Awarded the grand prize for MoneyToday's "Korea-brand power"			
	-Awarded the grand prize for 2012 Korea Franchise Business award				
	-Received the grand prize for 2013 Korea Franchise Business	-Selected as leading company of Expanding oversea by KOTRA			
	-Selected as a Good Franchise by Small and Medium Business Administration	-Obtained Mainbiz certification			
	-Selected as a Good Franchise by Small and Medium Business	-Established COFFEEBAY Academy			
	-Received the grand prize for 2014 Korea Franchise Business	-Corporate Owned store opened in Gasan, Korea			
	-Selected as a Good Franchise by Small and Medium Business	-A master franchise agreement (Liaoning, Province, China) signed			
2015	-Received Prime minister prize for 2015 Korea Franchise Business Awards	-Master franchise stores opened in Shenyang(1st)	2020	-Commendation from the Minister of Trade, Industry and Energy for outstanding performance at 'Korea Sale Festa'	-Sponsored by Hope Bridge National Disaster Relief Association
	-Selected as a Good Franchise by Small and Medium Business Administration	-Partnership Agreement signed with Walmart		-Proceed NGO 'Love Fields Together'	-'Share the Love' CSR activities (Dobong, Gwacheon, Seongbuk Fire Station)
	-Selected as leading company of Expanding oversea by KOTRA	-Established COFFEEBAY USA(COFFEEBAY INTERNATIONAL INC.)		-Support for 1st, 2nd and 3rd affiliated stores to overcome COVID-19	-Contract with the Ministry of Environment a agreement to 'reduce the use of disposable products'
2016	-Received the grand prize for 2016 Korea Franchise Business	-Started a mobile coupon service		-Selected as 'Good Franchise' by the Korea Fair Trade Commission	-Sponsoring 'Seoul Red Cross Hospital', a hospital dedicated to COVID-19
	-Selected as leading company of Expanding oversea by KOTRA			-Selected as one of the top 100 franchises by Maeil Economic Daily for 5 consecutive years	-Awarded 'Korea Franchise Industry Development Contribution' for 9 consecutive years
	-Established COFFEEBAY Philippines (COFFEEBAY Philippines corp.)	-Selected as a Good Franchise by Small and Medium Business Administration (4 years in a row)		-Actor 'Lee Dong-wook' selected as a commercial model	-Designated as 'Excellent Franchise' for 8 consecutive years (ranked 1 for 4 consecutive years)
	-A location agreement made with SM mall in Philippines	-1st & 2nd US store opened in Walmart, Sacramento California	2021		
		-1st Philippines store opened at SM Seaside, Cebu		-Production support for SBS TV show 'Penthouse 2, 3'	-Awarded 'Korea Franchise Industry Development Contribution' for 10 consecutive years
2017	-Received the grand prize for 2017 Korea Franchise Business (6 years in a row)	-Launched COFFEEBAY membership service		-PB product 'The Essence of Snack'selected as an excellent product at the 2021 Seoul Awards	-Designated 'excellent franchise' for 9 consecutive years (ranked 1 for 5 consecutive years)
	-Selected as leading company of Expanding oversea by KOTRA (3 years in a row)	-Selected as Top 100 Korean Franchises by Maeil Business Newspaper		-Gyeonggi-do, Gyeonggi Suicide Prevention Center signed an agreement on the prevention of youth suicide and psychological quarantine	-Production support for JTBC drama 'No Longer Human'
2018	-Holding of the Conference with owners of the COFFEEBAY stores	'Received Korea 2018 Franchise Business Awards' 7 years in a row		-Production support for tvN TV show 'STREET WOMAN FIGHTER'	-Selected as 'Good Franchise' by the Korea Fair Trade Commission for 2 consecutive years
	-Selected as Top 100 Korean Franchises by Maeil Business Newspaper 3 years in a row	-Outstanding Franchise for Small and Medium Enterprise 7 years in a row/Certified 1st Class	2022	-Selected as Top 100 Korean Franchises by Maeil Business Newspaper 7 years in a row	-Sponsored by 'Seoul International Women's Film Festival(SWIFF)' for 3 consecutive years
	-Made voluntary agreement between the Ministry of environment to reduce the use of disposable products and promote recycling	-Philippines direct second store opened		-PB product 'Standard of Sweet Bread', selected as an excellent product at the 2022 Seoul Awards	-Sponsored by 'Seoul WebFest' at the International Web Film Festival
				-Smart pickup order service 'Bay Order' launched	





02

COFFEEBAY

Introduction | COFFEEBAY

Did you know that Polaris, the star that leads ships in the right direction on beautiful yet sometimes Dangerous nights, is not actually the brightest star? People just naturally think they can find the correct path along the sea through the shimmering glow of Polaris. But, in fact, a long time ago, sailors were guided by otherconstellations. Exploring the movements of the winds and waves, they pioneered the routes along the sea in harmony with the natural environment surrounding Polaris. COFFEEBAY has focused on the harmonious spirit of the sailor and the nature of Polaris. COFFEEBAY places an important value in helping our customers find their own Polaris through the powers of harmony and coexistence rather than having to advance on each journey alone. COFFEEBAY wants to be Your Mate, the trustworthy friend to guide you through the vast sea of coffee.



LOGO

- The graphical diagonal line represents the direction of COFFEEBAY
- Represents unlimited possibilities to develop and change, like a free port



PT 419C PT 2350C
PT 4685C PT 7530C

PANTONE NO.

- MAIN COLOR : PT 419C / PT 2350C
- SUB COLOR : PT 4685C / PT 7530C

Global COFFEEBAY

Worldwide COFFEEBAY

As a representative cafe franchise in Korea, we are actively exploring overseas markets and now having stores in Philippines.

COFFEEBAY Coffee's taste and aroma, which makes the mind relaxed, are loved not only by domestic but also overseas customers.



Philippines

COFFEEBAY has been offered space in SM Malls in Philippines. Not only the local community but also the visitors from all around the world are visiting.

COFFEEBAY is in SM Mall, representative shopping mall in the Philippines. Located in globally known as a vacation spot, its popularity is not only in local community but also World-Wide-ly. COFFEEBAY has been in a front line to spread the Korean culture of coffee by entering the Southeast Asian Market.

▶ Partnership with SM

- No.1 : 2F SM Seaside City Cebu, South Road Properties, Cebu City
- No.2 : G/F, HM Tower, W.Geonzon St., IT Park, Brgy Lahug, Cebu City
- No.3 : Lot11 Blk 50. Friendship Hi-way, Cutcut, Angeles City



No. 1 : 2F SM Seaside City Cebu, South Road Properties, Cebu City.



No. 2 : G/F, HM Tower, W.Geonzon St., IT Park, Brgy Lahug, Cebu City



No. 3 : Lot11 Blk 50. Friendship Hi-way, Cutcut, Angeles City

COFFEEBAY

We “COFFEEBAY” with our philosophy of “the success of the Franchise”, including unique coffee taste, self-roasting plant operation, trend-leading menu development, sensuous interior and special systematic curriculum has grown and developed through its one and only competitiveness.



COFFEEBAY

03

Competitiveness

ROASTING

COFFEEBAY Roasting

COFFEEBAY completes the unique coffee flavor by blending five Arabica beans in the optimal ratio. We import and use good quality raw beans to preserve the taste and aroma and feel an extreme tenderness through medium roasting.

A cup of coffee in COFFEEBAY with soft and flavorful with the original taste of coffee beans, offers a moment of relaxation and small happiness in daily life, as if enjoying warm sunlight and breeze while lying on the lawn.



Roasting Beans



COFFEE FLAVOR



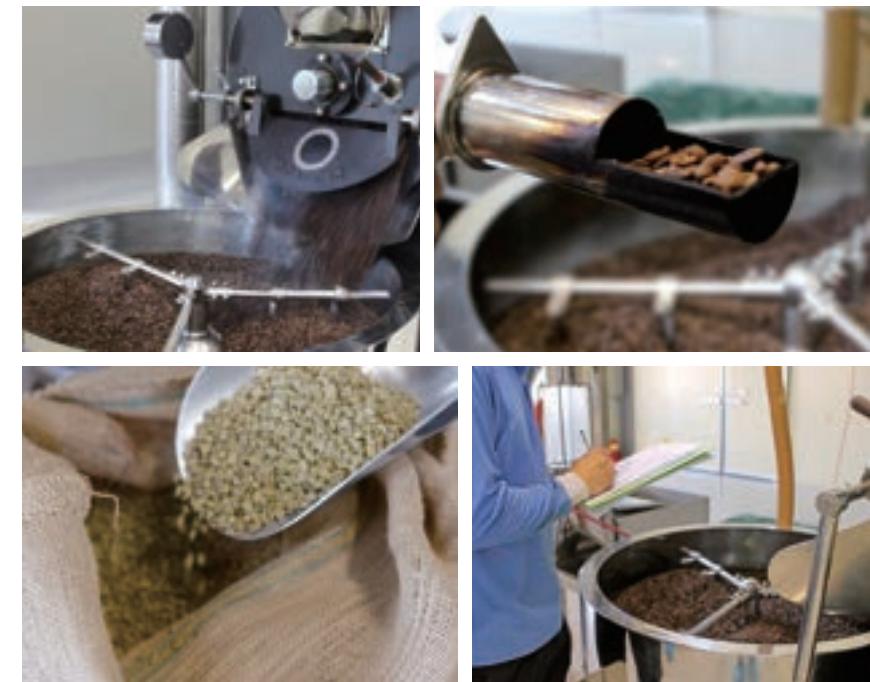
AT GLOBAL



COFFEEBAY established own roasting plant to provide brand-specific coffee flavors.

We are constantly conducting research through our own roasting plant and research institute, and we try to create the best coffee flavor with the philosophy of COFFEEBAY.

COFFEEBAY beans produced through thorough quality control are provided to merchants as a competitive product in taste, price, and all aspects. COFFEEBAY's the most competitiveness, self-roasting plant presents the best coffee.



COFFEEBAY MENU I

Coffee and Beverages

There is a line-up of drinks and season menus, from espresso variation to franobe, allowing any gender of any age can enjoy a break at COFFEEBAY. Seasonal menus are developed by the headquarters' R&D department, in consideration of trends and profitability, which allows merchants to secure sales regardless of the season.



ICED
Brown Sugar Bubble Latte



ICED
COFFEEBAY Dalgona Bubble Tea

Espresso Variation



ICED
Americano



HOT
Americano



ICED
Café Latte



HOT
Café Latte



ICED
Vanilla Latte



HOT
Vanilla Latte



ICED
Cappuccino



HOT
Cappuccino



ICED
Hazelnut Latte



HOT
Hazelnut Latte



ICED
Caramel Macchiato



ICED
Caramel Macchiato



ICED
Café Mocha



HOT
Café Mocha



Espresso



Basic Latte



ICED
Chocolate Milk



HOT
Chocolate Milk



ICED
Sweet Potato
Latte



HOT
Sweet Potato
Latte



ICED
Milk Tea



HOT
Milk Tea



ICED
Dark Chocolate



HOT
Dark Chocolate



ICED
Red Velvet Latte



HOT
Red Velvet Latte



ICED
Green Tea Latte



HOT
Green Tea Latte

Franobe



Dark Chocolate
Franobe



Mocha
Franobe



Cookies and Cream
Franobe



Java Chip
Franobe



Espresso
Franobe



Green Tea
Franobe



Plain Yogurt
Franobe



Blueberry Yogurt
Franobe

Fresh Drink



Smoobella



Tea



NEW



COFFEEBAY

Menu II

Experience various types of bakeries and merchandise that perfectly match with coffee and drinks.

Dessert



Bakery & Deli



Bagel



Color Bagel
(Chocolate · Cheese · Cranberry · Blueberry · Onion · Plain)



Enjoy Your Colored Bagel with Cream Cheese

MD



Exterior Design

Comfortable Resting Area

COFFEEBAY headquarter has own interior design team to provide optimized designs for each stores structures with long-established expertise.

The modern and sensuous interior of COFFEEBAY offers a comfortable resting place for customers using psychologically stable colors and lightings.

In addition, we can minimize fatigue and improve the quality of service by considering the work flow of employees in the store.



Interior Design I

「Prioritized Spatial Efficiency」



Interior Design II

「Luxurious and Comfortable Space」



Robot Café | COFFEE BARISTA24

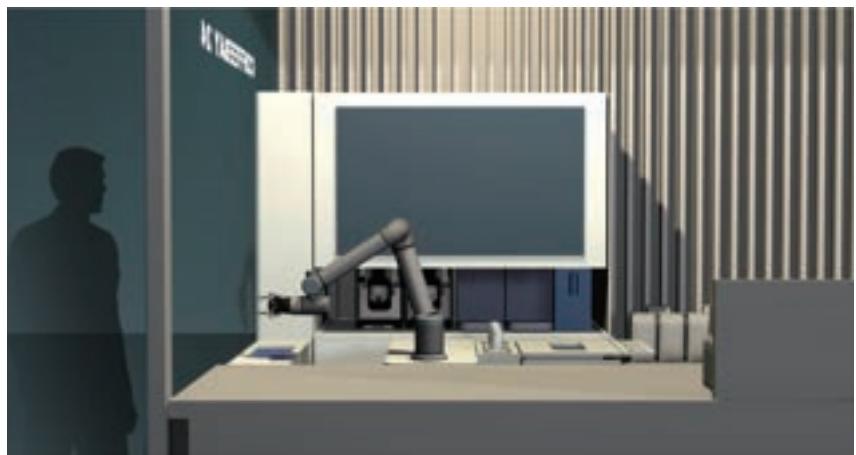
Innovative Café with Advanced Technology

COFFEEBAY introduced a new future-oriented and innovative café style using cutting-edge technology.

Innovative robot café solutions that combined years of cafe operational know-how with advanced IT technology will bring new values and experiences to customers that they have never experienced before.

Corona-era non-face-to-face service, fast but best drinks with consistent taste. It will create successful value through high spatial efficiency, high-quality menus, and low management costs.

Depending on your choice, you can operate 24 hours a day (with or without employee) allowing sales after business hours to gain a differentiated competitiveness compare to other café.



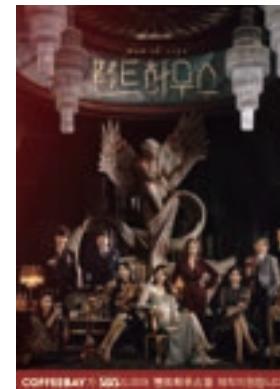
Robot Café Image



Marketing

COFFEEBAY is planning and carrying out marketing strategies that can promote franchise sales as a top priority. Through indirect advertising of TV shows, we have established ourselves as a familiar café brand to customers, as well as conducting seasonal promotion to create new customers and increase customer transaction, and achieve increased sales every year.

COFFEEBAY in TV



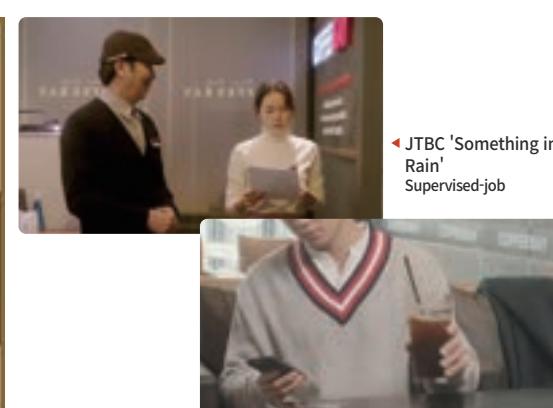
SBS 'Penthouse'

SBS 'Penthouse'
Strawberry Frappe/
Strawberry Juice

tvN 'Tale of the Nine Tailed'

tvN 'Tale of the Nine Tailed'
Pastel Custard Cream Latte

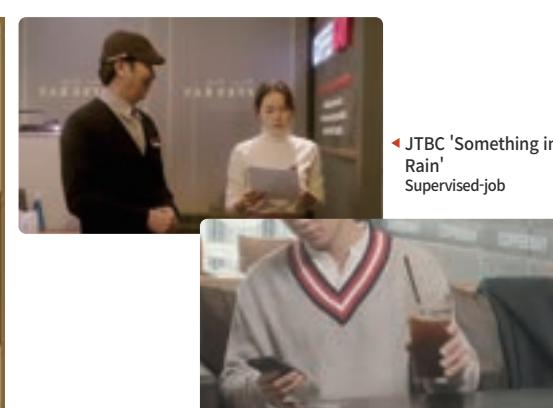
JTBC 'Something in the Rain'

JTBC 'Something in the Rain'
Supervised-job

Brand Marketing

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COFFEEBAY in TV

SBS 'Penthouse'
Strawberry Frappe/
Strawberry JuicetvN 'Tale of the Nine Tailed'
Pastel Custard Cream LatteJTBC 'Something in the Rain'
Supervised-job

COFFEEBAY in TV



JTBC 'Hidden Singer 6'



tvN 'Hotel del Luna'



JTBC 'Chief of Staff'



JTBC 'No Longer Human'



tvN 'Signal'



tvN 'Cheese in the Trap'



tvN 'Encounter'



KBS2 'School 2017'

Promotions



Cultural Event



COFFEEBAY Supporters



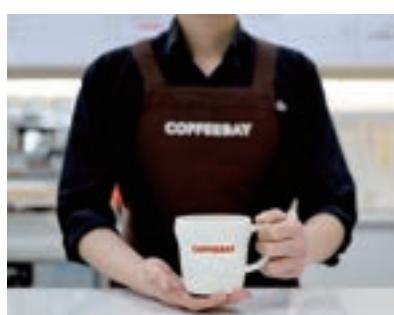
Consists mainly of influential bloggers on-line, regularly post blogs to promote various new menus to brand issues on blogs and social media.

Special Curriculum

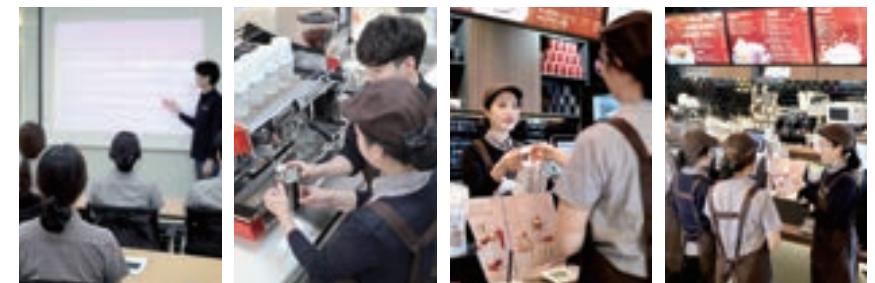
COFFEEBAY Training Center

Professional and Organized Academy system with COFFEEBAY.

With experts, training sites that reenacted actual stores, and systematic curriculum provide perfect training to enable reliable store operation after opening a store.



1.Theory 2.Hands-on 3.At Store 4.Service Training



Training Schedule

Total 13 Days of Training (for stores in Korea)

Day	Classification	Specifics		
1	Training at Headquarter (5 days)	01 Orientation	02 Theory of Coffee	03 Basics of Extract Espresso
2		04 Milk Steaming	05 Basics of Equipment I	06 Understanding of Franchise
3		01 Espresso Quality Control	02 Practice for Drinks I (COFFEE)	03 Basics of Equipment II
4		01 Practice for Drinks II (BEVERAGE)	02 Machine Management I	03 Labor and Human resources
5		01 Bakery	02 Machine Management II	03 Basics of POS
6	On-Site Training (4 days)	04 Seasonal Menu Training I	05 Customer Service	06 Hygiene
7		01 Achievement Evaluation	02 Skill Proficiency Check 1:1 Feedback	03 Completion Ceremony
8		Practice for opening, closing and mid time operation		
9				
10	On-Site Training at Store (3 days)	01 Practice for equipment and opening store		
11		02 Opening-expert Supervisor Visit to Store		
12		03 Prepare for the grand open by having general practice before opening		
13	Open	01 Customer Service Practice		
		02 Advice responding on-site situations		



The Best Partner for your success, COFFEEBAY

COFFEEBAY will be a partner who tries the best to make franchisees' challenges shine. Take a step closer to a successful start-up with COFFEEBAY giving trusts to franchisees with honest partnerships and pleasure to customers.

04

Master Franchise Guide

Master
Franchise
Procedure

COFFEEBAY

will help you start up a successful business with its own differential system.

01. Applying for the master franchise opportunities
02. Meeting with head quarter and discuss conditions
 - Submission of related documents to both parties (Business plan, Financial status etc..)
03. Signing a Master Franchise agreement
 - Payment of Franchise Fee
04. Finding a location
 - Receive confirmation of the head quarter
05. Education for board of directors and manager at head quarter office
06. Store measurement and architectural design
 - Dispatch staffs to the location from Korea.
07. Construction, Menu development, Franchise consulting
 - Education for staff in field (Menu, Equipment, Service, Store open & operation etc.)
08. Rehearse grand opening
 - Official grand opening (On-site assistant with store opening & promotion)

Franchise
Estimate

Reasonable opening costs for maximum profits.

* Unit: USD , VAT excluded

Territory (country)	
Master Franchise Fee / Franchising Fee	Can differ depending on your business plan based on country or territory
Royalty	3% of gross sale / month applying to direct stores of Master franchisor and its member stores
Additional Cost (for Staffs dispatched for store open)	At Cost <ul style="list-style-type: none"> - Roundtrip ticket - Accommodation & Meals - Labor cost /daily
R&D Staff	Supervisor (Opening support staff)
Terms of Agreement	5years (Possible to extend additional 3years)
Classifications of system offered	
Place	
Head Office	Education of franchising system, franchise management etc. for board of members & manager
Interior support	Design, Architect , Inspection
Field	Menu development (+ exclusive special menu for your market) Menu education & training for staffs in field Continues R&D support from the head quarter
R&D support	Supervising
Supervising	Equipment, Service education & training for staffs in field

COFFEEBAY Corporation (Headquarters)

Address Room 201, World Meridian Venture Center 1st, 254, Beotkkot-ro, Geumcheon-gu, Seoul

TEL 1644-1157 **FAX** 02-856-1157



LOCATION



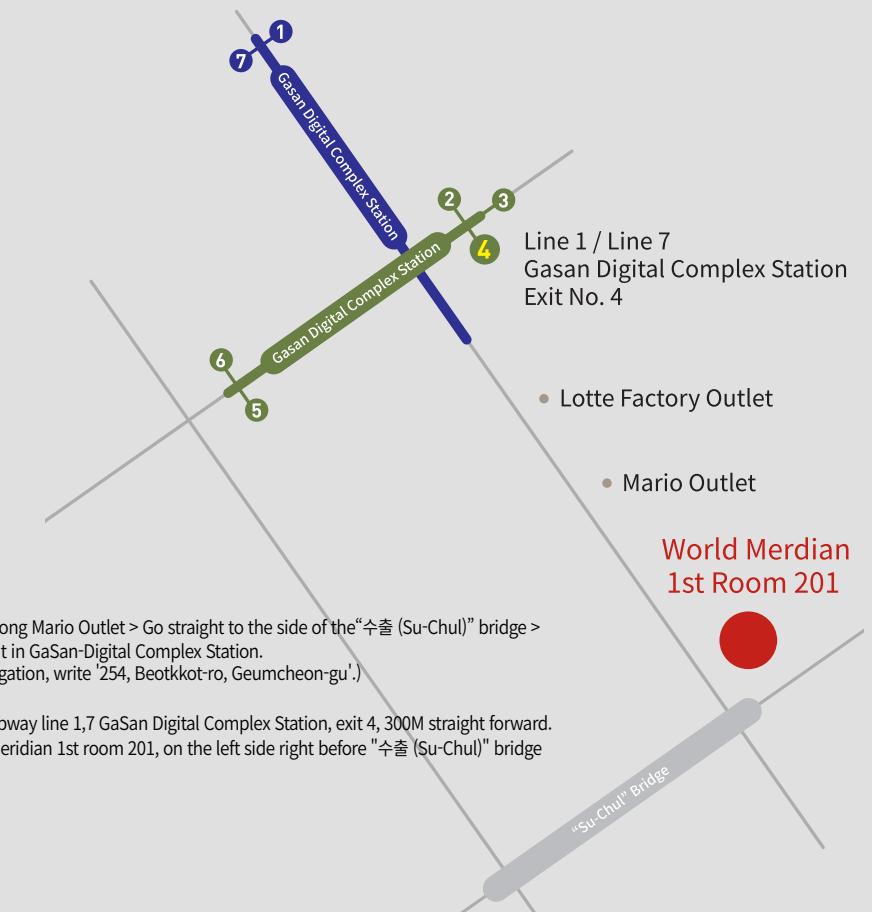
By Car

GaSan-Dong Mario Outlet > Go straight to the side of the "수출 (Su-Chul)" bridge >
Turn right in GaSan-Digital Complex Station.
(On Navigation, write '254, Beotkkot-ro, Geumcheon-gu').



By Subway

Using subway line 1,7 GaSan Digital Complex Station, exit 4, 300M straight forward.
(World Meridian 1st room 201, on the left side right before "수출 (Su-Chul)" bridge)



COFFEEBAY Roasting Center

477-35, Opo-eup, Gwangju, Gyeonggi-do,
T. 070-7703-5858

