



Coffee Shop Program



WHAT IS AN UGLY MUG

- It is your favorite mug. The one whose chips and scratches record a history of your life. It is the mug that not only warms your hands but also your soul. Holds hope for every new morning, comfort to get you through the day and strength to get you through the end of the night.



COFFEE SHOP INDUSTRY OVERVIEW

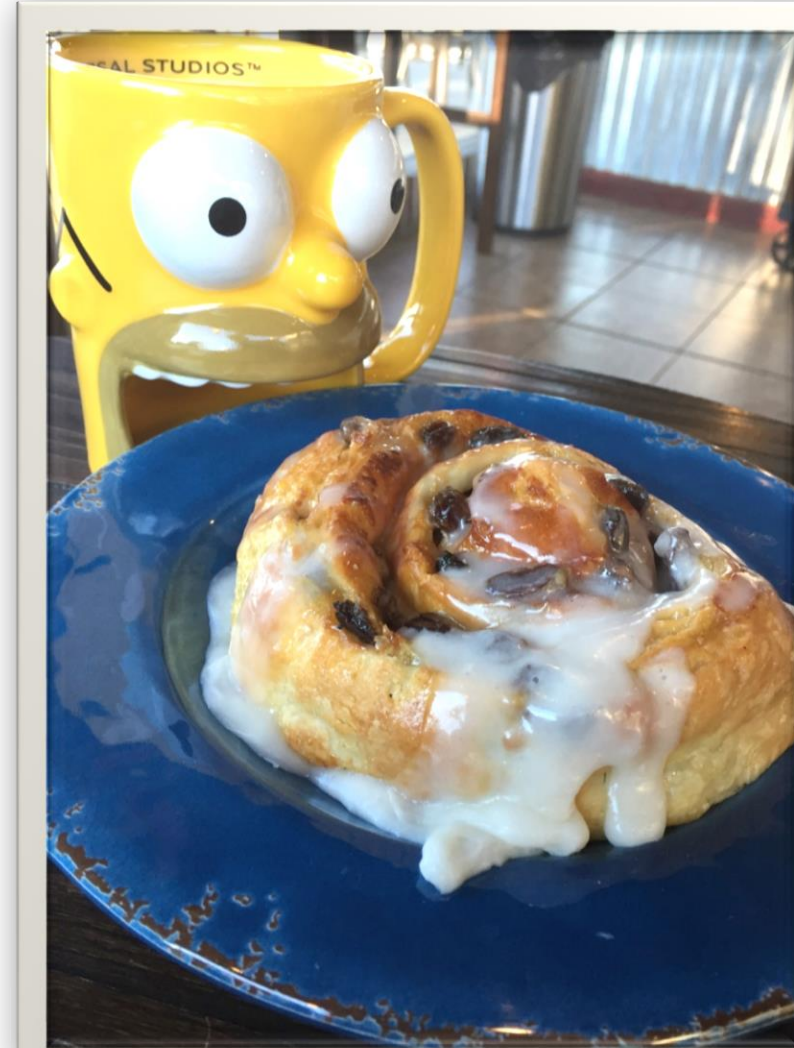
- Specialty Coffee shops are one of the fastest growing markets in the country
- Overall sales in 2016 topped \$18.2 billion in sales
- Specialty coffee is a high “impulse Buy” product
- Specialty Coffee drinks are highly profitable. Average drink is 78% margin



KEY TO SUCCESS



- Memorable Brand that resonates with customers.
- Unique products that make your shop unique and different
- Operating efficiently and consistently
- Understanding the industry and how to be successful



MEMORABLE BRAND

- Ugly Mug Café is a name that people remember.
- Image is youthful and trendy
- Theme focused on unique décor of stylized
 - coffee mugs



UNIQUE PRODUCTS

- We have products that people can only get from an Ugly Mug Cafe
 - Full Moon Latte- Our Signature
 - Blue Suede Macchiato
- Prepared with Latte Art!



UGLY MUG SIGNATURE RECIPES

- We offer a complete operating procedure so that you offer products and operate your café consistently to your customers every time.
- All Recipes, Techniques , and Secret trade knowledge is provided. We have done the hard work. So you can focus on customer service.
- We will train you in the proper techniques and recipes to create all of our great products .



UGLY MUG'S UM CAFÉ SOLUTION

■ **We want you to be successful!**

- Great youthful brand that resonates with customers
- Full access to the Ugly Mug play book with all the knowledge to set up and run a successful café
- Training of staff to get you up and running successfully
- Custom recipes that customers can only get from you
- Standardized operations and drink preparation to keep cost low
- Marketing assistance with promotions and image marketing
- Assistance with café design
- 40 years of coffee experience.



YOUR COST TO GET IN?

- To join the Ugly Mug Family all you need to do is agree to a License Agreement
- Monthly License fees and marketing fees Range from around \$500 per month. Actual fee is based on the sales and services you want. If you want less then it cost less.
- Other fees. There are none. Except what the government takes.
- You keep all of your profits. You deserve it. We want to be your partner
- Build out cost will average around \$60,000. This is based on average equipment , signage, etc..
- Décor cost can range on how fancy you like it.



CONTACT US FOR MORE INFO

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