



Cafe Wien Consult & Franchise Ges.m.b.H.

3 20 years of tradition have developed the Vienna coffee house into a cultural form that is unique in the world. It has also become a symbol of the Viennese style of life and its legendary cosyness, so that today it is a very popular tourist attraction.

In the old monarchy Vienna was the capital of a great empire. As a result Viennese coffee houses were established in its cities Budapest, Prague, Trieste, ...



Cafe Demel - Vienna

To enable authentic versions of the sensitive product *Original Viennese Coffee House* to be established worldwide the “*Café Wien – Consult & Franchise Co. Ltd.*” was founded by leading Viennese coffeehouse owners under the auspices of the Vienna Chamber of Commerce and its special section for coffee houses in 1988.

Viennese Pastries



In our concept an *Original Viennese Coffee House* combines two types of business; the traditional Viennese coffee house and the Viennese pastry shop. So many of Vienna’s coffee houses – steeped in tradition and lovingly cared for – have been taken as models for stylistically authentic copies in great cities all over the world.

A franchise contract with the „Cafe Wien“ Consult and Franchise Co. Ltd. makes you available a well tried and experienced concept for premium brand coffeehouse branches, created and supported by the 6 most prominent coffeehouse owners in Vienna.

So with this franchise contract you will get an all overall advice on six fields:

Corporate Design

Architecture & Interior

Menue Plan & Products

Personnel Planning & Training

Cultural Marketing Program

Controlling & Advice

1. We make available the use of our registered and protected trade mark and signet „CAFE WIEN“.



2. We recommend you an architect from Vienna and give advice to your chosen furniture designer, especially on the field of functional floor plan, kitchen & bakery equipment planning, Viennese styled design, typical Viennese furniture (imports) and costing preliminary.



3. Recommending you a complete menue offer and layout, including the recipies



4. Personnel planning, training and check for all the required staff (partial-qualified).



5. We make available an original Viennese marketing program, using many of the cultural attractions of the city of Vienna.



6. An always actually adjusted feasibility and budget plan enables you to plan and control your profit (Cash flow will be more than 25 % of total sales, as actually figures of Cafe Wien branches show in average).

„CAFE WIEN“
FRANCHISE- SERVICES



Cafe Demel - Vienna

For the contracting, transfer and individual adjustment of this complete Viennese Coffee-house know how the following conditions apply:

1. Franchisee has to find real good location with a size of 150 to 200 m² in excellent site of cities with more than 200.000 inhabitants. Franchisor will check the place to assure a profitable business there.

2. According plans and investment costing preliminaries the franchisee has to invest a total sum of US\$ 300.000,-- in average, to establish a flagship „Cafe Wien“ branch. Shortest time from starting planning until opening will be 6 months.

3. The Franchise Fee for all overall advice in six fields is determined as follows:

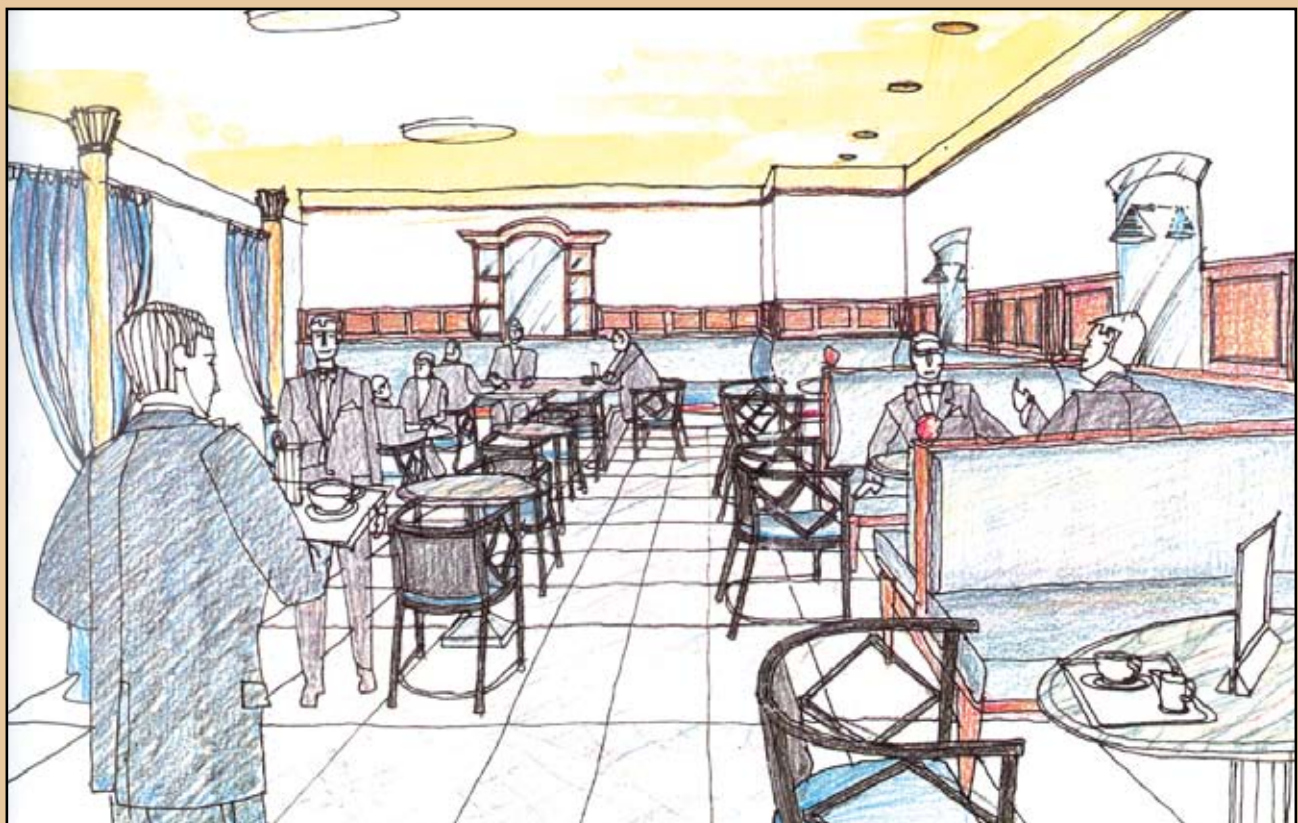
- a) For the exclusivity for a whole country a non recurring Royalty Fee of US\$ 20.000,-- to US\$ 100.000,-- payable at the date of signing the contract.
- b) For the special, individual adjustment and project planning for first branch from the start of planning until the day of opening a non recurring Project Fee of US\$ 20.000,-- payable at the date of transmitting the written order by letter or e-mail to the Franchisor to start project planning.
- c) For the use of the registered trade mark „Cafe Wien“ as well as further advice and controlling as well as a regular quality check, not less than once a year, the franchisee has to pay an annual Franchise Fee of US\$ 20.000,-- per branch for the entire duration of the franchise contract, first time payable at the date of opening.
- d) Additionally the Franchisee has to bear all travel-, accommodation- and subsistence expenses for the franchise-consultants from Vienna (6 people until opening and 2 people for the annual quality-check will be needed in any way).

FRANCHISEES DUTIES

BRANCH PROJECT COSTING PRELIMINARY

<i>Wooden Floor "beech", boards, appr. 120 m²</i>	<i>US\$ 9.000,--</i>
<i>28 Table bases + granite table tops (inside)</i>	<i>20.000,--</i>
<i>48 wooden chairs (inside)</i>	<i>20.000,--</i>
<i>Fabric for chairs & benches (inside), 50 m</i>	<i>3.000,--</i>
<i>Wooden materials (entrance, counter & wall behind, newspaper desk, wooden fence, show cases at entrance)</i>	<i>60.000,--</i>
<i>Pastry desks (2 small ones inside)</i>	<i>20.000,--</i>
<i>Mirrors, glass shelves</i>	<i>5.000,--</i>
<i>"Cafe Wien" Signets</i>	<i>5.000,--</i>
<i>Curtains</i>	<i>7.000,--</i>
<i>Ceramic materials & salary for work, painting</i>	<i>10.000,--</i>
<i>Electric & water, material & salary</i>	<i>10.000,--</i>
<i>Kitchen & Bakery equipment, kitchen tins & tools</i>	<i>42.000,--</i>
<i>Counter equipment, espresso machina</i>	<i>23.000,--</i>
<i>Wall lamps, ceiling spots</i>	<i>6.000,--</i>
<i>China ware, glasses, decoration, menue</i>	<i>20.000,--</i>
	<i>US\$ 260.000,--</i>

<i>Architect's fee</i>	<i>20.000,--</i>
<i>Project-fee</i>	<i>20.000,--</i>
	<i>US\$ 300.000,--</i>





Cafe Wien - Jakarta I

May we forward a short list of arguments to you, why you should become a franchisee in our „Cafe Wien“ Franchise System:

- 1.*** You will not need any experience in the gastronomic field yourself - our concept and advice makes you a professional in the coffeehouse-business.
- 2.*** You will need no other advisors (but legal), because expertise in all necessary fields will be rendered by us.
- 3.*** Your „Cafe Wien“ branch will be the most exclusive and prominent coffeehouse in town from the day of opening.

- 4.*** Your “Cafe Wien” branch will be one of the most profitable investments in the field of gastronomic enterprises too.

- 5.*** Many of our Franchisee’s branches come up to an average Cash flow of 25 % of total sales. Return of your investment will be done in 2 to 3 years of operation.

- 6.*** In comparison with our individual and all overall advice services the contracted fees are really moderate and will be earned already by lower investment costs.

- 7.*** Nowadays 13 franchisees are running 26 „Cafe Wien” branches worldwide already with excellent profit and success. This is the best guarantee for yours too.

TO FIND YOUR DECISION

CAFE WIEN - WORLDWIDE

<i>BRANCH MARK</i>	<i>COUNTRY</i>	<i>CITY</i>	<i>FRANCHISEE</i>
<i>Wiener Kaffeehaus</i>	<i>Hungary</i>	<i>Budapest</i>	<i>Forum Hotels</i>
<i>Cafe Wien</i>	<i>Japan</i>	<i>Tokyo I Nihonbashi</i>	<i>Mitsukoshi Ltd.</i>
<i>Cafe Wien</i>	<i>Japan</i>	<i>Nagoya I</i>	<i>Mitsukoshi Ltd.</i>
<i>Cafe Wien</i>	<i>Japan</i>	<i>Sendai</i>	<i>Mitsukoshi Ltd.</i>
<i>Cafe Wienerwald</i>	<i>Japan</i>	<i>Kumamoto</i>	<i>Ueshima Coffee Co.</i>
<i>Wiener Cafe</i>	<i>Japan</i>	<i>Kyoto</i>	<i>Liptons Tea Japan</i>
<i>Cafe Wien</i>	<i>Japan</i>	<i>Sapporo</i>	<i>Mitsukoshi Ltd.</i>
<i>Cafe Wien</i>	<i>Japan</i>	<i>Shikoku</i>	<i>Mitsukoshi Ltd.</i>
<i>Cafe Wien</i>	<i>Turky</i>	<i>Istanbul</i>	<i>Yasagül Betil</i>
<i>Cafe Wien</i>	<i>Japan</i>	<i>Nagoya II</i>	<i>Mitsukoshi Ltd.</i>
<i>Cafe Wien</i>	<i>Japan</i>	<i>Tokyo II Shinju-ku</i>	<i>Mitsukoshi Ltd.</i>
<i>Cafe Vienna</i>	<i>USA</i>	<i>New York I Lincoln C.</i>	<i>Restaurant Associate</i>
<i>Cafe Wien</i>	<i>Guatemala</i>	<i>Guatemala City</i>	<i>Hoteles Camino Reales</i>
<i>Cafe Wien</i>	<i>Japan</i>	<i>Tokyo III Katsushka-ku</i>	<i>Mitsukoshi Ltd.</i>
<i>Vienna's down town</i>	<i>Costa Rica</i>	<i>San José</i>	<i>Servicios Gastronomicos</i>
<i>Vienna's Ice & Pastry</i>	<i>Germany</i>	<i>Nürnberg</i>	<i>Max Ponnath</i>
<i>Cafe Vienna</i>	<i>USA</i>	<i>New York II UNO</i>	<i>Restaurant Associate</i>
<i>Vienna's down town</i>	<i>Germany</i>	<i>Nürnberg</i>	<i>Max Ponnath</i>
<i>Cafe Wien</i>	<i>Indonesia</i>	<i>Jakarta I Senayan</i>	<i>Puri Intirasa Group</i>
<i>Cafe Golden Gate</i>	<i>Potugal</i>	<i>Funchal</i>	<i>Hotel Reid's Madeira</i>
<i>Cafe Wienerhof</i>	<i>Russia</i>	<i>Moscow</i>	<i>City Joint Stock Co.</i>
<i>Cafe Viennese</i>	<i>Croatia</i>	<i>Zagreb</i>	<i>Hotel Dubrovnik</i>
<i>Cafe Wien</i>	<i>Japan</i>	<i>Tokyo IV Chiyoda-ku</i>	<i>Mitsukoshi Ltd.</i>
<i>Cafe Wien</i>	<i>Indonesia</i>	<i>Jakarta II Semanggi</i>	<i>Puri Intirasa Group</i>
<i>Café Wien</i>	<i>Japan</i>	<i>Aichi – Expo Kyoto</i>	<i>Mitsukoshi Ltd.</i>



Cafe Wien - Nagoya I



Cafe Wien Consult & Franchise Co. Ltd.
Franz H. Grundwalt, President, CEO

A - 1010 Wien, Rotenturmstrasse 24
E-mail: grundwalt@fastbone.com
Phone: + 431/ 276 18 07

