

BRAND & FRANCHISE OVERVIEW

WWW.PJSCOFFEE.COM

Simply the Best

PJ's COFFEE – BRAND OVERVIEW



- Founded in 1978 as one of the original specialty coffee brands and acquired by Ballard Brands in 2008
- Gourmet, 100% Arabica beans, utilizing the top 1% beans from around the world
- Artisan roasting in batches of 300lbs or less provides unique, origin-based coffee, blended and flavored
- Complete line of espresso based beverages
- Award winning, true “Cold-drip” Iced Coffee
- Fresh, daily-baked pastries, muffins and desserts
- Variety of food options for multiple day parts
- Proven non-traditional presence – Airports, College Campuses, Stadiums, Hotels, Hospitals & Military Bases
- Roastmaster Felton Jones, with over 20 years of experience roasting for PJ's Coffee
- Official coffee of the New Orleans Saints

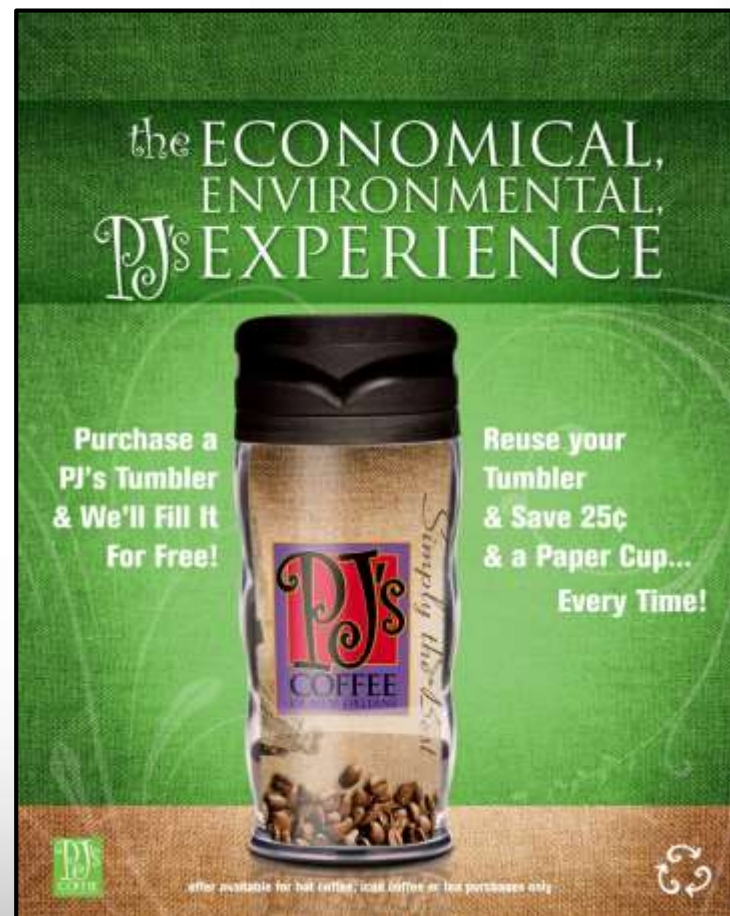
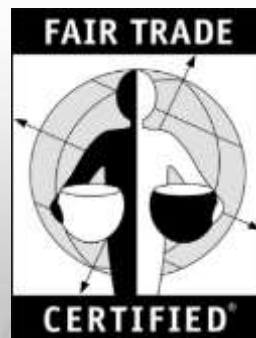
PJ's COFFEE – MENU OVERVIEW

- 100% Premium Arabica Coffee Beans
- Traditional Hot Coffee – Medium, Dark, Flavored and Decaffeinated
- Latte, Cappuccino, Espresso, Granita
- Cold-Drip Iced Coffee
- Seasonal Coffee Flavors
- Premium Hot and Iced Teas
- Fresh Baked Pastries
- Healthy Sandwiches
- Fresh Fruit and Greek Yogurt
- Chopped Salads
- Homemade Soup
- Grab & Go Selections
- All-Natural Lemonade



PJ's COFFEE – SUSTAINABILITY

- Fair Trade Certified
- Rainforest Alliance Certified
- Economical Tumbler Programs
- Coffee bags require 20% less energy to produce
- Our burlap coffee sacks are donated to REpurposingNOLA
- Proud partner with NOLA Green Roots – Used coffee grinds for garden compost



PJ's COFFEE – HEALTHY DINING FOCUS



- Fresh Baked Pastries
- Healthy Sandwiches
- Fresh Fruit
- Greek Yogurt
- Chopped Salads
- Fresh, Daily-Made Soup
- Grab & Go Selections
- Whole Grain Pastries
- Gluten Free Options
- Non-Fat Latte
- Steel Cut Oatmeal
- Almond Milk and Soy Milk

PJ's COFFEE – MARKETING & BRAND INSIGHTS

Brand Promise

Simply the Best Coffee! Every time. Each Time. Consistency. Dependable. Eco-Friendly. Community Focused.

Brand Personality

Friendly, Warm Environment, Community Focused, Consistent and Reliable.

Consumer Profile

18-59 year olds, balance of male and female, students, professionals, active lifestyle, trend setters.

Brand Positioning

Freshest cup of coffee available from roasting to the cup. Eco-Friendly. Origin based and unique blended coffee. Fresh pastries and food, across multiple day parts.



Simply the Best

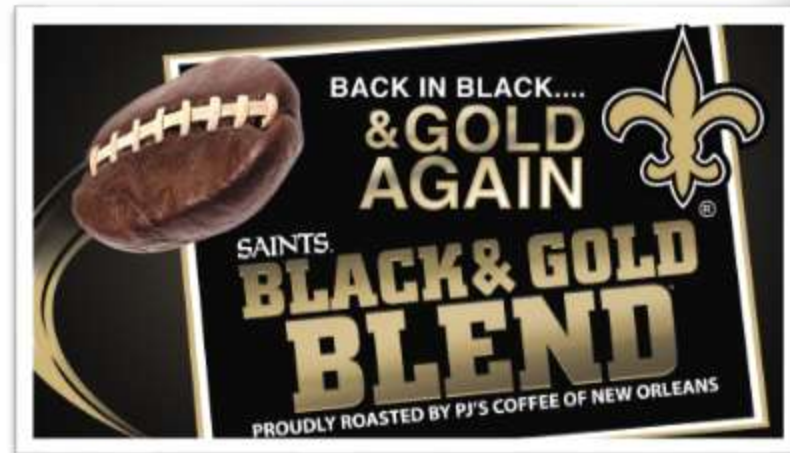
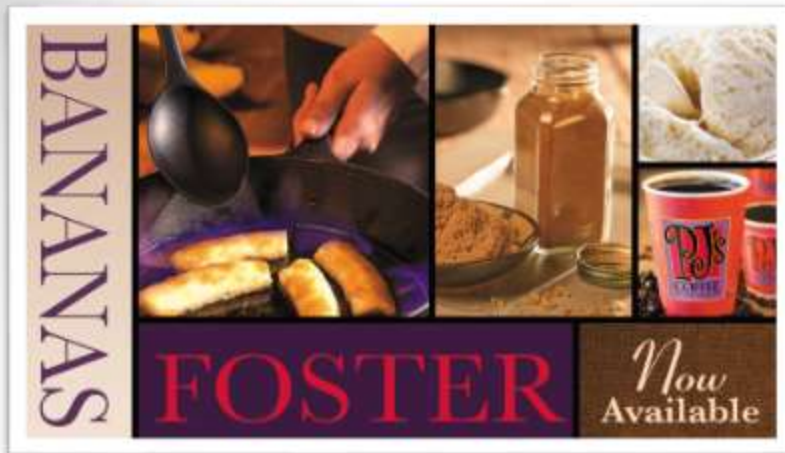
PJ's COFFEE – MARKETING & PROMOTIONS



PJ's COFFEE – MASS MEDIA



PJ's COFFEE – SOCIAL & DIGITAL MEDIA



PJ's COFFEE – FLAVOR BLENDS

SOUTHERN
Wedding Cake
VELVET ICE • ICED COFFEE



PJ's
COFFEE
THE NEW ORLEANS

A RICH MATRIMONIAL BLEND COMBINING THE
FLAVORS OF VANILLA & LIGHT ALMOND



*Praline
& Cream*

Featuring 

NOW AVAILABLE



**KING
CAKE**
Coffee

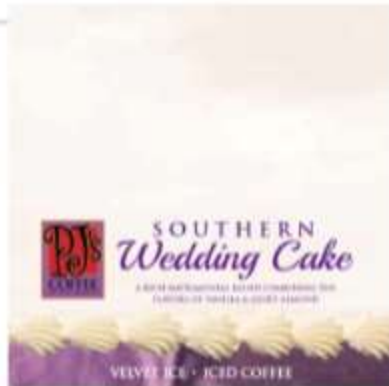
Hot, Iced
& Velvet Ice

PJ's
COFFEE
THE NEW ORLEANS

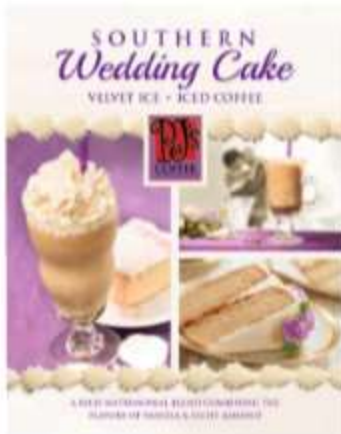
PJ's COFFEE – UNIQUE PROMOTIONS



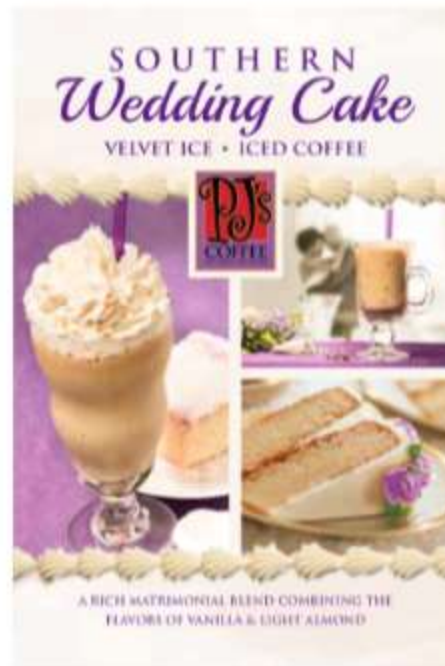
PJ's COFFEE – PRODUCT MARKETING CHANNELS



8" x 8" Shelftalker



8.5" x 11" Counter Card
with Easel Back



24" x 36" Poster



24" x 47.5" Banner

PJ's COFFEE – EDUCATIONAL MATERIAL



Traditional hot beverages

Hot Coffee

PJ's has over twenty coffees and offers three freshly brewed choices a day. Served on orange daily.

Café Au Lait

New Orleans specialty, made with delicious PJ's coffee and a generous splash of steamed milk.

Café Latte

It's like grown up way to drink your milk - one part espresso and four parts steamed milk.

Cappuccino

Equal parts espresso and steamed milk with a crown of froth.

Espresso

The ultimate coffee commitment - finely ground Espresso Coffee brewed with pressurized water extracts the rich essence of the beans. Served straight up.

Americano

A straightforward cup of coffee - equal portions of espresso and hot water.

Macchiato

Meaning "marked" in Italian, it is a traditional serving of espresso, marked with a dollop of steamed milk.



a sweeter side to hot

Mocha Latte

Chocolate sauce, espresso and steamed milk with a swirl of whipped cream.

Hot Mocha

Café Au Lait, sweetened with Ghirardelli sauce and topped with a whipped cream swirl.

Mocha Cappuccino

Espresso and frothy steamed milk with a generous helping of Ghirardelli sauce and a swirl of whipped cream.

White Chocolate Cappuccino

Frothy steamed milk and espresso with Ghirardelli white chocolate and a swirl of whipped cream on top.

Vienna Crème

A warm coffee treat made with PJ's Vienna Blend cold drip coffee and milk sweetened and frothed together, then topped with a swirl of whipped cream.

Caramel Crème

Rich caramel, PJ's Vienna Blend cold drip coffee and milk frothed into a frenzy - topped with whipped cream and drizzles of caramel.



frozen & blended

Granita

A cold, crystalline coffee beverage, smooth in texture and full of flavor.

As your favorite flavor, just add ice to the mix.

Mocha Granita

Rich chocolate added to our famous granita with a swirl of whipped cream and drizzles of more chocolate.

Caramel Granita

A cold and dreamy cold granita topped with whipped cream and a sweet caramel swirl.

Velvet Ice

PJ's Velvet Ices are frosty cold, frothy and smooth and totally addictive. Prepared especially for you, these blended sweet sensations are offered in Mocha, Vanilla and Chai and garnished with a blizzard of whipped cream.

Choose from rich, delectable flavors and sizes.



over ice

PJ's Famous Iced Coffee

PJ's famous iced coffees are brewed daily using a special cold-drip process that protects the flavor and strength of the beans while producing a coffee that is 2-3 less acidic. PJ's pioneered this technique 25 years ago. Most places still make iced coffee by pouring hot coffee over ice, resulting in an inferior, watery beverage.

Iced Coffee

PJ's cold-drip Vienna Blend with just a splash of Alligatore vanilla is paired with milk, over ice to create this classic favorite made famous in New Orleans. Available in Loxon Iguam, Loxon Iguam, Loxon Iguam, Loxon Iguam.

Iced Mocha

Mocha over ice with rich chocolate syrup blended in.

Iced Latte

Classic latte meets chill - served over ice.

PJ's Brewing Methods

*ESPRESSO

Finely ground PJ's Espresso Coffee brewed at very high pressure to produce a complex, rich and sweet liquid extracted from the coffee bean.

!HOT DRIP

Brewed in the traditional American style, our featured selections change daily so you can sample a variety of PJ's coffees.

!COLD DRIP

Selected blends of PJ's coffee are steeped in cold water for up to 24 hours and then filtered to slowly produce a sweet espresso-like concentrate with little acidity - perfect for diluted or hot coffee beverages.

Great care is taken to select the very best ingredients and methods for each PJ's coffee beverage. We welcome different brewing methods to bring out the best in our beans.

PJ's COFFEE – EDUCATIONAL MATERIAL



NEW ORLEANS ROASTS

only the best beans – prepared by our artisan roasters

DARK ROAST

Never over-roasted, these coffees are often enjoyed "after dark" with dessert or in the evening.

CLASSIC FRENCH ROAST

A complex and intense cup of coffee, full-bodied with an exotic aftertaste of bittersweet chocolate.

ESPRESSO DOLCE

This blend of classic roasts produces a coffee that is sweet and smooth with a deep chocolate flavor that lingers on the palate.

FRENCH BREAKFAST

A tried-and-true way to begin your day. This rich and mellow coffee has a slightly smoky aroma and sweet chocolate aftertaste.

FRENCH ROAST

A coffee with deep roots in New Orleans – a traditional French roast with a bittersweet flavor and a rich smooth character.

VIENNESE BLEND

This blend of dark and medium roasts is a lively and clean coffee with a toasty aroma, full body and a lingering chocolate aftertaste.

WINDSOR COURT BLEND

A noble blend of the finest quality, this coffee has a mild, sweet and clean flavor with hints of vanilla and sweet walnut.

MEDIUM ROAST

Unlike other brands, we don't hurry our medium roast. We gently roast at lower temperatures for a longer time. Our beans are always flavorful and can be enjoyed as a first cup of the morning or all day long.

ANNIVERSARY BLEND

This special, full-bodied blend commemorates the founding of PJ's with a sweet caramel aroma and smooth overtones of chocolate.

CARNIVAL BLEND

The nutty, balanced aroma of this blend evokes memories of Mardi Gras time, but we enjoy this spicy, medium-bodied brew anytime of year.

COLOMBIA SUPREMO

A flavorful, medium-bodied coffee with a sweet nut-like aroma and a smooth taste that's easy to enjoy every morning.

ETHIOPIA YIRGACHEFFE

With its sweet, fruity aroma and delicate floral notes, this coffee will brighten any day.

GUATEMALA ANTIQUA

Taste the smoky and spicy tones of this medium-bodied Guatemalan coffee surrounded by a sweet caramel aroma.

KENYA AA

This large and intense coffee has a fruitlike aroma and full body surrounded by lingering citrus notes.

SUMATRA MANDHELING

A full-bodied coffee that captures the flavor of the earth but still possesses sweet caramel accents.

FLAVORED ROAST

PJ's flavored coffee is a year-round tradition. As the seasons change, so do our seasonal flavored coffee selections. Enjoy old favorites and taste new offerings throughout the year. We enhance our medium roast beans with liquid flavorings to create the unique flavor and aroma. Southern Pecan is our most popular selection.

ENGLISH TOFFEE

SOUTHERN PECAN

FRENCH VANILLA

HAZELNUT

SEASONAL SELECTIONS

DECAF

Nothing is allowed to interfere with the perfect flavor of PJ's coffee. That is why we use a process that removes as much as 99.3% of the caffeine while preserving more of the natural flavor than other commonly used processes.

FRENCH ROAST

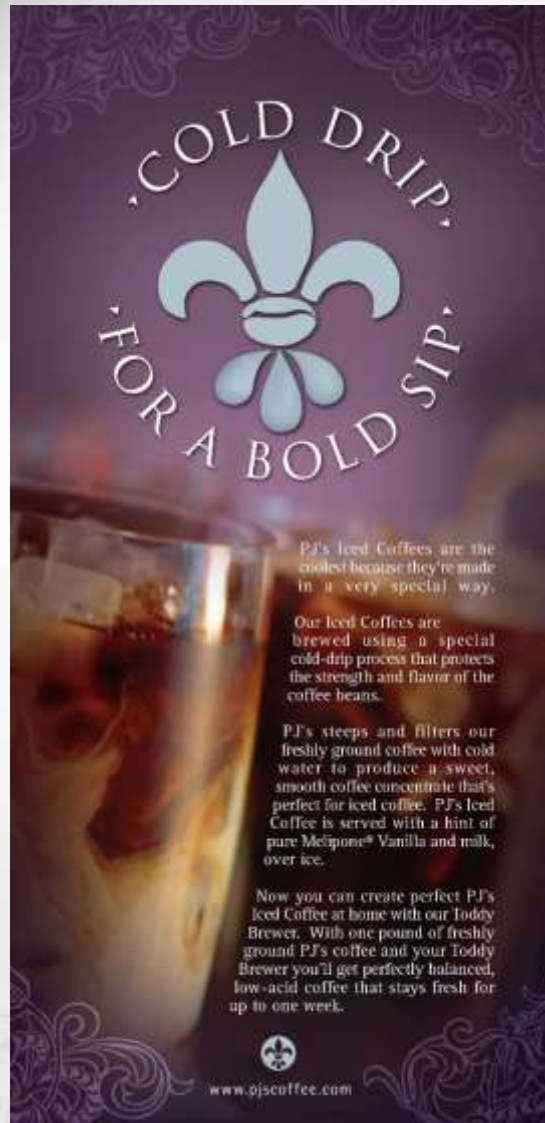
VIENNESE BLEND

COLOMBIA SUPREMO

DISCOVERY COFFEE

PJ's searches the globe for unique coffee beans. When we find beans that are worthy of carrying the PJ's name, we feature them for a limited time. Be sure to check back often as new selections of Discovery Coffee are added throughout the year.

PJ's COFFEE – EDUCATIONAL MATERIAL




**COLD DRIP.
FOR A BOLD SIP.**

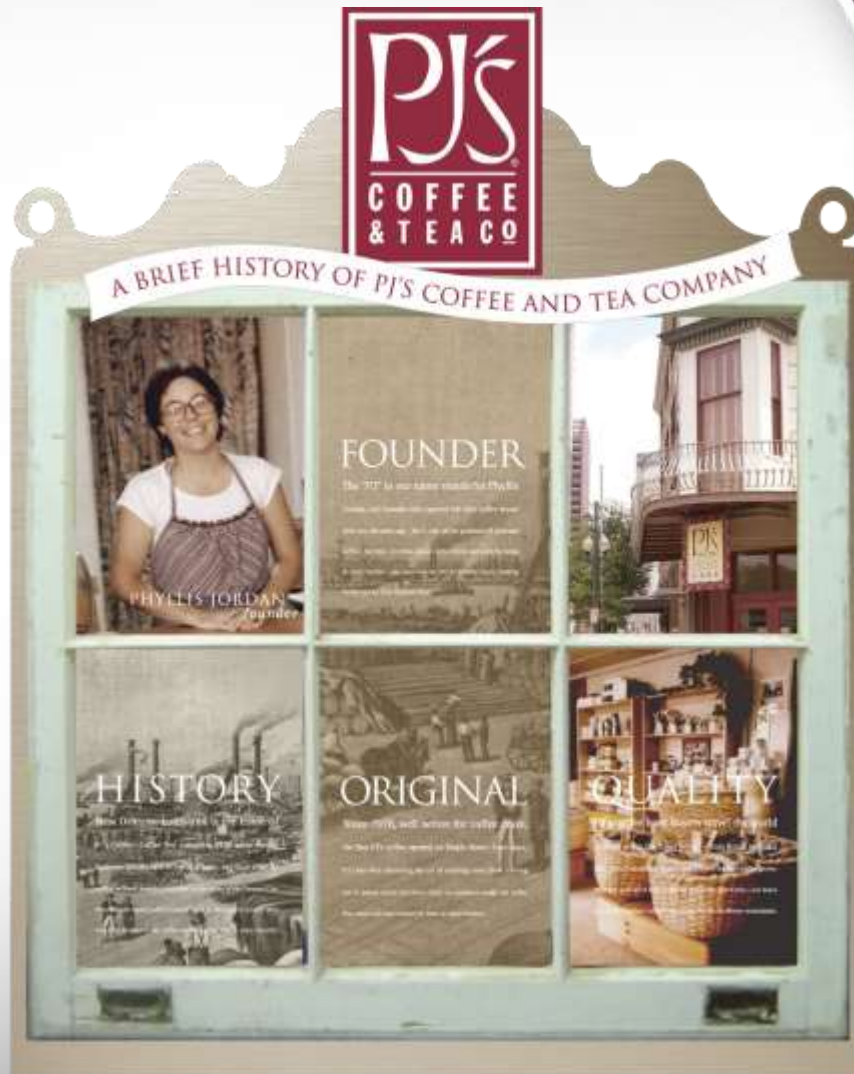
PJ's Iced Coffees are the coolest because they're made in a very special way.

Our Iced Coffees are brewed using a special cold-drip process that protects the strength and flavor of the coffee beans.

PJ's steeps and filters our freshly ground coffee with cold water to produce a sweet, smooth coffee concentrate that's perfect for iced coffee. PJ's Iced Coffee is served with a hint of pure Melipone® Vanilla and milk, over ice.



Now you can create perfect PJ's Iced Coffee at home with our Toddy Brewer. With one pound of freshly ground PJ's coffee and your Toddy Brewer you'll get perfectly balanced, low-acid coffee that stays fresh for up to one week.


www.pjscoffee.com



PJ's
COFFEE
& TEA CO.

A BRIEF HISTORY OF PJ'S COFFEE AND TEA COMPANY

 PHYLLIS JORDAN <small>founder</small>	<p>FOUNDER</p> <p>The "PJ" is our name and Phyllis Jordan is our heart. She started PJ's in 1971 and has been the driving force behind the company ever since. Her passion for coffee and tea is what makes PJ's unique.</p>	
<p>HISTORY</p> <p>From a small coffee stand in the heart of the city to a thriving business, PJ's has a rich history. It all started with a single cup of coffee and a dream to share it with the world.</p>	<p>ORIGINAL</p> <p>Since 1971, we've been the original source for high-quality coffee and tea. Our commitment to quality and flavor is what sets us apart from the rest.</p>	<p>QUALITY</p> <p>Our coffee and tea are sourced from the best growers in the world. We use only the finest beans and leaves to ensure a perfect cup every time.</p>

PJ's COFFEE – RETAIL OPPORTUNITIES



PJ's COFFEE – UNIT ECONOMICS

Food & Beverage COGS:

ITEM	COGS	% of SALES
Beverages	20%	80%
Food	32%	20%
Weighted Average	23%	100%

****COGS Excludes Paper Cost : Cups, Lids, Straws, Stirrers, Deli Paper and Bags.**

Labor Cost & Staffing Model:

MODEL	LABOR	MGR	BARISTAS
QSR	15%	1	2 – 4
Full-service	18%	1	4 – 6

****Labor Cost Does Not Include Payroll Taxes or Employee Benefits.**

Total COGS & Labor Cost:

MODEL	F&B	LABOR	TOTAL
QSR	23%	15%	38%
Full-service	23%	18%	41%

Simply the Best

PJ's COFFEE – OPERATING MODELS

Overview

The PJ's Coffee operating model and menu is adaptable to any environment. We offer three different operating models – Coffee Truck, Kiosk and Cafe which range from just 31 square meters up to a full-service 153 square meter cafe.

Coffee Truck

• Size:

BOH: 14sm – 23sm
TRUCK: 17sm – 22sm

Kiosk

• Size:

BOH: 14sm – 23sm
KIOSK: 11sm – 19sm

Cafe

• Size:

BOH: 14sm – 23sm
FOH: 74sm – 130sm



PJ's COFFEE – BRAND PARTNERS



PJ's COFFEE – TESTIMONIALS

“All my life, I dreamed of owning my own business. PJ's Coffee provided me with this opportunity five years ago. It continues to be an incredible journey and I love being part of such an innovative franchise. PJ's Coffee is run by a group of individuals who truly understand the great importance of providing the very best coffee experience to our customers. Presently, I have two franchises with a third brewing! I look forward to my continued growth with PJ's Coffee and most importantly, living my dream! It is so much fun to love what you do for a living!”

- Donna Miller

PJ's Franchisee, Hammond, LA

“When I began looking for a business to buy, I actually had no idea which direction I would go. Once I heard about PJ's Coffee, I began to research the franchise. I liked what I found and it led to me to look at the possibility of either purchasing an existing unit or opening a new one. I ended up purchasing multiple locations due to the unit level economics. For me, PJ's Coffee is a great fit, because it allows me to utilize a standardized franchise system that delivers a consistent product at a fair price.”

- Barry Prendergast

PJ's Franchisee, Picayune, MS & Slidell, LA

“Excellence! Whether it be the quality of the coffee beans or the support of the corporate office, PJ's Coffee always strives for perfection. I genuinely feel like I am part of the PJ's Coffee family. Allowing franchisee's a VOICE, corporate is constantly evolving and perfecting the business to not only ensure great success at the franchise level, but also provide customers with the best product and service always! I can't wait to open more stores!”

- Tanya Surla

PJ's Franchisee, Stennis Space Center, MS