





### THE AROMA ADVANTAGE

- A proven business model with over 100 independently-owned **aroma group** franchises worldwide
- Predictable management patterns and greater operational efficiency based on **aroma espresso bar Canada Inc.** self service and short menu models
- An appealing brand with proven capacity to build widespread customer loyalty
- Fast service and a focused yet diverse menu that traditional restaurants and café simply cannot compete with.
- A combined offering of elegant ambience, upscale style and quality gourmet products demanded by more discerning Fast Casual clientele that cannot be provided by fast food establishments.
- Equally appealing for the take-out or hangout crowds
- And lest we forget: The finest quality coffee available anywhere in the world...



### FIRST STEPS

A franchise fee of \$50,000 is due at the commencement of the 10-year franchise agreement. This fee includes site selection, projection management, lease negotiation, training and opening assistance. Other ancillary costs will be incurred in connection with such training and assistance.

The typical construction costs for an **aroma espresso bar** franchise range between \$500,000 and \$900,000; this is in addition to the initial franchise fee. Each franchise is required to pay, as a part of the agreement a 7% Royalty fee and a 2% Advertising fee (towards the national advertising fund). Both fees are payable upon the completion of each 4-week sales period and calculated as a percentage of the gross sales.



Our Franchisees play a significant role in our success. With our continued growth and expansion we are always actively seeking highly qualified business people to join our network of franchise partners.

The information included in the Franchise Section of this website is not intended as an offer to sell, solicit or buy a franchise, nor is intended to modify or replace any information which may be provided to you in a Franchise Disclosure Document.

It is for information purposes only. Offers of franchise are made only after the delivery of a Franchise Disclosure Document in compliance with applicable laws, and the subsequent passage of the required cooling off period.

Owning an **aroma espresso bar** is a remarkable opportunity that requires significant business experience and financial commitment. If you are interested in becoming an **aroma espresso bar** Franchisee, please submit your inquiry to: [franchise@aroma.ca](mailto:franchise@aroma.ca) | Phone: 416.481.2233 | Fax: 416.322.3355