



Aroma Joe's®

FUELING SUCCESS



POSITIVELY IMPACTING PEOPLE



HISTORY

It all started in East Rochester, New Hampshire with four cousins who had a passion for coffee and a very simple idea: "Serve wicked good coffee... Fast and friendly."

Marty, Brian, Tim, and Mike saw a coffee industry bogged down by poor quality, loud drive-thru intercoms and impersonal service. From their first coffee kiosk until today, their goal has been to serve coffee that will make your day! Their constant drive to lead the coffee industry with lean, efficient, double drive-thru locations has created a large and loyal following of fans. Aroma Joe's® remains the leader on innovative, new beverages, fresh snacks, and a unique style of customer service that is beyond reproach.

We are eager to have our family grow and have no intention of slowing down. We will continue to focus on delivering the highest standards, one customer, community, and cup at a time. On every visit, you will be greeted with a smile, given warm attention, be served a perfectly prepared beverage, and you will drive away as a loyal family friend.

From our Aroma Joe's® family to yours...



A B O U T

COFFEE IS JUST THE BEGINNING of what we offer our customers. We really step it up with our specialty espresso drinks and our signature energy drink combinations. We handcraft every drink using only our high-quality ingredients, made to order... That is our standard.

If coffee flavors are not your thing, we have a long list of over 50 flavor infusions with our proprietary AJs RUSH® energy drink, fresh iced teas, italian sodas, and an array of other beverages ready for your own individual taste. The combinations are endless. We are at the forefront of a new era in flavor infused beverages, and Aroma Joe's® is where energy and refreshment meet.

Coffee, espresso, flavor infused beverages and more. Every generation of the family can find their perfect beverage at Aroma Joe's®. This is our goal, it's what we work for every day, and it's what we love!



WHY AROMA JOE'S?

LOW INVESTMENT COST
QUALITY PRODUCT
FLEXIBLE FLOOR PLAN
SMALL BUILDING FOOTPRINT
CONTINUAL TRAINING
BUYING POWER
SITE SELECTION ASSISTANCE
LEASING ASSISTANCE
MARKETING SUPPORT
OPERATIONAL SUPPORT
ACCOUNTING AND FINANCE EDUCATION
UPBEAT ATMOSPHERE
INNOVATIVE BEVERAGES





MEET FRANCHISEE TULIO!

Originally From Brazil, Tulio received his bachelor's degree in business at the Centro Universitario UNA. He graduated in 2004, and joined the Work Travel program. Tulio came to the United States with \$473 in his pocket and he didn't know any English. In 2016, after living and working in Maine for 12 years, Tulio decided it was time to pursue his dream to own his own business and provide jobs. After doing some research, Tulio stumbled across Aroma Joe's and he immediately decided Aroma Joe's was a strong and positive company to join!

Tulio opened his first Aroma Joe's in Auburn, Maine on February 27, 2017, and he feels that he made a great choice!

"Now, with about a month until we celebrate our 1st year anniversary, I feel that I made the right choice by choosing Aroma Joe's®.

Anytime I run into a challenge, headquarters is always there to support me! I love our product and the way we do business. Not having intercoms is huge to our customers, they absolutely love the interface as they are placing their orders and our baristas go above and beyond for our customers. That's one thing we have the ability to do better than our competitors, and I explore that as much as I can. I do all I can to make our baristas love coming into work and love what they do. I believe that part of it is the environment that they are in. We work in a place that plays music all day, is always clean, no uniforms, huge on team work, and most importantly, no drama. I love Aroma Joe's, our customers and especially our baristas. They are literally like family to us".

FREQUENTLY ASKED QUESTIONS

WHAT IS THE START UP COST FOR A NEW AROMA JOE'S® COFFEE SHOP?

The franchise fee is \$15,000 for a first-time Aroma Joe's® franchisee. This gives you exclusive use of the logos, systems, and operations. The fee includes a two-week intensive training class. We offer a 50% discount on the first-time franchise fee to Veterans. For each additional franchise opened, the franchise fee is reduced to \$7,500. Once operational an ongoing royalty fee is charged at 8% of gross sales and an advertisement fee is currently 2.5% (capped at 4.5%).

HOW DO I QUALIFY TO BECOME A FRANCHISEE?

Aroma Joe's® is selective when it comes to qualifying franchisees. In order to qualify, you must have \$75,000 to \$100,000 in liquid capital in order to obtain financing. Aroma Joe's® is seeking individuals that are self-motivated and passionate about our brand. We are looking for individuals that will be involved in the day-to-day operations of their Aroma Joe's® and are willing to get involved in their local communities to build brand awareness and give back.

WHAT MAKES AROMA JOE'S DIFFERENT FROM THE COMPETITION?

Personal Service: We do not use intercoms like many of our competitors. When you pull up to an Aroma Joe's® drive-thru you will be greeted with a friendly smile from one of our baristas.

Upbeat Atmosphere: At Aroma Joe's®, we like to have fun! We have a relaxed dress code, so our baristas can express themselves. We also have our own radio station, AJ's Radio, playing in our coffee houses and drive-thru lanes!

Design: Our drive-thru kiosks have a different look and feel to them. Our coffee houses have a contemporary design and comfortable seating where our guests can enjoy free wifi, hang out and relax.

Offerings: Aroma Joe's® prides itself on our limitless flavor combinations. We offer over 50 different flavors that can be mixed or blended into your favorite coffee, tea, soda, or AJs RUSH® energy drink.

The Coffee: Our coffee is our own proprietary blend that creates a unique and smooth flavor profile.

WHERE CAN I OPEN AN AROMA JOE'S®?

Here is a list of the current states with available franchising opportunities!

- Maine
- New Hampshire
- Massachusetts
- Pennsylvania
- Vermont
- Florida
- Rhode Island
- Connecticut

READY TO JOIN THE AROMA JOE'S® FAMILY?

STEP 1 - APPLY

Complete the franchise application and mail or email it to Aroma Joe's® World Headquarters at the address listed on the back of this brochure. You will receive a franchise disclosure document that includes more information about us.

STEP 2 - RESEARCH

Join us for an informational seminar and visit a minimum of 5 existing Aroma Joe's® locations so you can learn more about us! Talk to other franchisee's, ask them why they chose Aroma Joe's®, enjoy a beverage, feel the energy of our skilled Baristas, and imagine what it would be like to join AJ's Nation!

STEP 3 - JOIN THE FAMILY

It's as easy as that! With a huge demand for coffee/espresso retail markets, drive-thru mixology and the beverage industry growing as a whole, there is a world of opportunity waiting for you! Don't wait to get started researching and working with us to secure your Aroma Joe's® franchise today!



READY TO TAKE THE LEAP?



Contact Us:

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A franchise is offered solely by means of a Franchise Disclosure Document and no franchise will be sold unless the required Franchise Disclosure Document has been delivered to the prospective franchisee prior to the sale in compliance with applicable law. Additionally, any offer to sell a franchise will only be made after individuals have completed an application and have been qualified to purchase a franchise.