

BRAND BROCHURE

ESQUIRES
THE ORGANIC COFFEE CO.



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OUR STORES ACROSS THE GLOBE



EUROPE

-  UNITED KINGDOM
-  IRELAND
-  PORTUGAL

MIDDLE EAST

-  JORDAN
-  SAUDI ARABIA
-  KUWAIT
-  PAKISTAN
-  BAHRAIN

ASIA

-  INDONESIA

WHO ARE WE?

ESQUIRES WAS FOUNDED IN CANADA IN 1993, WITH A DEFINED BRAND FOCUS ON FAIRNESS, INTEGRITY, PASSION, EXCELLENCE, INNOVATION, COMMUNITY AND SUSTAINABILITY.

This culture has been the backbone of the company as it has undertaken a global expansion into nine countries with cafés in United Kingdom, Ireland, Portugal, Saudi Arabia, Bahrain, Kuwait, Indonesia, Jordan and Pakistan, with imminent new openings in other strategic new territories pending. With trusted locations all around the world, our coffee shops provide a place for people to meet, socialise and unwind with great service, great coffee and great food.

Esquires' multi-award winning systems have been carefully integrated into each territory, providing a confidence that no matter which country and culture we are operating in, the Esquires brand maintains consistency throughout the world.



Esquires is currently enjoying rapid growth and are actively looking for partners for both the single or multi-store franchise opportunities while exploring potential relationships for the master franchise licences that exist globally.

To support this progression, a fresh contemporary store design grounded in our sustainability values, an unreserved commitment to organic coffee and teas, and a food offer focus on health, sets the stage for continued development, and strengthen our position as a key player in the food and beverage industry.

We believe that these vital ingredients (along with fantastic coffee, of course!) are the key to the success of the Esquires brand.

These days, coffee shops are much more than just a place to grab a quick drink. They've become social hubs where people gather for all sorts of reasons — catching up with friends, taking a break or even getting some work done. They create a welcoming space where customers can unwind, connect or just enjoy a little time to themselves. Our coffee shops function as an extension of homes and businesses, as well as a place to escape them.

WHY COFFEE?



KEY GLOBAL MARKET TRENDS

- CONTINUED DUAL RISE OF BRANDED COFFEE CHAINS AND 3RD WAVE ARTISAN COFFEE
- TRANSPARENCY AND THE NEW CONSUMER GENERATION
- ICED BEVERAGES AND SPECIALTY TEAS
- HEALTH & WELLNESS AND COMPELLING FOOD OFFERS
- TECHNOLOGICAL REVOLUTION AND INCREASING URBANISATION
- THE RISE OF THE PROFESSIONAL BARISTA

Whatever the reason for visiting Esquires, each and every customer enjoys being in a comfortable environment where they can rely upon exceptional service and delicious food and drink offer. We draw on that need by providing a warm and welcoming experience while offering freshly made food, 100% organic and Fairtrade coffee, along with a range of ethically sourced loose leaf teas and a selection of freshly made cold drinks, including milkshakes and smoothies, blended using real fruit. This clearly differentiates Esquires and has created a distinct goodwill with our customers who have become enduring and loyal devotees of the brand.

OUR COFFEE SHOPS

A BRANDED, INDEPENDENT COFFEE EXPERIENCE. OUR CAFÉS ARE INDEPENDENTLY OWNED AND HAVE THEIR OWN CHARACTER THAT IS BLENDED WITH ESQUIRES CORE VALUES AND PERSONABLE APPROACH.

In every neighbourhood we operate, Esquires becomes a hub for locals to gather, whether for business, study or relaxation, all while enjoying great coffee, food and a local vibe.

Each café is uniquely designed to reflect its surroundings, adding local charm while maintaining the same quality standards and coffee experience.

With a focus on healthy, delicious food, our expanded menu complements our organic and Fairtrade coffee selection, offering fresh flavours and personalised service.

We're proud to be an integral part of every community we serve.



THINK, LOOK & ACT LIKE AN INDEPENDENT

CUSTOMER ENGAGEMENT WITH OUR BRAND IS
CENTRAL TO OUR DESIGN AND COMPANY ETHOS
AS WE STRIVE TO PROVIDE A MORE PERSONAL
AND MEMORABLE EXPERIENCE IN EACH CAFÉ.

It is essential that through design, presentation and service, all
cafés exhibit a form of independent character, while continuing
to reflect a warmth and belonging that is the demand of today's
coffee drinker.



OUR TARGET MARKET



Premium
mainstream
customers
18-45 years old.



High awareness of organic and
Fairtrade principles, health,
sustainability. Greater appreciation
of design, arts, music and cultures.



Affluent, professional,
well-travelled and
well-educated.



High awareness and appreciation for artisan
quality coffee, genuine, more thoughtful
and less corporate experiences.



WHAT MAKES US DIFFERENT?



WE ARE PASSIONATE ABOUT ENSURING OUR CUSTOMERS ENJOY THEIR EXPERIENCE AT ESQUIRES. HERE ARE JUST SOME OF THE MEANS WE EVOKE TOWARDS ENSURING OUR COFFEE HOUSE EXPERIENCE IS EXCEPTIONAL.

A commitment to third wave coffee excellence and the desire to pioneer new innovative espresso based beverages that are helping to shape the future of coffee.

Staff will be extensively trained to ensure they value all customers and practice excellence in service at all times.

Individually designed and immediately recognisable cafés, exhibiting our sustainability commitments and proudly located in premium locations.

Strong branding and hard hitting marketing messages encouraging customer loyalty.

Comfortable seating and readily accessible internet connections, supported by great music and magazines.

Constant innovation to stay ahead of our competitors and strengthen our reputation of always being 'the place to be'.

Freshly roasted organic Fairtrade coffee served alongside a selection of carefully chosen fresh food and delicious cold beverages.

THE RESULT? A VIBRANT, FRIENDLY ENVIRONMENT ENDORSED BY CONTENTED CUSTOMERS THAT KEEP RETURNING.



EMOTIONAL CONNECTION

Solve customers emotional needs and wants

+



FUNCTIONAL SOLUTION

Provide practical, relevant solutions

=



BRAND ATTACHMENT

Connect with customers and build brand loyalty

100% ORGANIC & FAIRTRADE CERTIFIED

ARTISAN & AUTHENTIC

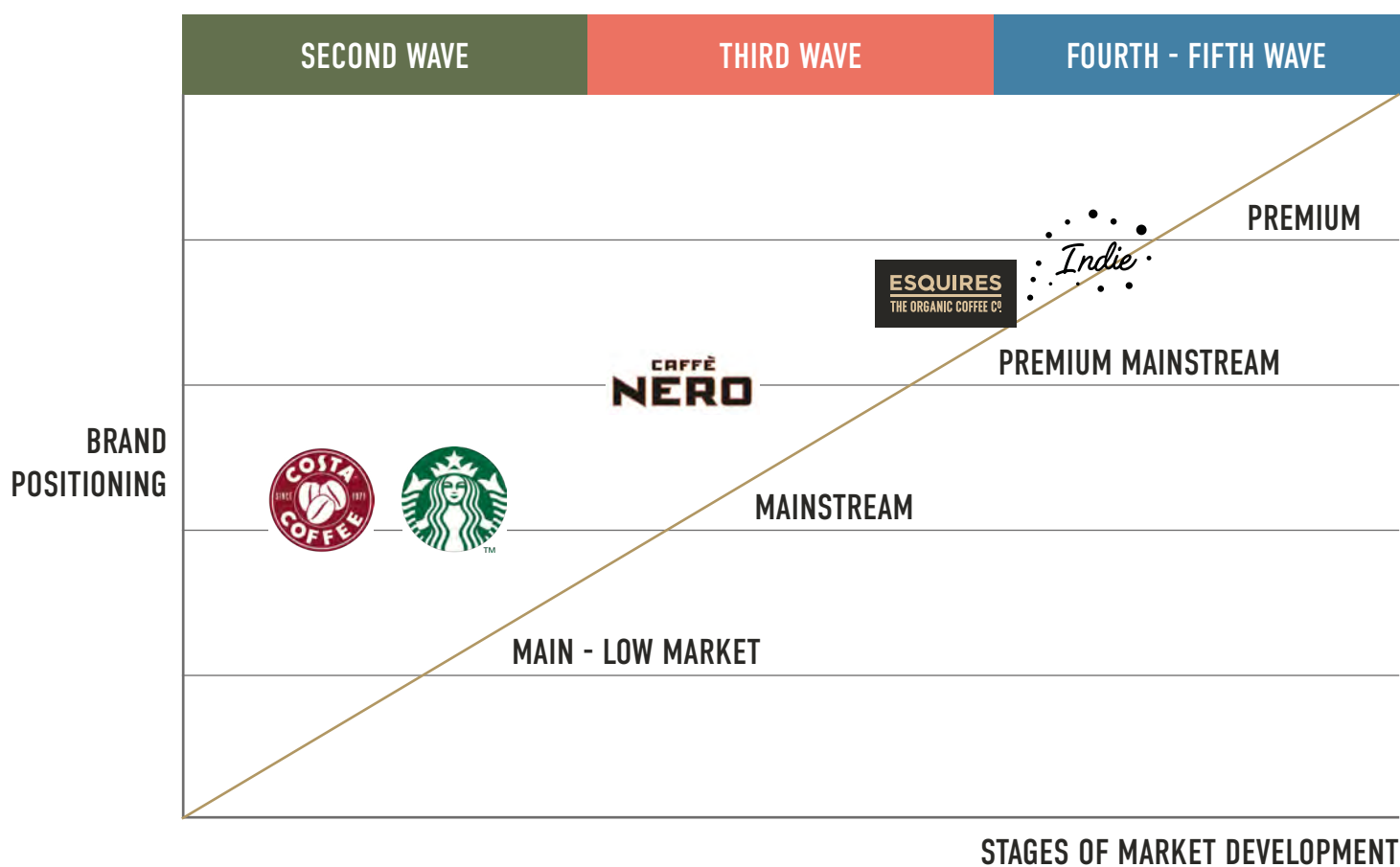
EPITOMISES NEW ZEALAND'S DEDICATED COFFEE CULTURE

NATURAL & ENVIRONMENTALLY RESPONSIBLE

SUSTAINABLE & ETHICALLY SOURCED

LOCAL PERSONALITY & COMMUNITY FOCUSED

OUR MARKET POSITIONING



WHY ESQUIRES?

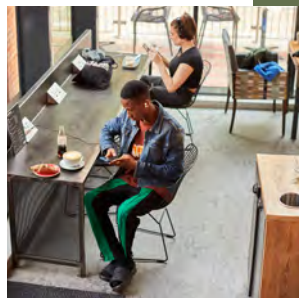
IT IS A THRIVING AND RAPIDLY ESCALATING GLOBAL BRAND.

Our franchise system has been carefully honed over many years and many markets. With new cafés opening regularly all around the world, we are ready and able to help build a lucrative business opportunity in superior locations that are carefully reviewed and considered.

EXPERIENCE MEANS WE KNOW THE MARKET INSIDE AND OUT.

Today's café experience demands excellence in service as well as a premium beverage selection, accompanied by the very best available fresh food offering.

We have caringly developed a food and trail blazing coffee offer that exceeds the expectation of the most critical consumer.



NEW BRANDING HIGHLIGHTS A COMMITMENT TO THE FUTURE.

- A SUCCESSFUL BRAND NEVER SLEEPS BUT IS CONTINUALLY BEING EVALUATED
- AN EXCITING DISTINCT LOGO, A CONTEMPORARY AND CONSTANTLY EVOLVING STORE DESIGN SEEKING THE OPTIMUM IN STYLE AND EFFICIENCIES IN FURNITURE AND EQUIPMENT
- INNOVATIVE CONSUMER PACKAGING RANGE, UNITE TO ENSURE ESQUIRES STAND OUT FROM THE CROWD
- THESE ENHANCEMENTS MAKE THIS AN EXTREMELY OPPORTUNE TIME TO JOIN ESQUIRES AND BENEFIT FROM THE SUSTAINABLE FOCUS THAT IS BEING BROUGHT TO THE BRAND

THE FOCUS IS ON THE BIG PICTURE AND... THE LITTLEST DETAIL.

Esquires' operating and management systems have been carefully developed to enable operators to maintain their business at peak performance at all times, while allowing us to remain in touch with the day to day operational requirements at a store level.

This result in a highly attractive and profitable business proposition.

Our experienced team work closely with you to achieve the most desirable pecuniary results and provide innovation and support to our franchisees with a management structure that is robust and creative and delivers proven sustainable businesses that already thrive in 9 countries.

AS A MARKET LEADER, WE NEVER STAND STILL. WE'RE DEDICATED TO STAYING ON TOP... AND KEEPING YOU THERE TOO.

We aim to be a leading contender in every market we enter through a combination of responsibly sourced organic and Fairtrade coffee, inspired fresh food, friendly service, outstanding design and branding, and a commitment to world-class operating systems.

We will give you every assistance we can to help you create a valuable and rewarding partnership.



OUR VISION AND STRATEGY



ESQUIRES COFFEE IS ALREADY FIRMLY POSITIONED IN THE THIRD WAVE OF GLOBAL COFFEE CULTURE.

Opportunity to leverage this with our unique ability to provide organic and Fairtrade food and beverage offerings tailored to the local market as well as providing stores with design elements that reflect the local environment.

1ST WAVE

FOCUS

Traditional coffee culture

FEATURES

Commodity driven/
Mass consumption/
Dominance of bulk brew filter coffee/
Introduction of instant coffee

PERIOD

Twentieth century

DEFINING CHARACTER

Functional

DOMINANT BRAND

Retail/ Supermarket brands

DEFINING EMOTION

Refuelling

2ND WAVE

FOCUS

Branded chain

FEATURES

Rise of branded coffee chain/
Proliferation of coffee shop culture/
Customised espresso beverages/
Introduction of instant coffee/
Development of third place coffee
Environments/ Globalisation

PERIOD

Begins mid-1990s

DEFINING CHARACTER

Lifestyle

DOMINANT BRAND

Coffee shop chain brands

DEFINING EMOTION

Enjoyment

3RD WAVE

FOCUS

Artisan Coffee

FEATURES

Focus on quality/ Importance
of micro roasting/ Hand-crafted
Preparation/ Antipodean influence/
Culinary appreciation of coffee visible
sourcing

PERIOD

Begins mid-2000s

DEFINING CHARACTER

Craft

DOMINANT BRAND

Artisan coffee roasters

DEFINING EMOTION

Love

4TH WAVE

THE SCIENCE OF COFFEE

5TH WAVE

THE BUSINESS OF COFFEE

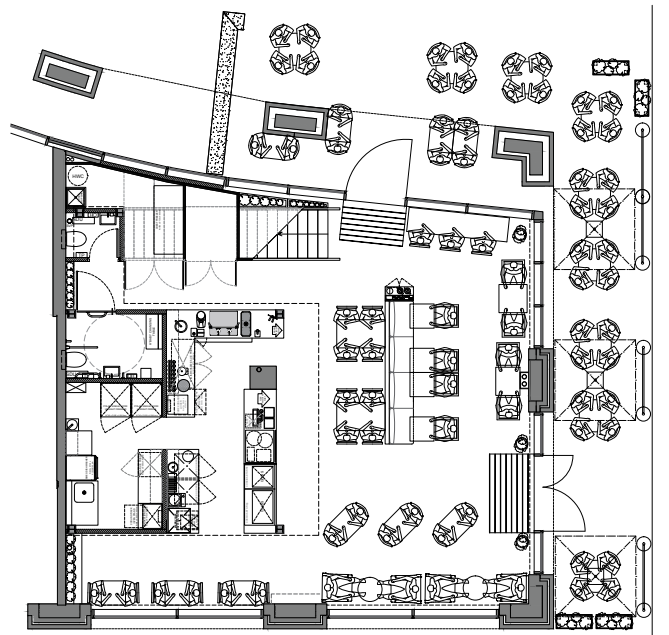


FROM DESIGN TO REALITY



CASE STUDY 1: LEICESTER, EAST MIDLANDS

Situated in the heart of Leicester, this store comprises a unique design of concrete, metal and reclaimed wood, floor-to-ceiling windows allowing plenty of natural light, modern lighting and contemporary accents across two floors.



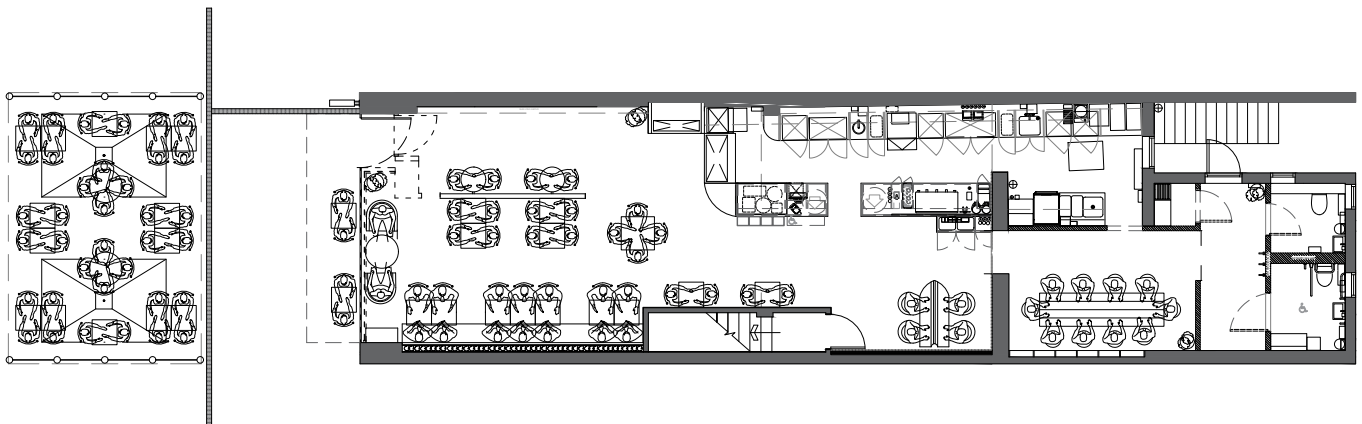
FROM DESIGN TO REALITY



CASE STUDY 2: BOSCOMBE, BOURNEMOUTH

Nestled just 2 miles from Bournemouth's town centre and steps from Boscombe Pier, Esquires Boscombe boasts high ceilings, a large front window and seating for over 60 customers.

With modern lighting, comfortable seating, outdoor space and sustainable design elements like stained recycled wood, a feature wall with strip lights and surfboard-style tables, it offers a truly unique and inviting atmosphere.

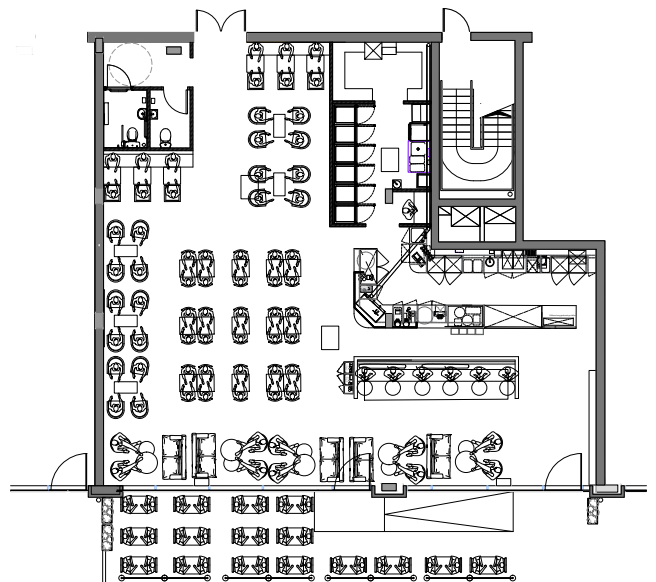


FROM DESIGN TO REALITY



CASE STUDY 3: BICESTER, OXFORDSHIRE

Situated in a residential area, Esquires Bicester features a large, open space with expansive front windows that let in plenty of natural light. It's designed with modern lighting fixtures, reclaimed wood accents and offers a comfortable experience with a mix of chairs and armchairs for seating.

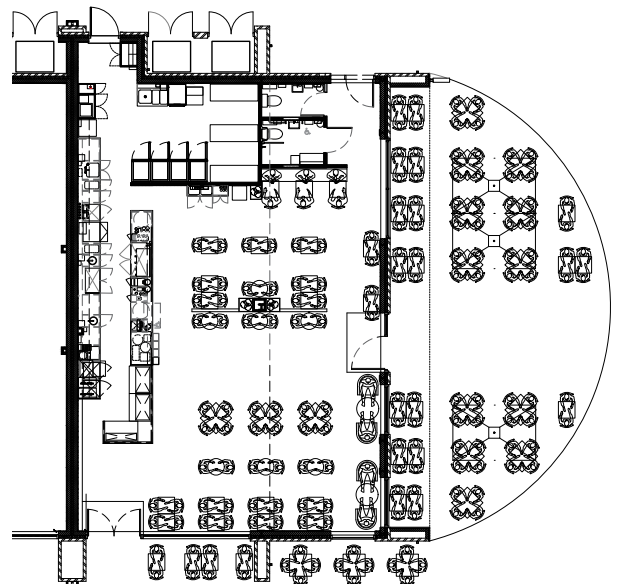


FROM DESIGN TO REALITY



CASE STUDY 4: CHESTERWELL, COLCHESTER

Situated in the lively Chesterwell Plaza, just outside Colchester, this spacious store features expansive floor-to-ceiling windows that flood the area with natural light. The design incorporates contemporary lighting and reclaimed wood elements, creating a welcoming atmosphere. A variety of seating options, including chairs and armchairs, provide a comfortable and relaxed experience for customers.

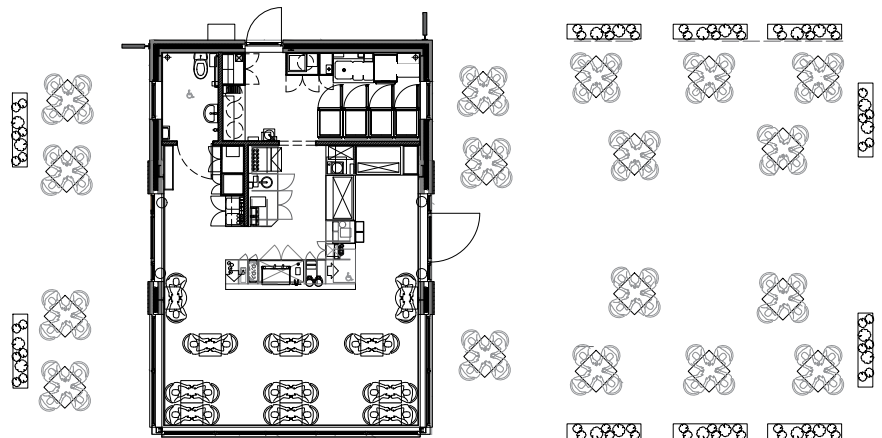


FROM DESIGN TO REALITY

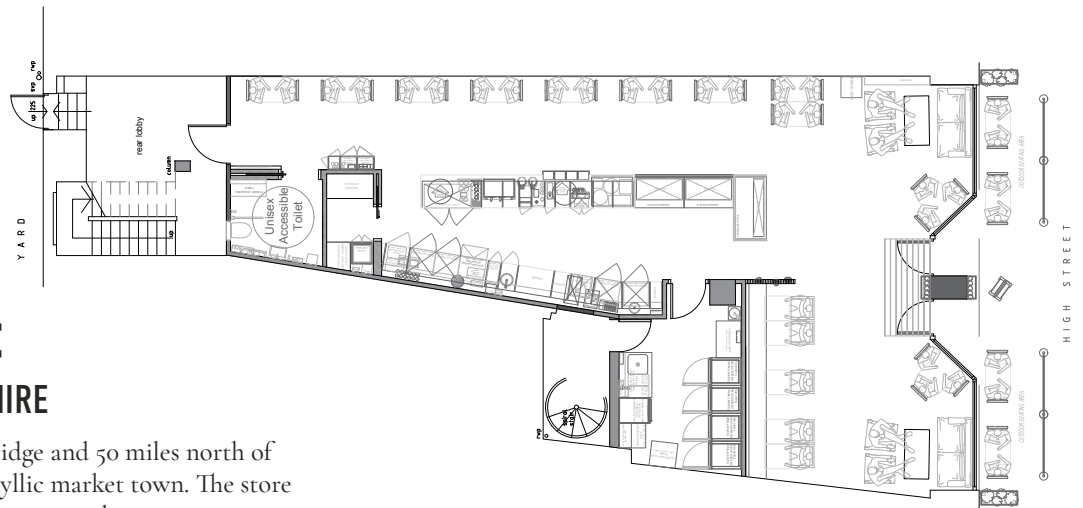


CASE STUDY 5: HOUGHTON REGIS, BEDFORDSHIRE

Located in a market town within the Central Bedfordshire district of Bedfordshire and situated just 6 miles from Luton, Esquires Houghton Regis boasts an ideal location for the convenience of local residents. Nestled in a residential area, it's in close proximity to a nursery and care home just around the corner. Additionally, the store provides capacity for up to 88 customers, offering both indoor and outdoor seating arrangements.



FROM DESIGN TO REALITY



CASE STUDY 6: ST NEOTS, CAMBRIDGESHIRE

Situated 18 miles west of Cambridge and 50 miles north of London, St Neots is a historic idyllic market town. The store comprises a modern 126m² retail space with contemporary lighting and accents, large shop-front windows and plenty of comfortable seating.

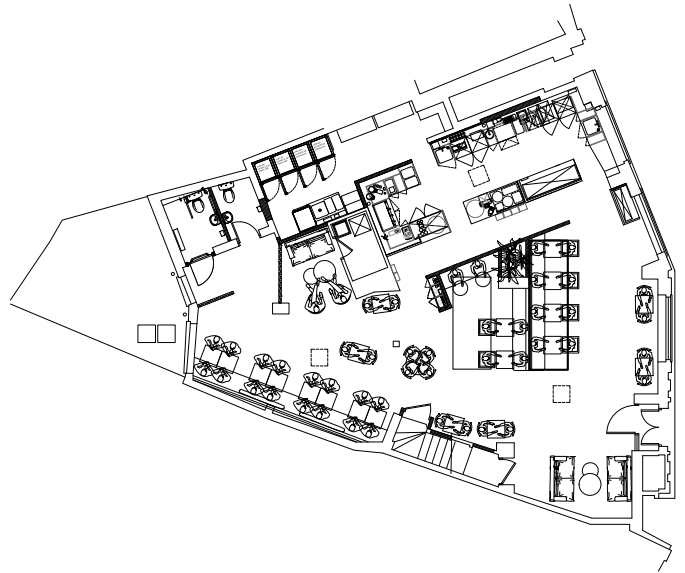


FROM DESIGN TO REALITY



CASE STUDY 7: PINNER, LONDON

Located in the London Borough of Harrow in northwest London, Esquires Pinner offers a spacious, airy environment with plenty of natural light. The design combines modern lighting fixtures with reclaimed wood accents, creating a warm and inviting atmosphere. The store features a variety of comfortable seating options, including chairs and armchairs, to enhance the customer experience.





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