

The image features a background of wavy, concentric lines in shades of red and pink, creating a hypnotic or tunnel-like effect. In the center, the word "CINNZE" is written in a bold, white, stylized font. The letters are thick and rounded, with a slight shadow effect. The 'O' at the end is a solid white circle. Below the main text, the words "Franchise Opportunities" are written in a smaller, white, sans-serif font.

CINNZE

Franchise Opportunities

OUR STORY

In 1987, the first enticing aroma of cinnamon swirled from our first Cinnamon Roll Bakery in Calgary to invite everyone who walked by to take a moment, escape the busy day, and breathe it all in. We welcomed guests inside to watch us carefully hand craft every Cinnzeo Cinnamon Roll™ from scratch. It was love at first taste. Since that day over thirty years ago, cinnamon rolls, and outstanding guest service and satisfaction have been our passion. With over 60 bakeries worldwide and growing, Cinnzeo™ Bakery Café is a recipe for success everywhere.

Even as we've grown and expanded, we've never lost track of our Canadian pride and values, and we remain determined to provide only the most wholesome and delicious experience possible.

Our highest priority is ensuring every guest delights in the thought of visiting us again. And we'll continue to provide only the best tasting cinnamon rolls on Earth as we spread the Cinnzeo™ joy!



"We promise to always offer fresh, hand crafted and top quality products in a warm and inviting setting, with efficient and friendly service. We are committed to excellence in every single Cinnzeo™ store, with each Cinnzeo Cinnamon Roll™ we create."



OUR BRAND

Our guests truly fall in love with our brand with the first bite. Our bakeries are warm, inviting, and people enjoy visiting them.

The Cinnzeo™ brand means a satisfying customer experience. From the first time you experience that distinct aroma of cinnamon from one of our bakeries and are happily greeted by our staff crafting cinnamon rolls right before your eyes, you know that our brand is one that can make you feel happy and welcome time and time again.

A high-quality brand also deserves a high-quality product, and no product is more worthy of the tender love and care that results in quality than the Cinnzeo Cinnamon Roll™.

Layers of tender dough rolled with our special Dragon cinnamon and “best brown” sugar blend, baked to perfection, and flawlessly finished with our smooth cream cheese frosting—plus a fresh cup of our custom-roasted Cinnzeo™ free trade organic coffee.

EXPANDING OUR PRODUCT OFFERINGS

We have started to expand our product offerings, making Cinnzeo™ not only the best place to get a sweet treat, but something savoury as well. We will further expand our food & beverage products with innovative items that stay true to our baked fresh and from scratch standards.

We have begun rolling out cheese rolls, breakfast sandwiches, coffee-based beverages, and smoothies. We look to meet local and regional taste preferences.



THE CINNZE™ BENEFIT

- Established brand with a proven business concept
- Established operating policies, procedures and standards
- Established customer base
- Training & support
- Shared marketing costs

OPPORTUNITY HAS NEVER TASTED SO GOOD

There's no better way to entice and create loyal guests than with a warm cinnamon roll made fresh daily. Cinnamon rolls are a coveted comfort food across the globe, and Cinnzeo™ is determined to deliver. Making good on our promises to provide the best cinnamon rolls and other baked goods, plus outstanding coffee drinks to everyone looking for a decadent treat.

Cinnzeo™ is always looking for new franchise partners to share the Cinnzeo™ experience.

READY TO ROLL WITH US?

With phenomenal growth potential around the world, our efforts to build our brand have paid off. The Cinnzeo™ Bakery Café experience paired with an exceptional cinnamon roll is a recipe for success wherever it's applied. We are actively seeking qualified franchise partners globally.

You could be a part of this exciting and profitable expansion that is bringing our iconic cinnamon rolls to every corner of the world. We are looking for franchise partners who understand the power and satisfaction of running a great business and the value of a warm guest experience. We are seeking individuals who are passionate team leaders, who can successfully manage the business, and create positive engagement with both employees and guests.

Enjoy the independence of being a business owner while being supported by an established brand.



OUR SUPPORT

Training & Operational Support

Our entire team at Cinnzeo™, from franchise owners to bakery staff, go through comprehensive training. Our team is knowledgeable in all areas, but most importantly, we're carefully trained to provide high-quality service and products to our guests.

Our Bakery Support Team gives each franchisee the tools, training, and advice they need to help their business thrive. Our promise to franchise partners is an attentive franchise support network, open and ongoing communication, and help when you need it. We work together with our franchisees to further expand our brand by sharing key strategies for sales growth and by supporting them with the Cinnzeo™ Ad Fund.

Ongoing operational support, a strong brand, and a proven track record provide great opportunities for your success with us. Are you passionate about guest service? Have you ever dreamed of opening your own franchise? Cinnzeo™ is a business opportunity with great potential.



I.T. SUPPORT

Cinnzeo™ also offers IT support with your store's Point Of Sale system to always make sure you're up and rolling! Feel secure knowing that we will always have your back.

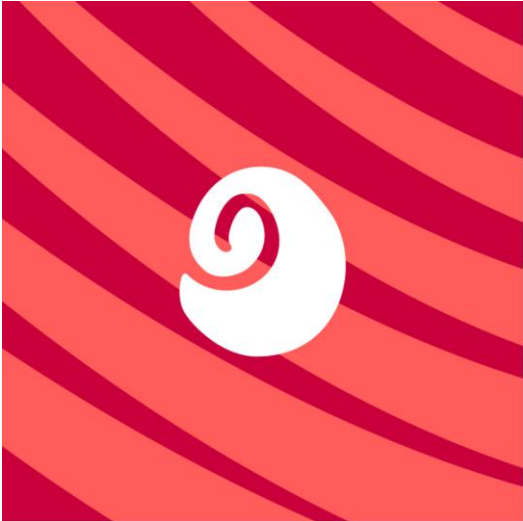


SUPPLY CHAIN MANAGEMENT

We have partnered with qualified vendors to ensure guests can expect the same quality and taste wherever they go. Ordering from our vendors also ensures you keep your costs low without compromising on the quality of ingredients.

SOCIAL MEDIA, DIGITAL & OTHER MARKETING

Cinnzeo™ actively advertises across social media platforms including Facebook, Instagram, and Twitter as well as select local and regional advertising mediums as suits the local market.



**A FRESH
NEW LOOK
FOR A SMILE
THAT STICKS!**



STANDARD FRANCHISING

- The Standard Cinnzeo™ Franchisee Package
- We help franchisees find and acquire the right premises for their Cinnzeo™ store, and design and fit it out to our high standards
- Territory selection
- Site selection
- Lease negotiation
- Store fit out and signage
- Purchasing of equipment and stock
- Securing Funding
- The Franchise Agreement
- Induction training
- Pre-launch marketing
- Store launch
- Use of Cinnzeo™ Trademark, Intellectual Property & Operations Manual
- Exclusive rights to operate the Cinnzeo™ brand within an agreed premises and within a specified marketing territory
- **Ten year franchise agreement**, renewable after five years subject to prior approval from the Franchisor and signing a new franchise agreement
- **3 week initial induction training programme covering:** brand values, operations manual, operating templates, use of operational software, customer service, training, sales and marketing and business administration
- Social media web-pages
- Access to online franchise support forum
- Centralised marketing support

***“Our promise to our franchise partners:** A timely franchise support network, communication that is open and ongoing, and help when and where you need it. Our corporate support team gives each franchise the tools, training, and advice they need to help their business thrive. We work together with our franchisees to further expand our brand by sharing key strategies for sales.”*



INVESTMENT COSTS

The following shows a range for initial investment to open a Unit franchise:

Initial Franchise Fee: **\$30,000**

Equipment: **\$82,000 - \$110,000**

Construction, leaseholds, start up costs, and initial working capital: **\$154,950 - \$435,800**

Total Investment: **\$266,950 - \$575,800**

LOCATION & BUILD OPTIONS

Our bakeries are typically located in high traffic locations. We offer bakery café designs that will best suit the efficiencies needed to operate at a chosen location. They can be full café, inline mall, kiosk and street front. With over 70 locations world wide, picking the ideal spot is critical and our Team has the experience to select good locations with heavy traffic and high visibility.



NEXT STEPS

So, the next step is easy: Think about what questions you want to ask and then contact our recruitment team below.

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CINNZE[®]