

ROBERT HARRIS
NEW ZEALAND
— EST 1952 —

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**AN INTRODUCTION TO
ROBERT HARRIS CAFES**

Our journey commences with the essence of exceptional coffee.

In the heart of New Zealand, there exists a deep-rooted appreciation for the ambiance of a vibrant and inviting café—a place where Kiwis invest not only their time but their discerning tastes. It is within this realm that Robert Harris Cafes proudly take their place.

Robert Harris Cafes have forged an illustrious reputation, intertwining stylish hospitality with a framework of expertly honed business systems. When you choose to embrace one of our franchises, you are entering into a resounding success narrative. Since 1952, the Robert Harris brand has been an

unequivocal symbol of quality and flavor. However, the realm of exquisite coffee and delectable cuisine represents just the tip of the iceberg. Behind every franchise stands a robust organization, steadfast in its commitment to furnish you with expert training and unwavering support, enabling your business to flourish. Armed with diligence, a positive outlook, and the partnership of Robert Harris Café, your potential knows no bounds.

If you are poised to embark on this remarkable journey, rest assured that we shall accompany you every step of the way.



Robert Harris: A Heritage to Be Proud Of

In 1952, Robert (Bob) Harris ignited his eponymous coffee brand in Hamilton. His journey began in a tobacco and barber shop, later evolving into a small deli on Victoria Street, where he introduced freshly roasted and ground coffee. Over time, Bob's fascination with the art of blending, roasting, and grinding coffee grew, as did his reputation for exceptional coffee.

Although Robert Harris passed away in 1979, his legacy endured through the steadfast commitment of Murray and Val Connelly, the subsequent owners of his business. They extended the brand to delicatessens, hotels, and restaurants, emphasizing the enticing aroma of their coffee with the proposition, 'Smell the Taste of Real Coffee.'

The demand for Robert Harris coffee surged, prompting the construction of a dedicated coffee roasting factory in Glenfield in 1979, a year before the brand's debut in New Zealand supermarkets. In 1983, UK-based firm Harrison and Crossfield acquired a 45 percent stake in the company.

In 1985, Harrison and Crossfield increased their stake to 95 percent after Murray Connelly's retirement. In 1990, Harrison and Crossfield sold Robert Harris to Cerebos Greggs Limited. Today, under the ownership of UCC Coffee NZ, we continue our mission of delivering premium-quality coffee to consumers, whether through our Robert Harris cafés or via supermarket shelves.



UCC Coffee: A Robust Partner

UCC Coffee, one of New Zealand's largest food and hospitality corporations, stands as the driving force behind the Robert Harris Café chain since its acquisition in 2022.

Operating from our state-of-the-art Roastery at 23 Allen's Road, East Tamaki, Auckland, we have harnessed the synergy of professional marketing and business systems to propel the enduring popularity of the Robert Harris Café brand. This collaboration creates a winning formula within the hospitality industry.



1. A Resonant Brand

The Robert Harris Café name wields an unparalleled magnetic pull, attracting a steady stream of customers. This heightened brand awareness translates into robust sales performance. On average, our cafes welcome over 3 million customers annually and serve approximately 2.5 million cups of coffee.

2. Industry Leadership

As pioneers of the café industry in New Zealand, Robert Harris Café continues to lead the way. We collaborate closely with the national standards authority, Service IQ, to define and uphold the highest training standards. Our support staff, all qualified baristas and assessors, impart their expertise to Robert Harris Café owners and key staff, elevating them to qualified barista status. With dedicated training centers in Auckland and Christchurch, we provide hands-on training, free from daily distractions. Our baristas have been ranked among New Zealand's best, and our coffee blends have received numerous accolades.

What to Expect from Your Franchise Package

Creating a thriving café necessitates a blend of essential elements working harmoniously together. When you enter into a partnership with Robert Harris Café, you gain access to a comprehensive package designed to elevate your success. Here's what you can anticipate:



3. Robust Systems

While exceptional food and coffee form the core of our business, their potential would remain untapped without the support of effective systems. Maximizing performance across all operational facets is pivotal to franchise success, and Robert Harris Café equips you with a distinct advantage. As a franchisee, you'll have access to documented systems in key areas:

- Food production
- Customer service
- Back office, including Xero and other cloud-based systems

We provide these proven systems so that you can focus on growing your returns.

4. Profit-Oriented Approach

Our partnership with franchisees embodies a mutually beneficial alliance. We are committed to assisting you in achieving your profit objectives. One way we facilitate this is by negotiating key National Supply Deals, granting each Robert Harris Café exclusive access to discounts that surpass their competitors. This results in enhanced gross profitability for you, the café owner. We are dedicated to working with you to elevate your business to a point where it generates substantial profits without excessive personal working hours.



Starting Your Journey

Becoming part of a thriving and prosperous chain presents our franchisees with several appealing options for entering the business:

- Acquiring an existing café with an established presence
- Launching a new café in a premium location with the guidance of the Robert Harris Café Support Team

Whichever path you choose, you will receive expert guidance from our specialized design consultants and the Support Team. With their experience and your enthusiasm, you will be well-prepared to steer your café toward success from day one.



Unwavering Support

Even before your café opens its doors, the valuable input of our Franchise Support Team comes into play. We oversee the design and fit-out process, providing additional support as our team collaborates with you directly in the lead-up to the grand opening. This hands-on approach is instrumental in implementing systems and staff training effectively.

Our support doesn't conclude at the opening; we continue to provide on-site assistance to ensure your comfort in this dynamic environment. Semi-annual evaluations offer insights into growth opportunities and improvements, providing you with a comprehensive financial snapshot of your café's performance. Moreover, your dedicated Franchise Support Manager remains just a phone call away, ready to assist whenever you require.

Training for Excellence

Our unwavering commitment to training equips you with a potent tool to secure market share for your café business. We leave nothing to chance and have developed industry-leading training modules across all facets of business operation:

- Food and beverage preparation
- Customer service
- Food safety
- Key financial controls and indicators
- Back-office systems
- Local and in-store marketing

Before your café's debut, you will undergo comprehensive coffee training by our expert staff, including the opportunity for hands-on experience in an existing Robert Harris Café. This immersive approach not only imparts smart operational strategies but also connects you with fellow franchisees.

Training remains a continuous process once your café is operational. Regardless of whether you've been a franchisee for six months or six years, we consistently inject fresh skills into your business, keeping it aligned with industry best practices.



Marketing Prowess

Partnering with a prominent national brand like Robert Harris Café opens doors to a potent marketing program. National marketing initiatives provide instant brand recognition, sparing you the hassle and cost of building a brand from scratch. Additionally, we assist in crafting local promotions to draw new customers to your café. This ongoing marketing support generates foot traffic and fosters long-term financial independence for franchisees.

Innovative Systems

Robert Harris Cafes employ a cutting-edge cloud-based Point of Sale (POS) system, proven for its reliability in bustling retail environments. Tailored specifically for Robert Harris Café, this user-friendly system equips your staff with a valuable tool to monitor your business's progress. Accessible information empowers you to scrutinize sales performance, discern revenue sources, and make informed decisions—all without the need for technical expertise. This system offers invaluable insights to maximize profitability.





Premium Product Line


New Zealand café patrons possess discerning tastes, a characteristic we embrace wholeheartedly. Robert Harris Cafes boast a distinguished reputation for serving premium espresso and freshly prepared, delectable food. We are committed to preserving our high-quality image, perpetually refining our menus and production techniques to cultivate customer loyalty. As a Robert Harris Café owner, you gain access to an extensive set of online recipe manuals, ensuring you can consistently deliver your customers' favorite menu items, prepared fresh on-site daily.

Commercial Considerations

Entering into a partnership with Robert Harris Cafe involves clearly defined costs, responsibilities, and benefits. Here is an overview of the key commercial considerations:

Who Owns the Café?

You do. Robert Harris Café franchises are predominantly owner-operated under the Robert Harris Café Franchise Agreement, an agreement between the franchisor (UCC Coffee Limited) and you, the franchisee.



Startup and Operating Costs

Cafés come in various sizes, typically ranging from 100m² to 250m², with kiosk operations offering lower setup costs. Converting an existing independently owned café to a Robert Harris Café is also an option, with conversion costs evaluated case by case. While costs for new cafés vary based on size and nature, the following expenses are indicative:

- A one-time initial franchisee fee of \$30,000 + GST, inclusive of training and startup support
- Design and build costs ranging from \$450,000 - \$550,000 + GST, encompassing legal and accounting fees
- Working capital of \$25,000 to \$35,000 + GST for the initial months of operation (excluding variable costs)
- Advertising fee (1% of monthly gross sales)
- Group participation fee (5% of monthly gross sales)

Please note that costs are approximate and subject to variation.

More on Costs

1. Franchise Initial Fee

New Site: A one-time fee of \$30,000 + GST grants the right to use the Robert Harris Café brand, processes, and systems. It includes comprehensive training, excluding travel and accommodation expenses.

Existing Site: If purchasing an existing Robert Harris Café franchise, the purchase price is negotiated between you and the current franchise holder. Training costs amount to \$6,000 + GST (excluding travel and accommodation).

2. Establishment Costs

These costs vary depending on café size, location, and whether it's new or existing. They encompass fit-out, stock, and consultant fees required to launch your café. Typically, landlords provide necessary infrastructure when opening a new café. You'll receive décor and chattel guidelines, connecting you with approved designers and project managers to ensure compliance with standards and requirements.

3. Working Capital

All Robert Harris Café franchisees require working capital. A guideline for most cases is \$25,000 - \$30,000 + GST, though it's advisable to seek input from your accountant or financial advisor.

4. Legal Costs and Account Fees

These cover your legal and professional expenses, including potential advice from an accountant and legal scrutiny of agreements. Additionally, you are responsible for the franchisor's legal costs associated with drafting and finalizing the Franchise Agreement. Costs vary based on the complexity of the agreement.

5. Advertising Fee

A fee of 1% of your monthly gross sales (excl. GST) contributes to the advertising and promotions fund managed by the Robert Harris Café Franchise Marketing team.

6. Group Participation Fee

This fee, equal to 5% of your café's monthly gross sales (excl. GST), supports Robert Harris Café in providing ongoing support to franchisees and enhancing the franchise system.



Trading Hours

Robert Harris Cafes typically operate seven days a week, with a minimum of eight hours each day. Some locations extend their hours for late-night service, particularly in shopping centers and malls. Trading hours are often tailored to each café based on lease agreements and location specifics. Saturdays and Sundays frequently witness the highest traffic, depending on the café's locale.

HOURS

MON-WED

7.30 AM – 6.00 PM

THUR-FRI

7.30 AM – 9.00 PM

SAT-SUN

7.30 AM – 6.00 PM

Key Traits of a Successful Franchisee

Successful Robert Harris Café owners frequently exhibit key characteristics:

1. Employee Orientation

They value and nurture their employees, recognizing that hiring exceptional staff and cultivating a vibrant workplace are foundational to service-based business success.

2. Positive Attitude

They embrace the belief that success is attainable and actively pursue it.

3. Independence

They are dedicated to building a thriving business by adhering to the established franchise system.

4. Customer Focus

They passionately treat customers with the respect they deserve, resulting in invaluable customer loyalty.

5. Sales Orientation

They are comfortable collaborating with the Robert Harris Café Support Team to develop local marketing campaigns.

6. Social Skills

They are people-oriented, enjoying interaction with individuals from diverse backgrounds to achieve outstanding results.

7. Communication

They excel at building rapport with customers, transforming their café into a cherished "home away from home."

8. Drive

They exhibit unwavering dedication to achieving success, combining long hours of hard work with mental acumen to elevate sales to new heights.

What Comes Next?

Your introduction to the Robert Harris Café franchise system offers a glimpse of the path to a prosperous venture. We invite you to explore this remarkable journey further. For specific inquiries, our Robert Harris Café Franchise Support Team is at your service, reachable at 0800 423 267.



Are you ready to take the next step? Here's how:

1. **Contact Kim Boyd, our Robert Harris Business Development Manager on 0800 423 267 or email her at kim.boyd@robertharris.co.nz** to request an application booklet or download it from our website, www.robertharris.co.nz

This booklet includes:

- Expression of Interest and Personal Information
 - Confidentiality Undertaking
 - Authorization for the Collection and Use of Personal Information
2. After receiving your application, we will extend an invitation for you to meet with the Robert Harris Café Franchise Support Team at our Auckland Office.
 3. Following the meeting, both parties— you and the Robert Harris Café team— will assess your commitment to proceed. Subsequently, we will provide our disclosure document and any other relevant information.
 4. A second meeting is usually arranged to address final matters and ensure that you and your support team are ready to commit to purchasing a franchise.
 5. Once you agree on the location, we will offer you a Franchise Agreement.
 6. Allow time for your solicitor and accountant to review the agreement. When you're prepared to proceed, provide your acceptance in writing by executing the Franchise Agreement.
 7. With all systems in place, we will collaborate to arrange fit-out and training in preparation for your momentous opening day.

Embark on this thrilling journey with Robert Harris Café, where excellence is the destination, and success is the journey.





HELLO
WESTGATE

HOT DRINKS				COLD DRINKS		SANDWICHES	
DRINK	Small	Medium	Large	DRINK	Price	DRINK	Price
Espresso	\$2.50	\$3.50	\$4.50	Soft Drink	\$2.50	Ham & Cheese	\$6.50
Cappuccino	\$3.50	\$4.50	\$5.50	Smoothie	\$4.50	Chicken & Avocado	\$7.50
Latte	\$4.50	\$5.50	\$6.50	Healthy Smoothie	\$5.50	Salmon & Cream	\$8.50
Mocha	\$5.50	\$6.50	\$7.50	Protein Smoothie	\$6.50	Turkey & Swiss	\$9.50
Hot Chocolate	\$4.50	\$5.50	\$6.50	Energy Smoothie	\$7.50	Beef & Cheddar	\$10.50
Tea	\$2.50	\$3.50	\$4.50	Detox Smoothie	\$8.50	Pork & Apple	\$11.50
Coffee	\$3.50	\$4.50	\$5.50	Superfood Smoothie	\$9.50	Vegetarian	\$12.50
Hot Tea	\$2.50	\$3.50	\$4.50	Green Smoothie	\$10.50	Seafood	\$13.50
Hot Lemonade	\$2.50	\$3.50	\$4.50	Blueberry Smoothie	\$11.50	Other	\$14.50
Hot Lemon Tea	\$3.50	\$4.50	\$5.50	Orange Smoothie	\$12.50		
Hot Peach Tea	\$3.50	\$4.50	\$5.50	Pineapple Smoothie	\$13.50		
Hot Berry Tea	\$3.50	\$4.50	\$5.50	Watermelon Smoothie	\$14.50		
Hot Apple Tea	\$3.50	\$4.50	\$5.50				
Hot Cinnamon Tea	\$3.50	\$4.50	\$5.50				
Hot Vanilla Tea	\$3.50	\$4.50	\$5.50				
Hot Chocolate Tea	\$4.50	\$5.50	\$6.50				
Hot Lemon Tea	\$3.50	\$4.50	\$5.50				
Hot Peach Tea	\$3.50	\$4.50	\$5.50				
Hot Berry Tea	\$3.50	\$4.50	\$5.50				
Hot Apple Tea	\$3.50	\$4.50	\$5.50				
Hot Cinnamon Tea	\$3.50	\$4.50	\$5.50				
Hot Vanilla Tea	\$3.50	\$4.50	\$5.50				
Hot Chocolate Tea	\$4.50	\$5.50	\$6.50				
Hot Lemon Tea	\$3.50	\$4.50	\$5.50				
Hot Peach Tea	\$3.50	\$4.50	\$5.50				
Hot Berry Tea	\$3.50	\$4.50	\$5.50				
Hot Apple Tea	\$3.50	\$4.50	\$5.50				
Hot Cinnamon Tea	\$3.50	\$4.50	\$5.50				
Hot Vanilla Tea	\$3.50	\$4.50	\$5.50				
Hot Chocolate Tea	\$4.50	\$5.50	\$6.50				

