

A close-up photograph of an espresso machine's spout pouring coffee into a white ceramic cup. The cup has the text "44 centiliters feels good" printed on its interior. The machine's control panel with several buttons and a small display is visible in the background.

## COFFEE FELLOWS Company Presentation

# Coffee Fellows Overview



Founded:	1999
	1st store in Munich Leopoldstraße
Shareholders:	78% Tewes Family 22% BWK GmbH
Shops:	in total 245 Shops, 220 in Germany, 25 in Europe
Operators:	Mainly Franchise
Locations:	130 Travel 90 City 25 Malls
Turnover/shop:	300.000€ - 2.000.000€
Total turnover:	90.000.000 € in 2019
Food/Beverages:	30/70



# Coffee Fellows group as market leader of the German coffee shop industry



Ranking/No. of Stores US-Coffee Shops<sup>1)</sup>

2007		06/2021	
Starbucks	113	Coffee Fellows	220
Coffeeshop Comp.	48	Starbucks	150
Balzac	35	Balzac/ World Coffee (Espresso House)	41
World Coffee	29	Campus Suite Campus Suite	32
Coffee Fellows	24	Einstein	21
Meyerbeer	23		
SFCC	23		
Woyton	20		
Aran	15		

Source: own research

1) without Tchibo

# The Brand

Key Issues: Farm to Cup – direct sourcing of coffee in Tanzania & Malawi



We believe in longterm relationships to our growers and roasters.





# The Brand Fellows Barista Family



Handmade coffee specialities prepared  
by experiences Baristas.



# The Brand Beverage assortment



We always have a 'classics' menu that gets completed by a special summer and winter assortment.

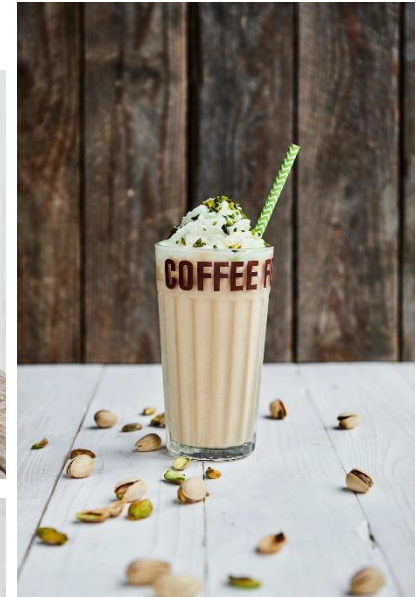


Classics

# The Brand Beverage assortment



Summer specials...





# The Brand Beverage assortment



Winter specials...





The core of our efforts is...  
our coffee and bagel offer, which is  
always a bit fresher, healthier and of a  
higher quality than in comparable  
competitors. We stand for a modern  
diet!



# The Brand

## Bagels – Signature Product



Bagels are our signature products and are made the traditional American way.



# The Brand Healthy offer



We also offer healthy food beyond bagels for our nutrition-conscious guests...





# The Brand

## Non coffee drinks



... and non coffee drinks.



The Brand  
Our Slogan



We always want to make our customers  
'feel at home'.



# The Brand

## Our shops



In our shops....  
we attach importance to high-quality  
furniture made of genuine leather, solid  
wood and stainless steel as well as  
lighting adapted to the time of day.





# Coffee Fellows Store Planning



We offer an individual store planning concept for every Coffee Fellows shop.



# The Brand

Key Issues: Sustainability: plasticfree packaging



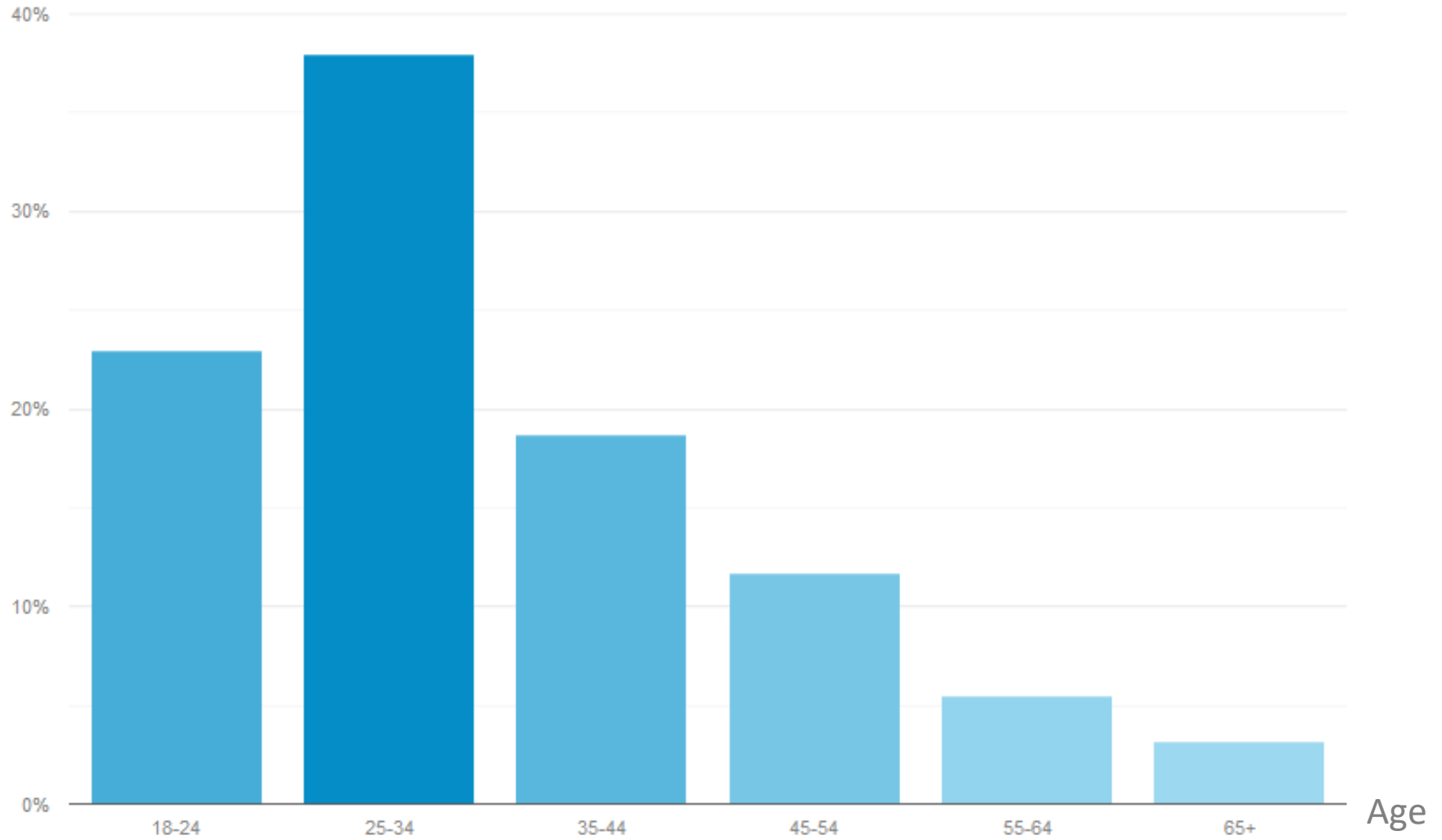
We try to be as sustainable as possible and reduce plastic waste by using cutlery made of wood and to-go-cups that come without a plastic layer.



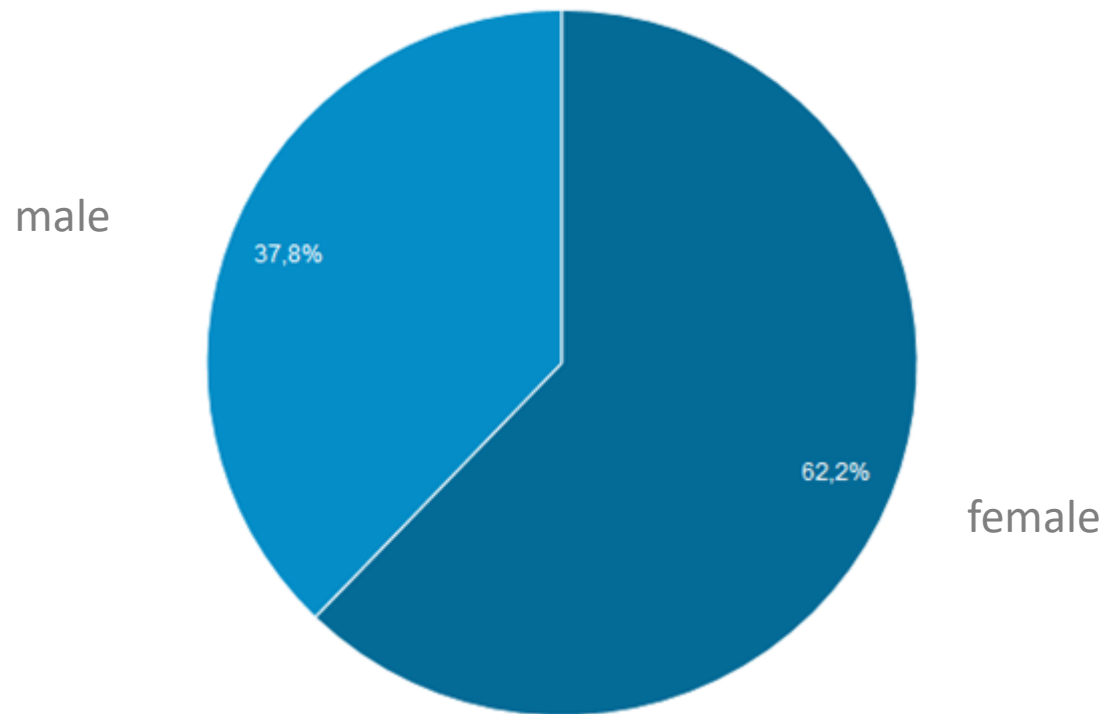
# Coffee Fellows Guest Group



Percentage







# Coffee Fellows

## Why Coffee Fellows Masterfranchise?



Market leader in Germany (ahead of Starbucks and others)



Fastest growing concept in the German restaurant business



Successful abroad



German family business: reliable, modern, attractive and profitable

