

# SECOND CUP



## *Premium café experience*

Our Vision is to be a leading global Premium Café Brand. Our mission is to continuously grow through innovation and dedication to excellence. Second Cup is committed to always deliver a premium café experience.



## *Our Mission*

Second Cup International is an entrepreneurial, franchisee-focused and driven organization with growth as its cornerstone. We are committed to growing both personally and in our businesses. Our concept and focus allows us to be differentiated from others who may be more prominent and corporately driven.

Second Cup started in specialty coffee retailing in Toronto, Canada in 1975 and since then has grown our offerings to better serve our Second Cup café guests. Second Cup has expanded globally to over 42 regions in 32 Countries.





## *Our Point of Difference*

A Premium Coffee Café Experience in a “Sophisticated Premium  
Café environment”

**Always Value driven – Always having fun**

Second Cup is built on relationships and quality through our strong  
network of Franchise Partners throughout the world.

Maintaining an entrepreneurial spirit that embraces local ideas and  
innovation.



## *Our Best In Class Products*

For the true coffee connoisseur, our specialty coffee is freshly brewed using the top 1% of the finest beans sourced from around the world. Our menu has an array of beverages including lattes, hot chocolates, premium Artisan whole leaf teas, chillers and smoothies.

We are the first and only international coffee chain to provide Barista Crafted Perfect Cups of brewed coffee., using the Bunn Trifecta Brewer.

Second Cup also offers All Natural Real Frozen Yogurt Parfaits and Smoothies. The newest addition to our cafes are Cold Pressed Fresh Juices, pressed from fresh fruits and vegetables daily.

Our delicious fresh food items are delivered daily and prepared locally using the highest quality ingredients available.

Along with the upscale ambiance and friendly, dedicated staff, our carefully selected products complete the Second Cup experience and truly entice consumers to make Second Cup their second home....



## *Our Brand History*

*From a humble beginning in **1975** as a Canadian shopping mall kiosk selling only whole-bean coffee, Second Cup has become Canada's largest specialty coffee café franchisor and second-largest retailer of specialty coffee. Since its inception, the Second Cup brand has grown to over 290 cafés in Canada under Second Cup Ltd. and over 240 cafés internationally in 323 countries under The Second Cup Coffee Company Inc.*

*In addition to our locations, our product line has also grown from simple whole-bean Arabica coffee to more than 16 premium coffees and other lattes, Super Premium Teas, specialty beverages, All Natural Frozen Yogurt, Cold Pressed Juice, complementary foods, and merchandise items.*

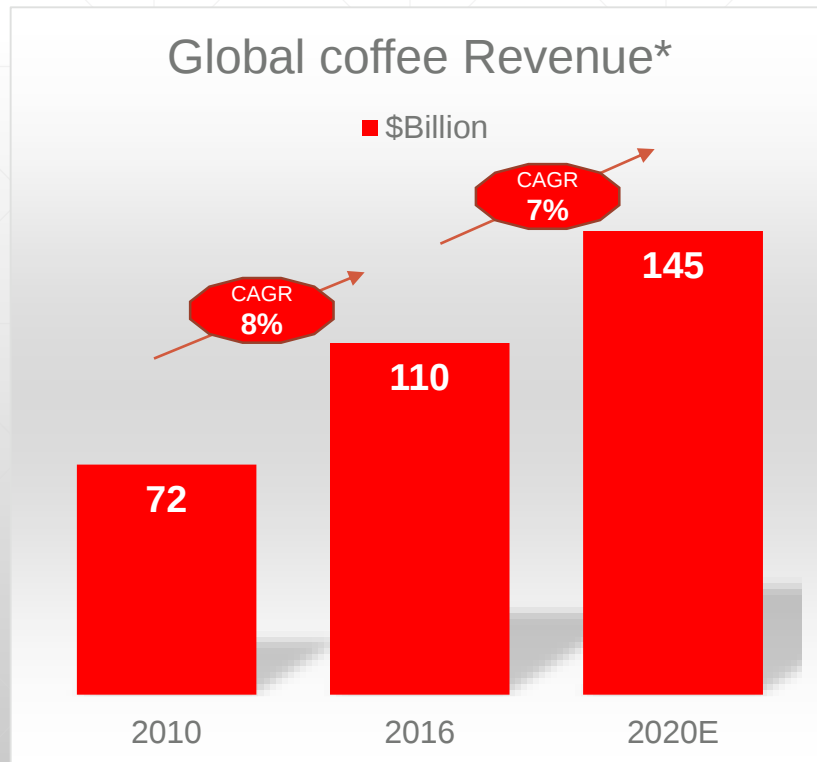
*In 2010 Jim Ragas joined the company as President and has led the growth from 37 locations in 10 countries to the current 240 in 33 countries.*

*In 2015 The Second Cup Coffee Company Inc. underwent a management buyout and the company was purchased by a partnership group led by Jim Ragas the President & CEO.*



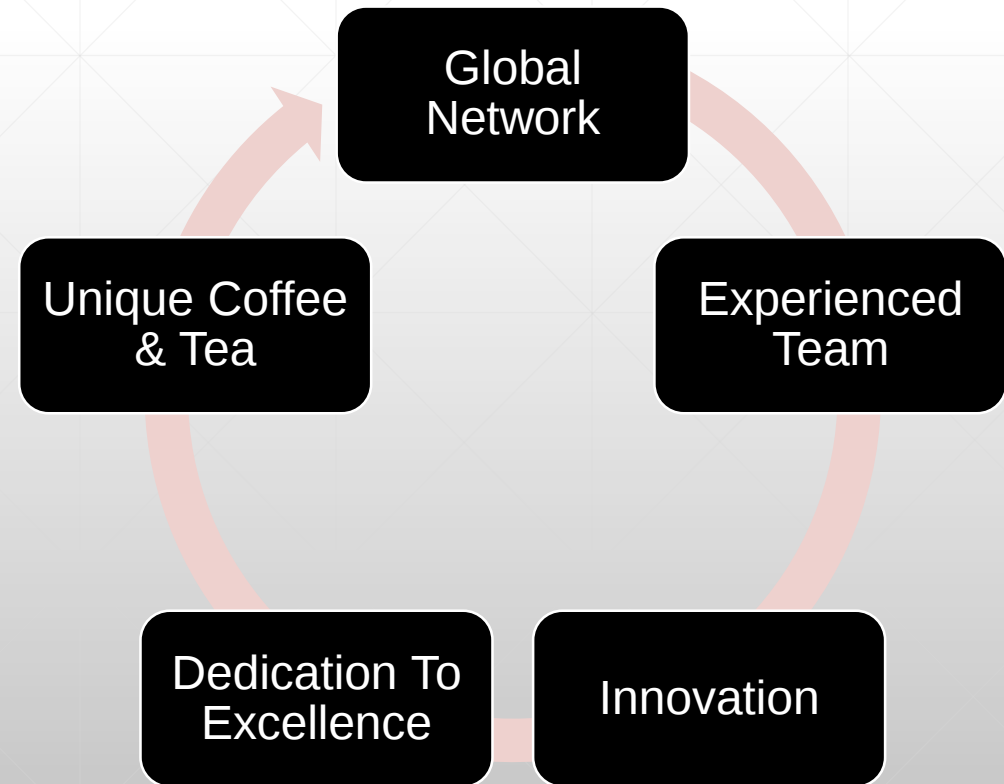
# Brewing Strong

## Strong Sector Growth



Source: Euromonitor: Including coffee shop and home markets

## Strong Brand Fundamentals



# *Growth through our 5 Pillars*



## **Quality**

**Dedicated to Café excellence at every step of the process with no compromise**



## **Innovation**

**Demonstrate unwavering passion and leadership for all Second Cup products daily**



## **Sustainability**

**Focus on our certified coffees, teas and integrity from our ethical buying track record**



## **Cert. Cafe Expert**

**Deliver an exceptional, Individualized Café experience, with knowledge and passion**



## **Ambiance**

**Create an atmosphere reflective of Coffee Café passion**

# *Multiple Channel Opportunities*

Drive thru & Retail Parks  
Concessions & Transport

High Street & Malls,  
Office

Growth Opportunity  
by Segment

Universities & Hospitals,  
Sports Venues

Vending, Professional, At Home



*For our guests, the utmost in comfort and service underscore the Second Cup experience.*

Each cafe is uniquely designed to create a warm, inviting feeling in a contemporary setting that maximizes traffic flow and functionality, and complements the local culture. Our disciplined design and concept allow for modest customization to reflect regional differences and tastes of the host community that it serves. We are a guest-focused company! We recognize that convenience and comfort are key drivers in hospitality retailing today and we offer the convenience and speed of counter service.

## Design Flexibility



### Flexible café location options

- Mall (inline or kiosk)
- Office towers
- Mixed format developments: Offices, Condos, Colleges, Healthcare
- Street front
- Drive Thru options
- Community



## Cyprus Flagship





Manama Airport, Bahrain



Nicosia, Cyprus



Dubai Mall, UAE



Al Wahda Mall, UAE



Tbilisi, Georgia



Sheffield, UK



Kuala Lumpur, Malaysia



Baku, Azerbaijan



Manama, Bahrain



Paphos, Cyprus



Islamabad, Pakistan



Lahore, Pakistan



Gujrat, Pakistan



Cambridge, United Kingdom



London, United Kingdom



London, United Kingdom



Cardiff, United Kingdom



Gdansk, Poland



Lagoon, Bahrain



Accra, Ghana



Vilnius, Lithuania



Bucharest, Romania



Lahore DHA, Pakistan



London, United Kingdom

## *Food & Beverages*

From our Barista Crafted Perfect Cup of Arabica Rainforest Alliance coffee to our Signature Whole leaf Organic teas and all our Café Delights. **Second Cup** is committed to always deliver a premium café experience.



SECOND CUP



INSPIRED

# SECOND CUP HANDCRAFTED



ARABICA

CLASSIC

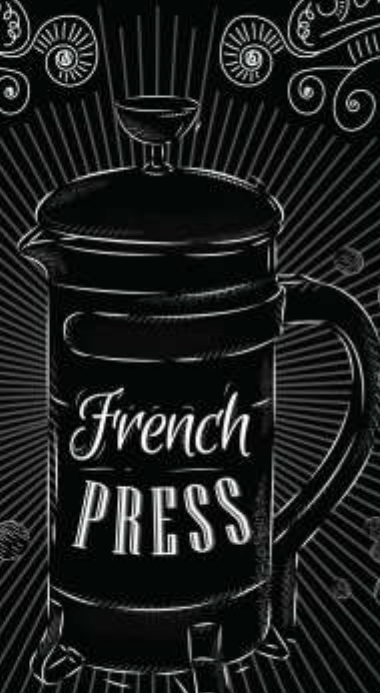


BE  
SOCIAL

ORGANIC



SECOND CUP

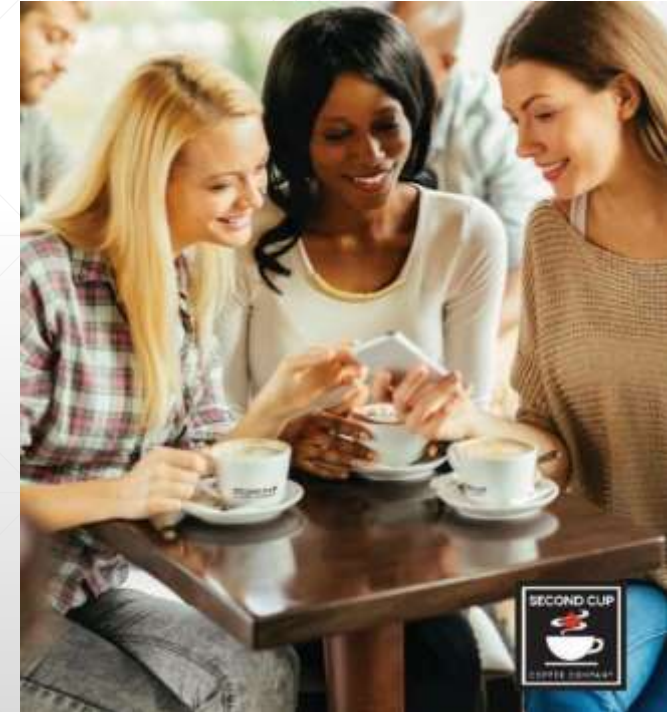


Enjoy  
TEA

AWESOME



## *Café Delights*



## Ultra-Luxury Tea

Our luxury tea line

Can be enjoyed in-café, one cup at a time or bought by grams and enjoyed at home.



Great Both Hot and Iced!



## Fresh Juice

Building on menu innovation with our cold-pressed fresh juice program. Freshly squeezed in-café





# Original

## FROZEN YOGURT SMOOTHIES & PARFAITS

Mixed Berry Fusion  
Cookies & Cream  
Crazy for Caramel  
Chocolate Temptation  
Coconut Swirl

Kids Size Available  
Original with 1 Topping

Add Protein Scoop

SECOND CUP  
COFFEE COMPANY

*Second Cup*

*Retail*

*Products*



|                                                                                                                |                  |      |      |      |
|----------------------------------------------------------------------------------------------------------------|------------------|------|------|------|
|                                                                                                                |                  |      |      |      |
| <b>FRESHLY BREWED COFFEE</b>                                                                                   |                  |      |      |      |
| <b>PARADISO</b> Signature Balanced Blend                                                                       | Medium           | 2.75 | 3.10 | 3.30 |
| <b>LA MINITA</b> Sweet & Fruity                                                                                | Medium           |      |      |      |
| <b>CUZCO</b> Nutty Chocolate Notes                                                                             | Medium           |      |      |      |
| <b>COLOMBIA SAN AGUSTIN</b> Smooth & Bright                                                                    | Light            |      |      |      |
| <b>SUMATRA MANDHELING</b> Rich full-bodied                                                                     | Medium Dark      |      |      |      |
| <b>PARADISO DARK</b> Bold & Cocoa Notes                                                                        | Dark             |      |      |      |
| <b>PARADISO DARK SWISS WATER DECAF</b>                                                                         | Dark             |      |      |      |
| ASK ABOUT OUR LIMITED TIME OFFERS & FLAVOURED COFFEE SELECTIONS                                                |                  |      |      |      |
| <b>ARTISAN PYRAMID TEAS</b>                                                                                    | small medium pot | 2.75 | 3.00 | 3.25 |
| Organic collection of whole leaf teas in biodegradable sachets.                                                |                  |      |      |      |
| <b>LUXURY LOOSE LEAF TEAS</b>                                                                                  |                  |      |      |      |
| Super-premium, Organic whole leaf teas specially prepared by our Master Tea experts. Served in a French Press. |                  |      |      |      |
|                                                                                                                |                  | 2.75 |      |      |

|                                                                  |                          |        |        |
|------------------------------------------------------------------|--------------------------|--------|--------|
| <b>HANDCRAFTED CLASSICS</b>                                      |                          |        |        |
|                                                                  | small                    | medium | large  |
| <b>SECOND CUP FAVES</b>                                          | 2.75                     | 3.00   | 3.25   |
| Caramel Cornetto • Vanilla Bean • Hazelnut • Mocha • White Mocha |                          |        |        |
| Cappuccino                                                       | 2.25                     | 2.55   | 2.75   |
| Caffè Latte                                                      | 2.20                     | 2.55   | 2.75   |
| Flat White (8 oz)                                                | 2.40                     |        |        |
| Americano                                                        | 1.95                     | 2.30   | 2.50   |
| Hot Spiced Apple Cider                                           | 1.60                     | 1.80   | 1.95   |
| <b>ESPRESSOS</b>                                                 |                          | single | double |
| Forté • Velutata                                                 |                          | 1.55   | 1.90   |
| Chocolate Espresso • Con Panna • Macchiato                       |                          | 1.65   | 1.95   |
| <b>TEA LATTES</b>                                                |                          |        |        |
| Chai • London Fog • Green Tea                                    | 2.75                     | 3.10   | 3.30   |
| <b>SIGNATURE HOT CHOCOLATES</b>                                  | 2.50                     | 2.85   | 3.10   |
| Creamy • Dark • White • Vanilla Bean • Maple • Cookies & Cream   |                          |        |        |
| <b>PROTEIN SCOOP 60P</b>                                         | <b>FLAVOUR SHOTS 40P</b> |        |        |

|                                                                |                          |        |       |
|----------------------------------------------------------------|--------------------------|--------|-------|
| <b>FROZEN FAVOURITES</b>                                       |                          |        |       |
|                                                                | small                    | medium | large |
| <b>FIRROZEN CHOCOLATE</b>                                      | 2.75                     | 3.00   | 3.25  |
| Creamy • Dark • White • Vanilla Bean • Maple • Cookies & Cream |                          |        |       |
| <b>COFFEE CHILLERS</b>                                         | 2.75                     | 3.00   | 3.25  |
| Icedpresso • Chikatte • Mocha • Caramel Cornetto               |                          |        |       |
| <b>TEA CHILLERS</b>                                            | 2.75                     | 3.10   | 3.30  |
| Chai • Green Tea • Berry • Citrus                              |                          |        |       |
| <b>FRUIT CHILLERS</b>                                          | 2.50                     | 2.85   | 3.10  |
| Ask for our selection of flavours.                             |                          |        |       |
| Fresh Squeezed Orange Juice                                    | 2.50                     |        |       |
| <b>ORIGINAL FROZEN YOGURT</b>                                  | 3.40                     | 3.60   |       |
| Smoothies Parfaits                                             |                          |        |       |
| <b>HANDCRAFTED ITALIAN SODAS</b>                               | 2.50                     | 2.85   | 3.10  |
| <b>COLD PRESSED JUICE PREPARED DAILY</b>                       |                          |        |       |
| <b>PROTEIN SCOOP 60P</b>                                       | <b>FLAVOUR SHOTS 40P</b> |        |       |

|                                                                                                |  |
|------------------------------------------------------------------------------------------------|--|
| <b>200% AWESOME</b>                                                                            |  |
| <b>FOOD. FABULOUS. FOOD</b>                                                                    |  |
| Inspired Sandwiches                                                                            |  |
| Ultimate Grilled Paninis                                                                       |  |
| Creative Soups & Salads                                                                        |  |
| Indulgent Cakes & Sweets                                                                       |  |
| All Day Breakfast                                                                              |  |
| <b>WEEKEND BRUNCH</b>                                                                          |  |
| Sweet or Savoury Croissant, fresh orange juice, coffee/tea                                     |  |
| OR                                                                                             |  |
| Breakfast Sandwich, fresh orange juice, coffee/tea                                             |  |
| <b>SECOND SIP GUARANTEE</b>                                                                    |  |
| YOU SHOULD LOVE YOUR BEVERAGE. IF WE DON'T GET IT JUST RIGHT, WE'LL GLADLY MAKE YOU A NEW ONE. |  |

**Original**  
FROZEN YOGURT  
SMOOTHIES & PARFAITS

Mixed Berry Fusion  
Cookies & Cream  
Crazy for Caramel  
Chocolate Temptation  
Coconut Swirl

Kids Size Available  
Original with 1 Topping

Add Protein Scoop

# *Social Responsibility*

Second Cup proudly supports organizations which care for our environment:

Water.org, Rainforest Alliance, Trees for the Future, Bullfrog Power

This **#EARTHDAY** help us give the gift of clean water!



For every cup of **ETHIOPIA OROMIA Barista Crafted Coffee** sold on **Earth Day**, Second Cup will donate to **Water.org**!



[mysecondcup.com](http://mysecondcup.com)



**WATER**  
CLEAN  
**RAINFOREST ALLIANCE CERTIFIED**  
**DECENT WAGES**  
COVER  
**SHADE**  
**EDUCATION**  
**RECYCLING**

**WHAT'S IN YOUR CUP?**

YOUR PURCHASE OF RAINFOREST ALLIANCE CERTIFIED ETHIOPIA COFFEE AND TEA HELPS PROTECT THE ENVIRONMENT AND FARM COMMUNITIES.

rainforestalliance.org



## Contact Us



The Second Cup Coffee Company Inc.  
6303 Airport Rd., Suite 103, Mississauga, Ontario L4V 1R8, Canada

[info@mysecondcup.com](mailto:info@mysecondcup.com)

[www.mysecondcup.com](http://www.mysecondcup.com)