



Vivere all' *italiana*

THE TESTA ROSSA ENZO
FRANCHISE CONCEPT

*“Who lives the live
full heart the
enjoyable Italian
way is a real
Festarossa”*







*Welcome to Italia.
Welcome to the world of
Testa Rossa Caffé.*



Italian moments

I t a l i a n m o m e n t s

Benvenuti and welcome!
We are Italy, we are pleasure, we are enjoying life, we are Testa Rossa caffè with body and soul, we are the Caffèbar ENZO with the special Mediterranean flair.

We are the unofficial ambassadors of the Italian lifestyle north of the alps.

WE LOVE ITALY
AND WE
LIFE ITALY



But above all, we serve original Italian joy in all variations. From coffee to hot chocolate, from Spritz to Aranciata and best Italian wines, from Croissant to Antipasto.

And of course we also attach great importance to a real Italian atmosphere, from music to ambience and, above all, to perfect Mediterranean hospitality.

If you stop by us, you make a detour to Italy, escape the stressful everyday life for a few minutes and breath southern Mediterranean flair.

We don't just serve Italian specialities, we are an Italian speciality.

Un cuore

Testarossa

A heart for Testa Rossa caffè

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Do you love Italy? Do you love southern temperament and the finer things in life? Are you fashion and design conscious? Is the world of the Italian lifestyle yours too?

And are you a passionate host with body and soul? Do you want to offer your guests more than just snacks and coffee? Do you have higher demands on yourself and your employees?

Do you want to celebrate Italian joy and lifestyle and make sure that a visit to your ENZO caffèbar is a real experience?

THEN WE WILL GIVE
YOUR PASSION A
NEW HOME.
AND NEW PERSPEC-
TIVES.



Una passione





Vestiarossa.



Storia di successo!

A SUCCESS
STORY

1995

The original Italian espresso „Testa Rossa caffè“ was created in 1995 and is a private label of Testa Rossa caffè srl in Belluno Italy.

The finest highland Arabica varieties are roasted in the Procaffè roastery, which is also based in Belluno, Italy.

Testa Rossa caffè and Procaffè are both subsidiaries of the Austrian Wedl Group.

The traditional trading house Wedl has been in the coffee business since its founding in the year 1904.

The concept of the Testa Rossa caffèbar was developed in 1998 around the successful “Testa Rossa” coffee brand.

There are now Testa Rossa caffèbars in Germany, Austria, Italy, Egypt and Turkey.

The „Testa Rossa caffèbar ENZO“ is a further development of the original concept, with which we specifically meet the requirements of a younger, urban and design-oriented target group and align the brand entirely with the pure Italian lifestyle.

Un vero italiano.

A real Italian

COFFEE ENJOYMENT IN PERFECTION.

The most important trait of our brand and every Testa Rossa Caffèbar ENZO is the perfectly lived Italian coffee culture. Testa Rossa espresso is produced according to strict quality criteria. For Testa Rossa caffè the finest Arabica varieties from high locations in Central America and Kenya are used.

The plants are handcrafted, raised and harvested by the coffee farmers. The green coffee, carefully prepared with great care, is then transported to Italy by sea.

Here, the master roaster expertly turns the different varieties into a typical and perfect Testa Rossa caffè mixture balanced and then roasted to perfection.

This unique quality, which makes Testa Rossa caffè unique, can only be achieved if all the stages of development are carried out at the highest level: the typical velvety taste, the perfectly rounded aroma, the noble acidity and the dense, dark brown crema characterize this strong coffee mixture of.

So that our beans can develop their full aroma, a highly trained barista ensures perfect preparation and the perfect setting of the machines.







More than Italian!



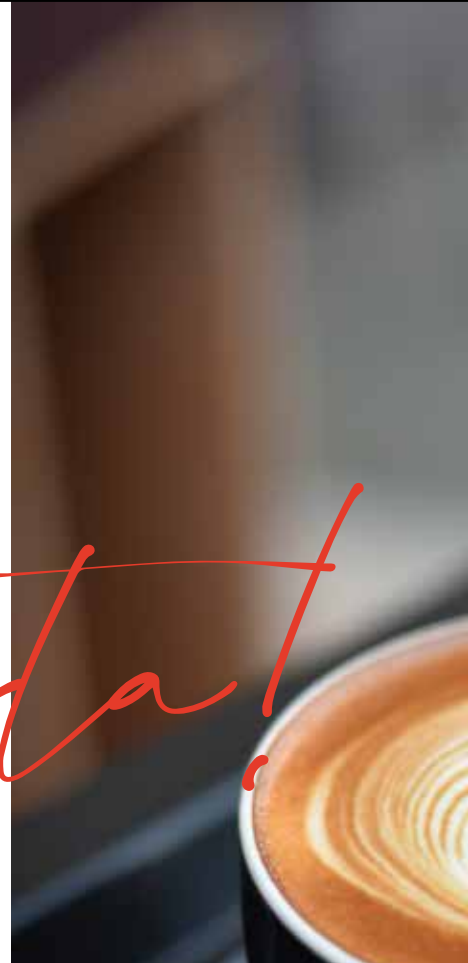
Un viaggio in Italia!

EACH VISIT IN
A TESTA ROSSA
CAFFÈBAR ENZO IS
A SHORT HOLIDAY
IN ITALY!

Il mondo del Barista!

THE WEDL
COFFEE - ACADEMY

In our coffee academy at the Wedl corporate headquarters in Mils, a fully equipped caffè bar is available for workshops, seminars and training courses. Here franchisees and coffee customers are imparted the basic knowledge about coffee and coffee preparation in a practical and theoretical „enjoyable“ way. In the first coffee competence center in Western Austria, our master barista awaits you for highly professional and effective training. Optionally in German or English.





Our Testa Rossa caffè Franchise
Training programs include
3 course levels:

Coffee Basics - 4 hours

A crash course for all those who
“need” or want to learn how to
prepare coffee products quickly.
A short theoretical part, a highly
practice-oriented training on the
various machines and an introduc-
tion to the correct milk frothing for
a perfectly successful cappuccino.

Barista Workshop - All day seminar

This course provides basic know-
ledge about coffee grinders,
espresso machines, fully and semi-
automatic machines, safety devices
and their maintenance and care.
When preparing coffee, the focus
is on the espresso method, milk
frothing and the basics of the latte
art.

Latte Art - One day training

Latte art is a special technique for
decorating coffee beverages with
milk foam artfully. The most impor-
tant prerequisites for successful
works of art are a good espresso
and perfect milk foam. Practice and
the right technique are important
to skillfully froth the milk, then
nothing stands in the way of new
coffee-based art creations.

Un posto *eccezionale*

A unique location

THE AMBIENTE

Our training programs include 3 course levels:

We designed the interior of our caffèbars with as much attention to detail as our coffee. The concept is designed for sizes from 60 to 150 square meters.

Light colors dominate, a noble mix of materials with lots of wood, plus accents in marble and steel, subtle decorations and a very atmospheric lighting atmosphere that invites you to linger.

The typical red tones from the logo are mainly transferred to the restaurant via the lighting in order to make the brand DNA tangible.

The furnishings are high quality and atmospheric.

The concept is designed for the quick guest who has a short espresso as well as for visitors who want to enjoy the extensive range of food and drinks in peace.

In general, the atmosphere is youthful and lifestyle-oriented, which underlines the Italian flair. After all, Italy always stands for the best design.

AND ITALY IS THE
CENTRAL MESSAGE OF
OUR BRAND.









Buon appetito! Cin Cin!

THE OFFER

A visit to the „Testa Rossa Caffèbar ENZO“ always means a short break in Italy.

You have to live up to these expectations every day from morning to night. With the best espresso, perfectly foamed cappuccino and latte macchiato, professionally prepared by a highly trained barista and with high-quality, delicious dishes and snacks.

Every full-range shop as well as the small kiosk offer a wide selection based on typical traditional Italian specialties.

In addition, selected merchandising articles are offered in the „Testa Rossa Caffèbar ENZO“ design and the Testa Rossa caffè is sold in whole beans or as ground coffee.

The decisive factor, however, is that every Testa Rossa Caffèbar smells, tastes and sounds like Italy all day long.

Specialità del *giorno*

Daily specialities

Bevande - Beverages

Coffee & coffee specialties
Cioccolata calda
Tea selection

Smoothies, frappes and milkshakes

Italian red and white wines as well
as Proseccis from the various Italian
regions

Regional, international and Italian
beer specialties

Soft drinks and
Mineral waters

Long Drinks, Cocktails, Aperitifs
and Digestifs, Amari, Liqueurs as
well as a selection of Grappas.

FOOD AND BEVERAGES

Prima colazione - Breakfast

We serve various international
breakfast variations as well as
traditional Italian breakfasts such as
"Espresso & Cornetto".

Of course, always with freshly
baked bread and pastries.





Vivande - Food

Antipasti Mediterraneo:
Terra - Prosciutto crudo
Mare - Tonno (Tuna)
Vegetariano

Piatto speciale: Prosciutto crudo e
Salame Milanese

Piatto speciale: Variazione di for-
maggi con pane

Piatto speciale: Varianzione di olive
con pane

Paninoteca:
Panini alla piastra (Proscitto crudo,
Prosciutto cotto, Salame Milanese,
etc.)

Tramezzini
Panini o Ciabatte
Piadine
Bruschette
Breze

Toasts and Wraps

Menù - Mittagsmenüs:
Suppen
Diverse Salate
Caprese

Pastavariationen:
Pomodoro e Basilico
Pomodoro e Tonno
Arrabbiata
Pesto Rosso, Pesto Genovese
Quattro formaggi

Lasagne Bolognese
Lasagne Vegetariana

Dolci - Desserts

Various cakes and pies

Typical Italian pasticcini / sweets
such as Torta della Nonna, Tiramisu,
Profiteroles, Torta Cioccolata,
Crostata, etc.

Local desserts such as apple and
curd cheese strudel, cheese cakes

Gelato artigianale italiano

Take Away

Many dishes and drinks are also
available as "take away".
Pre-orders are possible in most Tes-
ta Rossa Caffébar ENZO branches.

Sistema di *Franchising*

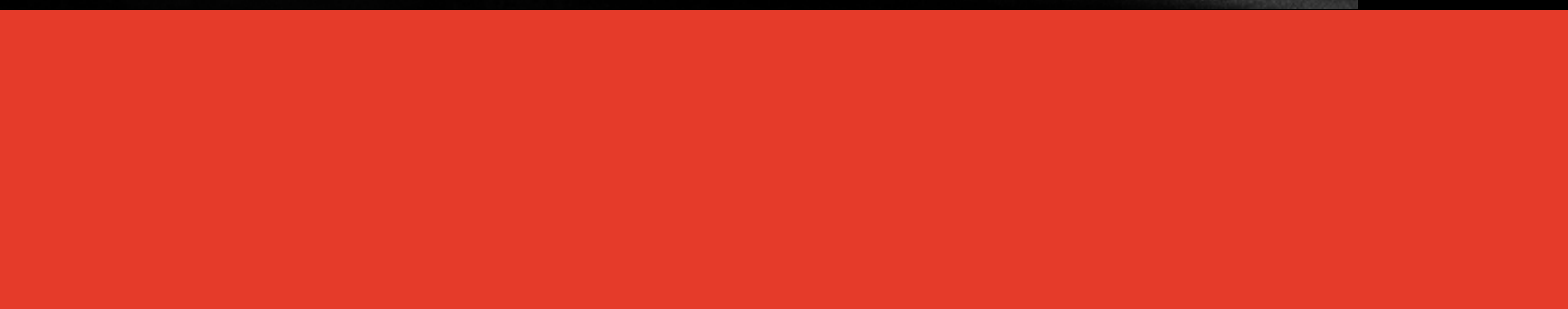
The Franchise system

WITH OUR CONCEPT ON THE ROAD TO SUCCESS.

In addition to a successful and strong company structure and a well thought-out concept, we offer you many other services from which you can benefit. Because we know that we can only be successful if our partners are too!.

- Use of trademark rights
- Successful business concept
- Exclusivity
- Better purchasing conditions
- Strong network of the WEDL Group
- Support establishment
- Location search & completion
- Operational training / manual
- Quality control
- Ongoing training / barista training
- Direct contact / support team
- Starter package including various machines
- Advice on facility planning
- Support with the opening
- Management tools
- Benchmarking & exchange of experiences
- Joint continuous development
- Shop fitting, offer submission & execution

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Una vita Testa Rossa.

A Testa Rossa life

REQUIREMENTS TO OUR PARTNERS

Business requirements:

- Sufficient equity
- Personal management
- Information obligation (monthly reporting)
- Compliance with the standards
- Training of employees
- Participation in conferences, seminars, campaigns
- Personal training
- Completion of at least 3 weeks of training

Personal requirements:

- Entrepreneurship and the will to succeed
- System oriented
- leadership skills
- High flexibility and resilience
- Social competence
- Organizational talent
- Integrity and loyalty
- Business knowledge
- Ability to cooperate and work in a team
- Natural „host personality“
- Affinity with the Italian lifestyle
- Gastronomic experience very helpful and desirable

Fatti e cifre

Facts & Details

Partnerschaft

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The first step

You fill out the franchisee questionnaire and send it to us. After checking the data and if you agree, we will invite you to a personal interview and a presentation within 14 days at our group headquarters in Mils in Tyrol. You will then receive a confidentiality agreement from us stating that all information you receive via the system is to be treated confidentially.

Then it goes to the location search. Together with you, we will then decide whether this location is ideally suited for a Testa Rossa Caffèbar ENZO.

WE WISH YOU MUCH
SUCCESS WITH
YOUR TESTA ROSSA
CAFFÈBAR ENZO!

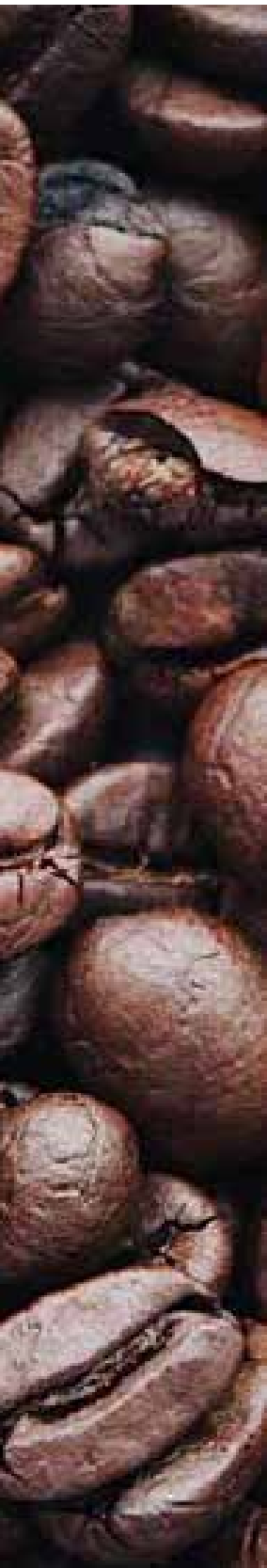
The Partnership

You will receive the franchise contract for review at the same time as the location search. As soon as a suitable location has been found, the official franchise agreement must be signed. After that, the furnishing and shop fitting contract is awarded to one of our partner companies. When signing the franchise agreement, the entry fee must also be paid. In the next step you will receive the Testa Rossa caffè Operation Manual.

We will now accompany you in the pre-opening and project phase. The training in our companies and the manual training should be completed six weeks before the opening.

The basis for the success of each individual franchise partner is strong identification with the "Testa Rossa Caffèbar ENZO" concept and the willingness to work together with the system headquarters and the other Testa Rossa Caffèbar suppliers and contractual partners in a committed and team-oriented manner.





Finanzen



Investment volume

Depending on the size of the caffè bar and the on-site structural requirements, the investment can amount to between 50,000 and 250,000. Approx. 50% (but at least 50,000) must be available as available free equity for the project.

The remaining costs can be financed externally through banks or interested investors. Another option is partial financing through our cooperation partner Brau-Union. (only valid in Austria). Contacts with various banks and financial institutions can be established.

The costs for additional structural measures such as toilets, facade design and any brokerage fees or replacement fees are not taken into account here, as these depend on the individual circumstances. An individual cost estimate must be prepared for each location.

Franchise Fees

Der Franchisor is charging a:

One-time entry fee for:

- Use of trademark rights
- Development and construction of the system
- Location analysis & selection
- Know-how in the form of operations Franchise manual
- Support in preliminary and project phase and at the opening

Monthly franchise fee for

- license
- Further development of the system
- continuous advice from Operations management, training
- Update of the manual
- Company comparisons / controlling
- Organization of meetings
- ongoing quality control

Monthly marketing fee for

- marketing measures
- Advertising Materials
- Special promotions which the brands promote awareness



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Vivere all'
italiana



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