

**Corporation Information:**

**The Tazza World Tea & Café** is a unique and exciting concept of an upscale Gourmet Tea, Specialty Drinks and Crepe cafe. Our cafes — responsive to change, adaptable to consumer trends, setting high standards in fast food service.

**Vision:**

We have a vision in our cafes, a vision in which people come to refresh, experience world fine tea, specialty drinks and crepes. We provide the convenience of fast service and the refreshment which is different than the traditions. We will continue to grow our cafes both corporately and by franchising throughout Canada and the rest of the world.

**Evolution:**

We continually adapt our concept to bring the relationship between our company vision, our extensive menu consisting of gourmet teas and crepes, European coffee's and other specialty beverages. The strength of our proven cafe concept and our corporate and franchise team members together with our solid marketing strategy and a well-developed transition plan, ensures that we will continue to grow our customer base, our sales volume and the number of cafes.

**Contemporary Setting Design:**

The design of our cafes offer our patrons a contemporary retreat of sumptuous atmosphere. The attention to detail and consistent image ensure a solid, reputable profile at our cafe. The format are inviting and overwhelmingly well received by our patrons.

**Enthusiasm, Experience, Energy and Passion:**

The Tazza World Tea & Café's management team have a long history of restaurant experience, dedication and a passion for success. We balance high energy with over a decade of food service. Our strong, knowledgeable cafe management team has been able to respond to changing consumer demands and habits.

Contagious enthusiasm is evident at each Tazza Cafe. The high level of energy and attention to detail offered by our team exceeds our patrons expectations. Passion for the fast food business keeps The Tazza World Tea & Café at the leading edge of the cafe experience.

**Guest Responsiveness:**

The Tazza World Tea & Café is devoted to and continually excels at offering and delivering complete customer service and satisfaction to all of our patrons. Our ability to meet and exceed customer expectations is the vital heart of The Tazza experience.

Exceptional service is the direct result of high-quality, motivated staff, a positive nurturing culture and dedicated franchisees. As part of our franchise extensive training program, management support and motivated staff ensures efficient, consistent and exceptional service.

**Superior Quality:**

Our products are second to none. The extensive and balanced menu of World fine tea, European coffees, specialty beverages, and savory and dessert crepes is under constant consideration and evaluation. Attention to modern trends, our innovative products, and attention to product quality and consistency ensure that The Tazza World Tea & Café is a destination for consumers. Only the finest producers in their respective field are commissioned to supply our Cafes.

**Expansion:**

Landlords are making prime locations available to The Tazza Cafe, and a massive expansion is imminent with new cafes both in the planning stages and under construction.

**Franchise Opportunities:**

The Tazza Café "niche" is the fastest growing and most sought after food service segment today. Soon to be evolved into one of the most sought after franchise opportunities Worldwide.

Our franchise opportunities has been redefining the café experience and have evolved to be one of the most sought after franchise opportunities responsive to patrons suggestions, adaptable to café customer trends, meeting and exceeding our guests expectations and setting high standards in café service, product quality and the overall experience.

With several franchise deals secured throughout Canada, and franchise cafés slated to open through several areas in Canada, we are currently looking for experienced restaurant operators that are interested in multiunit area development agreements, which cover expansion for the entire country or worldwide.

**Competitive Advantages:**

The Tazza World Tea & Café franchise is a unique and exciting concept. Our competitive advantages are through to the corporate infrastructure, operational systems and support, and our supplier partnerships. All of these elements make The Tazza World Tea & Café franchise a successful, rewarding franchises opportunity.

**Our Proven System:**

Our franchises system guides each of the franchises through every facet of the operation. Upon becoming familiar with our system, each franchise will be able to train and develop each of their associates in all areas of the business. Our franchises system revolves around the philosophy of "Continued Training" to guarantee our team meets and exceeds our patrons expectations. All positional training techniques are clearly outlined in our operation

