

Franchisee Information



THE RECIPE FOR WONDERFUL

The Cinnabon Story

The allure of Cinnabon® is unmistakable.

No one walks by a Cinnabon® without being enveloped by the inviting scent of cinnamon and freshly baked treats. It creates a craving that guests have to satisfy. To our guests, that sweet aroma of Cinnabon® means something delicious is coming their way, and to our franchise owners, it means even more.

If success was a freshly baked treat, it would be Cinnabon®.

It all started with a father, a son and a mission to create the world's greatest cinnamon roll from scratch. Add in one

master baker, months of trial and error, hundreds of different recipes and—BOOM!—you've got the sweet, cinnamon-spiced perfection that soon became the calling card of Cinnabon®.

Cinnabon® is now one of the world's most-recognized and sought-after brands. You'll find it where you shop, travel, dine and play. In fact, you can even find it on grocery store shelves to enjoy our bakery inspired cinnamon rolls right in your own home. And the best news is Cinnabon is just getting started.





“Cinnabon® is now one of the world’s most-recognized and sought-after brands.”

A close-up photograph of a hand using a butter knife to spread butter on a cinnamon roll. The roll is golden brown with a dark cinnamon swirl. The background is filled with more cinnamon rolls, creating a warm and appetizing atmosphere.

*Each
ingredient
tells a story.*

**“A one-of-a-kind experience you
can smell and taste.”**

MAKARA® CINNAMON

Under the canopy of the tropical forests in Indonesia, the cassia tree produces the sweet, luscious flavor that is exclusively known as Cinnabon® Makara® Cinnamon. It creates a one-of-a-kind experience you can smell and taste.



FRESH-BAKED DOUGH

After months of trials, and mounds of ingredients, we found the ideal recipe for our signature dough. Soft, sweet and perfect for baking, it has become the foundation for all our irresistible baked treats.



WAVES OF FROSTING

It's often been imitated but never replicated. The smooth, Ooey-Gooey™ topping of Cinnabon® cream cheese frosting adds another depth of flavor. Painted all over our rolls, it's a final layer to perfection



COFFEES

It started with our Mochalatta Chill®, a coffee drink wrapped in blankets of chocolate flavor. From there, we expanded to include the rich, sweet Arabica bean coffees and iced coffees to perfectly complement our Cinnabon® flavor.



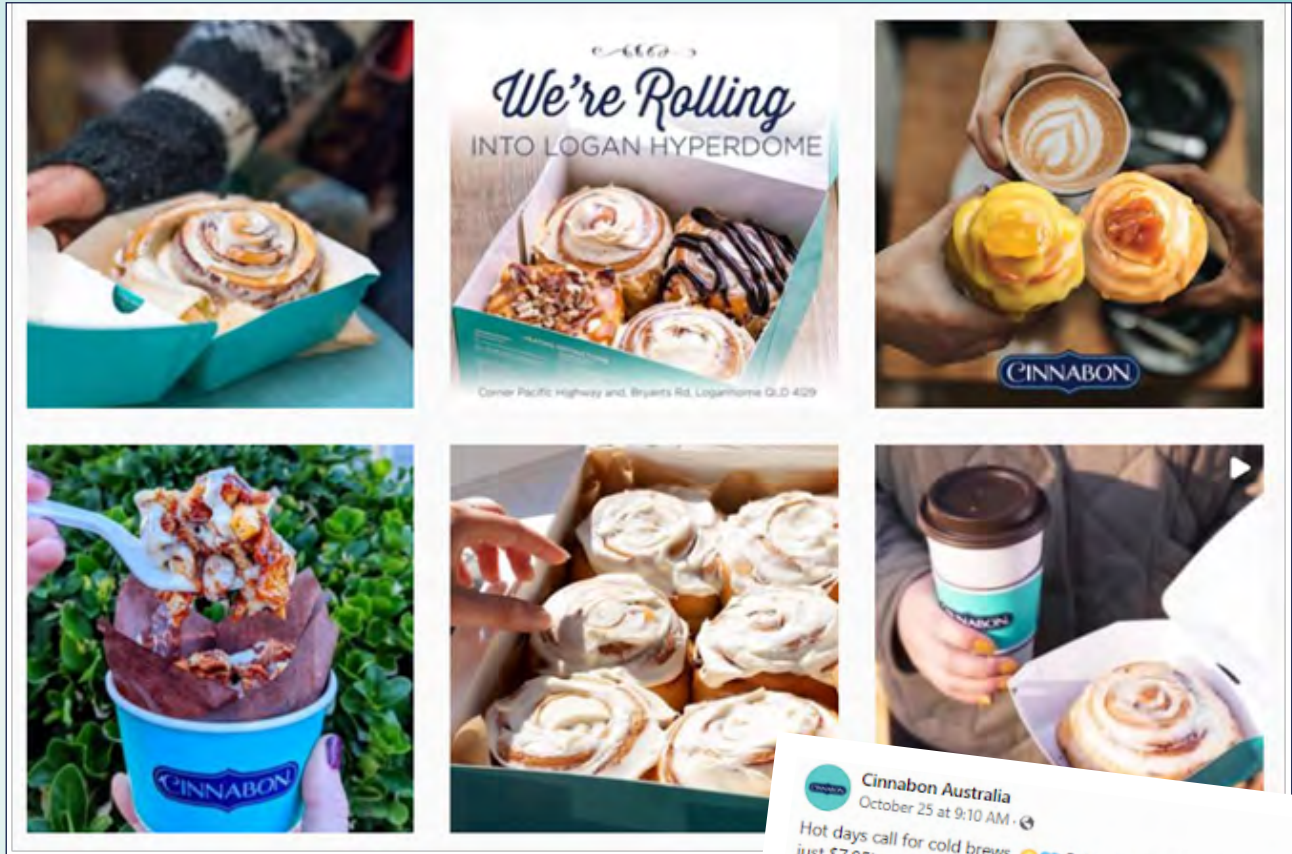


OUR LEADERSHIP TEAM COMES WITH
*Passion, experience,
and support baked in.*

You will be supported by national marketing initiatives undertaken by Fuse Agency. Fuse Agency has helped businesses of all sizes around Australia, NZ and the USA achieve their marketing, public relations, design and other creative goals. We know the ins and outs of the Cinnabon® customer and will encourage traffic to your Bakery!

Social & Digital Media

At Cinnabon®, we pride ourselves on a strong digital and social media presence—especially since our most loyal customers are social-loving Millennials! The Fuse team are here to maintain the fun flair of the brand and keep the brand top of mind. We will also ensure that you're equipped to manage your own digital channels.



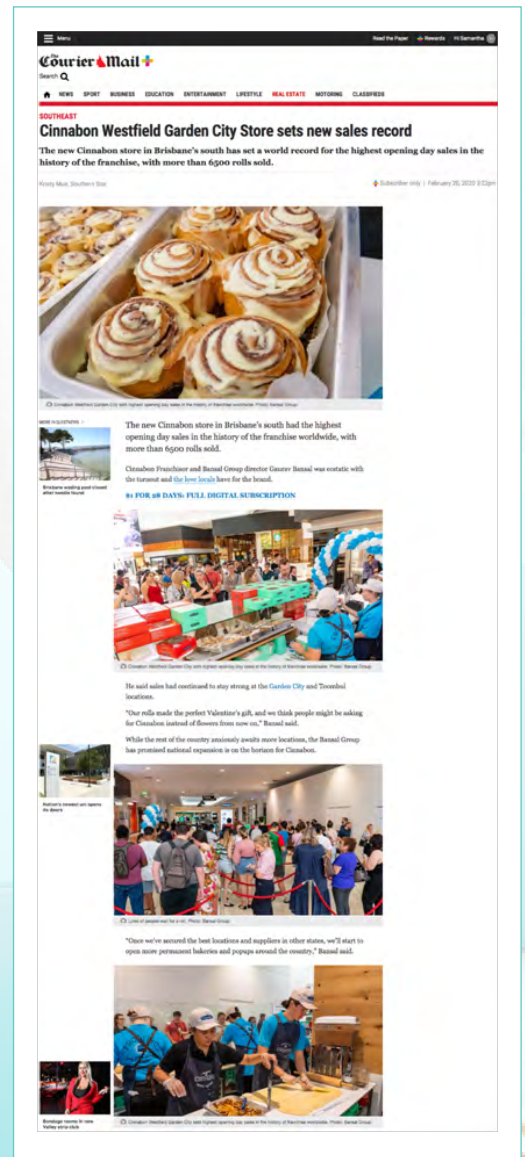
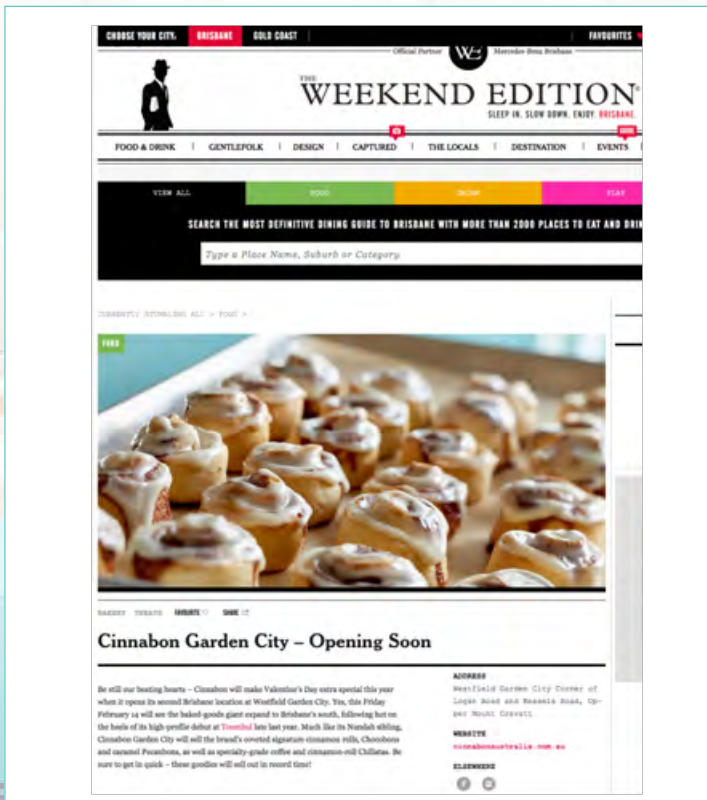
Digital Advertising

Digital advertising is undertaken across several channels to support the customer journey and brand building in your area. From Facebook and Instagram Ads targeting our Cinnafans to Google Ads and Search Engine Optimisation, the digital marketing team are hard at work sharing the sweetness online.



Public Relations

We support each new store opening with a Public Relations campaign and each opening has achieved hundreds of thousands of dollars in mainstream press coverage and the attendance of influential “foodie” influencers.



LTO's

Our Limited Time Offers (LTO Products) boost sales and generate excitement for Cinnabon in Australia. From must-try flavours like Lotus Biscoff and Choc Hazelnut to Seasonal flavours for Christmas, LTO's capture consumer attention and drive traffic to your bakery.



Training & Support

Cinnabon Australia is committed to providing nationally recognised training to new and existing franchise partners and their staff.

Relevant and practical training courses have been carefully selected to ensure you and your team are well equipped with the necessary skills and knowledge required to operate a successful Cinnabon bakery café!

The Cinnabon training course is compulsory for all new franchise partners and consists of:

- Specific training covering modules such as: manual handling, emergency procedures, food safety, barista program, cleaning and customer service.
- An in-depth three week program of training and assessment at one of our state of the art stores. With hands-on training and real store experience, franchise partners complete training in coffee, both theoretical and technical, kitchen and front of house skills, financial management, HR and staff coaching.
- In Store: 14 days of training in an operating store to hone new franchise partners' skills with support from an experienced operations and team.
- In Store: On the opening or hand-over of a Cinnabon store, franchise partners receive an initial seven days of field support by a minimum of 2 accredited Cinnabon operational managers.
- Additional training occurs approximately 6 months post store opening and offers real data finance, customer service and leadership management as well as the delivery of best practices and relevant training to further grow franchisees business and operations.

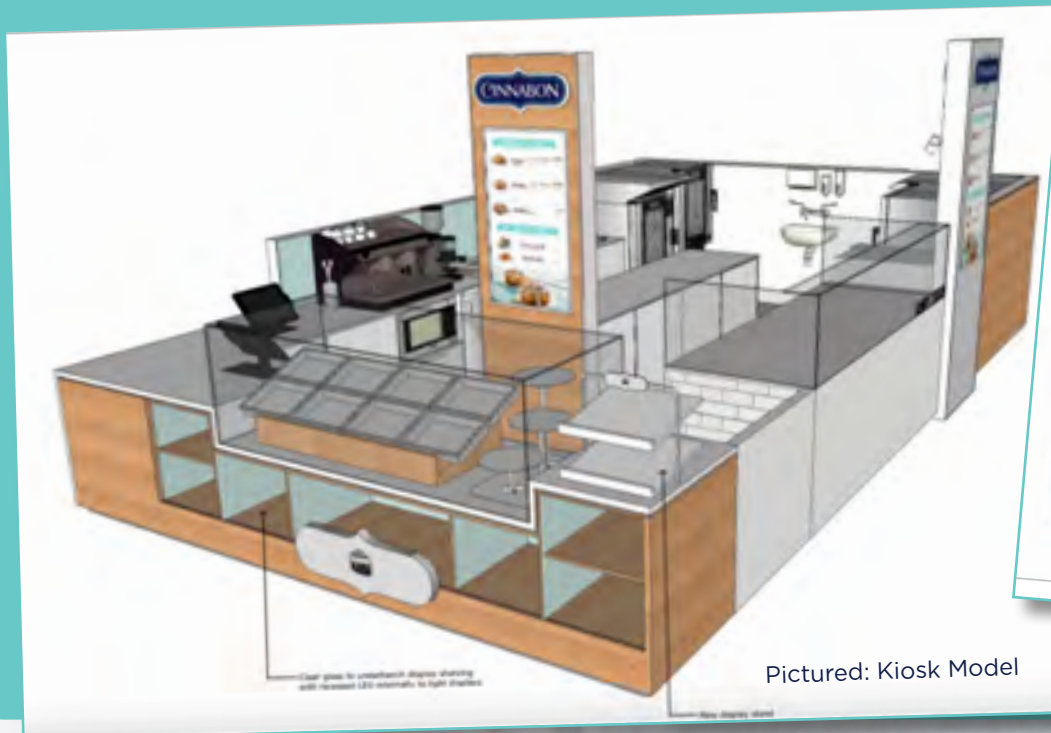


Franchisee Investment

To become a Cinnabon franchisee, the initial capital investment will vary depending on the model you choose. We have 2 models to suit your needs and business plans. We will work with you to select the best model to suit you and your future plans.

Kiosk Model

- Investment range \$250k-\$300k + Bank Guarantee
- The ideal premises would incorporate 28-35sqm
- Dough frosting needs to be supplied by our central kitchen
- Bakery will have 2 ovens, 2 proofers, 1 dough sheeter, 1 hot plate, under bench fridge, coffee other small wares
- Lease period for a minimum of 5-7 years
- Kiosk works best around fresh food areas and high traffic areas inside a centre or near foot



Pictured: Kiosk Model



Pictured: Kiosk Model

the machine, standalone fridge for dough and

d courts



In Line Model

- Investment range \$350k+
Bank Guarantee
- The ideal premises would incorporate 50-70sqm, with front of house 28-35sqm
- Bakery will have its own doughing and cold-room inside the tenancy
- Ideal for smaller centre or regional centres
- Bakery will have 2 ovens , 2 proofers, 1 dough mixer, 1 dough sheeter, 1 hot plate, under bench fridge, coffee machine, standalone fridge for dough and other small wares
- Suitable to obtain and operate a liquor licence from
- Lease period for a minimum of 7 years
- Car parking facilities on premise or nearby



Contact Us

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