

## Coffee & Espresso Franchise in College Town

3 Corporate Locations + 2 Franchisees To Date

Northwest Arkansas



### Financials

**Asking:** \$419,000

**Gross:** \$575,152

**Cash Flow:** \$139,532

**FF&E:** \$105,000

**Inventory:** \$22,000 (not included in the asking price)

**Financing:** Some seller financing available to qualified buyers

### Business Summary

If you've ever dreamed of owning a hip coffee house in one of the most livable college towns in America, this business is your opportunity to do just that. Established in 2002, this local chain of coffee houses is one of Northwest Arkansas' most recognized and beloved establishments. With three corporate locations, one licensee and one franchisee to date, this business continues to build on its brand equity to expand and serve loyal customers with unique artisan coffee and espresso drinks.

Two of the business' corporate locations are ideally located near the University of Arkansas and major shopping and pedestrian destinations. The business began implementing expansion plans using both licensing and franchising in 2012, and recently secured two new spots in desirable new-construction commercial projects.

The flagship store for this business has been a vital part of the local community for over a decade, and serves as a year-round gathering spot for students, business professionals, residents and tourists. The business offers coffee and espresso drinks, limited menu items for breakfast and lunch, beer and wine (one location) and weekly live music performances. The business also has a mobile cart, which can be used to have a presence at seasonal events, as well take advantage of catering and promotional opportunities.

This business offers the opportunity to own one of the most established and well-loved small businesses in Northwest Arkansas!

### General Information

**Employees:** 3 FT; 18 PT

**Facilities:** This business has three corporate locations, one franchise location and one licensee. [Note: There are no real property assets associated with the sale of this business.]

### Market Outlook

**Competition:** This business is one of the top two independent coffee establishments in Northwest Arkansas.

**Growth/Expansion:** This business has the opportunity to expand into additional locations throughout both Benton and Washington counties, as well as others. The business just started offering franchise opportunities on a nationwide basis, and licensing additional stores offers a third business model for achieving growth. The business has done limited amounts of catering in the past, and could also offer much more in the way of live performance programming and nightlife at its flagship location.

This business is poised to continue taking advantage of the enormous growth of the Northwest Arkansas metropolitan area, which was named as one of the top 25 “recession resistant” parts of the country, and frequently ranks high in national livability surveys.

The area continues to offer a thriving environment for investment and tourism. Benton County alone has seen the opening of Crystal Bridges Museum in November of 2011, construction of two new hotels (Hilton Garden Inn and 21s Museum Hotel), and new restaurants and retailers opening almost daily. The growth rate of Northwest Arkansas has remained higher than the national average throughout the nation’s economic downturn, while the unemployment rate has stayed lower.

Northwest Arkansas is ideally situated near the geographic center of North America and surrounded by the natural beauty of the Ozark Mountains. At the economic intersection of Main Street and Wall Street, NWA is consistently voted one of the “most livable” parts of the country with one of the top-performing and fastest-growing economies. The area is home to corporate giants like Wal-Mart, Tyson Foods and J.B. Hunt Transport Services, as well as the University of Arkansas, and is served by the newly expanded Northwest Arkansas Regional Airport (XNA). With the recent addition of a minor league baseball team and the opening of Crystal Bridges Museum, Northwest Arkansas is no longer one of the country’s best-kept secrets, but is now nationally recognized for both its livability and thriving economic climate.

## About the Sale

**Support/Training:** Seller will provide up to thirty (30) days of training at no cost

**Reason Selling:** Other business interests

## Listing Info

Listing: #5288  
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*\* Barbara Taylor is a licensee with Red Tree Realty (#SA00073717). This executive summary does not include the sale of any real property assets. Ms. Taylor does not profit from any real estate transaction outside of her capacity as a licensee with Red Tree Realty.*