

You Ain't Hippin...



'less You...

*Groovy Man
Sippi Hippie*

'SIPPI SIPPIN'

'Sippi Sippin' Coffee

www.Sippi-Sippin.com

'Sippi Sippin' Coffee is more than just a Coffee Shop!

James & Linda Maxey, owners of 'Sippi Sippin' Coffee, have worked for years, perfecting the proprietary recipes that are so popular today. No one makes Frozen treats quite like 'Sippi Sippin' Coffee! Our Frozen Specialty Drinks can be made either as a frappe (with coffee) or as a milk shake (without coffee). They taste great either way!

Not only do we have unique and delicious Coffee offerings, we also have many other delightful creations such as:

- **Sparklers** – a carbonated, fruity drink served with fun and delicious Boba Bursts
- **Snow Cones** – very popular in the summer months with a very high profit margin
- **'Sippi Bullits (Loaded Teas)** – this is not Herbalife. This is our version of loaded teas. All are nutrient packed, KETO friendly, visually pleasing, and delicious. Plus, our 'Sippi Bullits are available Hot, Iced or Frozen, something no loaded tea shop is offering.
- **Monsteria** – a super delicious drink made with a Monster energy drink base. This drink is so good, you won't be able to put it down!

In addition to all our delicious drinks, we are fast becoming one of the most popular, quick breakfast places in town! We have created a delicious breakfast menu that can be made quickly, and in a very small space. Our breakfast is available all day... which our customers love!



We have lunch offerings and treats too! Most we make ourselves, but we have partnered with Talbot House and offer their decadent Giant Cinnamon Rolls with more Talbot House treats to come.

While most our customers come to us, we have also started going to our customers in the form of Coffee Bars. These are quickly becoming popular for schools, businesses, and events. We have a growing list of Coffee Bar customers and many repeat customers. Coffee bars are easy to set up, takes little to no employee labor, and are highly profitable.

Perhaps the most unique feature at 'Sippi Sippin' Coffee is the 'Sippi Hippie himself! The Hippie is our brand, and he is a real person. There are endless marketing opportunities involving the Hippie including public appearances, special events, scheduled times when the Hippie will be "in the house", and we plan on a television marketing campaign based on the Hippie and his unique personality.

We've worked tirelessly to create a great experience for our customers

At 'Sippi Sippin' Coffee, we place high importance on customer service. We love our customers, and they love us! Our customer relationships are extremely important to us. In fact, our very first customer at 'Sippi Sippin' Coffee #1 still comes to see us weekly!

We strive to serve only the highest quality products possible. We have very specific recipes and techniques involved in each product we serve. Plus, we are always innovating ways to improve on our products as well as new ideas.

Being a drive thru only, speed is a vital part of the customer service experience. We have designed a small footprint building that improves the speed in getting product out the window. Small footprint = low startup costs for you!

Our equipment is set up to flow flawlessly from the order window to the pick-up window with ease. Orders appear on a tablet by the pick-up window and on a tv screen for accuracy in production and mistake elimination, making product waste minimal.

We believe in practicing "Sense of Urgency", meaning from the minute a customer pulls up to the order window, we are going to do the best we can to get their order made completely and accurately by the time they drive around to the pick-up window!

Our Customer Love Us!

We consistently receive praises from our customers. Here's just a few of our reviews:

"Quick service, great coffee. This is by far the best coffee in Tupelo."

"This is an excellent place. Thank you for having the most amazing team and awesome flavors."

"The workers here are amazing. Very friendly! Their menu selections are divine, fun, and so delicious. Whether it's your first time or 100th there's something for everyone."

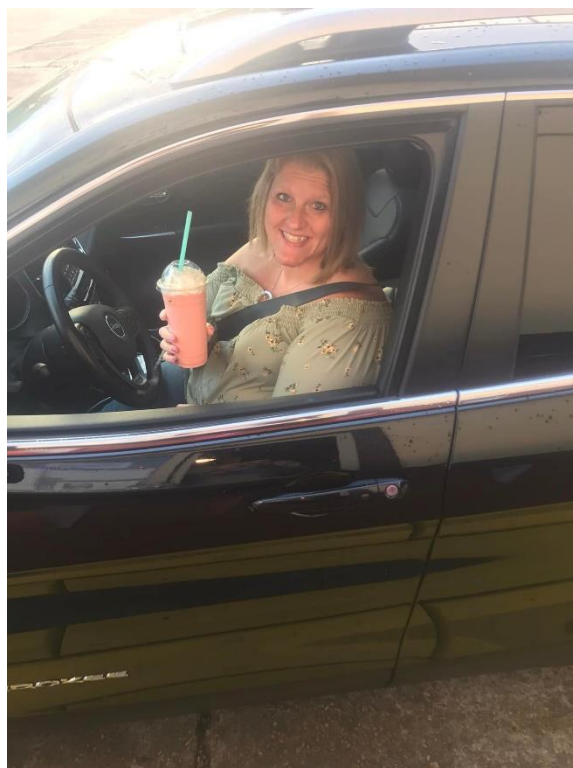
"First time there this morning. Loved the retro/hippie style of the place. Went through the drive thru, the girl working it was very nice and let me know about a code on my receipt and an app I could download to receive perks from the place. I ordered 2 egg and cheese croissants and a medium Java bob. I received my order promptly and it was hot fresh and delicious!! I will definitely be going back!"

"The coffee is so good. I like it better than Starbucks and the staff are always friendly when I drive through in the morning time."

"THE BEST COFFEE IN TUPELO. I've been all over everywhere looking for coffee that is strong enough for me, and a place that don't give me any snark for what I ask for or try to talk me out of it. THIS is the place ! The vibe is what I'm here for along with the coffee..... And the service - you can't beat theirs. They are so nice."

"Helpful service people."

"I went there for the first time two days ago and was so pleasantly surprised! It's a very easy to find place. I loved the menu options! The workers were so nice and friendly. It was hardly any wait at all, and before we left they asked if I liked what I got! You can really tell they care if you like it or not!! Best coffee I've had in my life!!"



History

'Sippi Sippin' Coffee has been profitable from the day the doors opened in July 2020. In 2021, the first full year in business, 'Sippi Sippin' Coffee produced over \$235,000 in sales... all from a 288 sf building!



James and Linda Maxey were the winners of Tupelo's 2019 "The Pitch" Small Business Plan Competition. The Maxey's definitely did their homework in creating a winning plan, including:

- The perfect location for maximum exposure and profit
- Delicious recipes that keeps customers coming back for more
- The ideal business model and procedures incorporating drive thru speed and efficiency
- Business branding that will make 'Sippi Sippin' Coffee a household name

The 'Sippi Sippin' Coffee business plan won over 12 other startup businesses. After putting their plan into action, 'Sippi Sippin' Coffee opened and has been going strong ever since!

'Sippi Sippin' Coffee has also been featured in a Small Business Success Story created by the Mississippi Small Business Development Center. Check it out here: <http://ow.ly/Ffqt50J8unV>

Why is 'Sippi Sippin' Coffee Right for You?

Let's start by looking at the Coffee Industry as a whole.

- The coffee industry is a \$30-32 billion dollar a year industry
- The coffee industry increases at an average rate of 20% per year
- Americans drink about 400 million cups of coffee every day
- Over 30 million Americans drink specialty coffee daily
- Independent coffee shops in the United States make \$12 billion in annual sales
- The average consumer spends \$164.71 per year on coffee
- Coffee drive-thru and app orders have increased 30%

But why 'Sippi Sippin' Coffee?

- ✓ **Ground floor opportunity** – we've just started to franchise so you can be one of the first to become part of the 'Sippi Sippin' Coffee family!
- ✓ **Unique business model** – our drive-thru business model is designed for quick and easy service and maximum efficiency and production
- ✓ **Simple to operate** – we've worked hard to create an efficient and simple business model. This means low equipment costs (no kitchen required, we've figured that out for you), minimal inventory, and low staffing needs
- ✓ **Minimum staffing costs** – we get the job done correctly and efficiently with a staff of 3-4 employees per shift
- ✓ **Low operational costs** – our system produces the most product in the least space. We have a full breakfast, lunch and treat menu that is all created in a small space with just a microwave, air fryer and food warmer.
- ✓ **Low franchise fee, small footprint** – our franchise fee is only \$25,000. And remember, in our first full year in business, we produced over \$235,000 in sales out of a 288 square foot, drive thru only building... and we've only just begun!

What we'll do for you

As a franchisor, we feel a strong obligation to support all franchisees. After all, your success is our success. With that said, this is short list of what we have planned to help promote you and drive customers to you!

- Full training and continued support. Customer service is key!
- Participation in community events bringing awareness to our brand
- Support of community – we've sponsored a baseball team in Tupelo and will be looking for more sponsorships and community support opportunities
- The Hippie will make appearances at your shop for special events, and community events.
- Commercial campaigns featuring the Hippie to help grow the 'Sippi Sippin' Coffee brand
- We're always looking for new ideas and innovative offerings to help grow your customer base



'Sippi Sippin' Coffee Royals - 2022 Champions!

What you'll get

So, what will you get when partnering with 'Sippi Sippin' Coffee's? Well, you'll not only get on-going support and assistance, you'll get a partnership. We look at all 'Sippi Sippin' Coffee franchisees as family and we will treat you as such. We strongly believe in the Golden Rule and apply it to every aspect of our business... from 'Sippi Sippin' Coffee owners to employees and customers... everyone plays a vital role and is important!

We will work tirelessly to assist you along your journey, not just the beginning, but the whole way!

We will invest in you in the form of ongoing marketing. We are planning a tv commercial campaign that will feature the 'Sippi Hippie, making him a household name. By the way, the 'Sippi Hippie is a real funny guy. He has lots of very hilarious commercial ideas bouncing around in his head and we can't wait to see his ideas come to life!

We will coach you in product preparation and consistency, inventory control, customer service standards, and employee training.

We promise you that we do care. We want to see you succeed. We want your customers to love you as much as our customers at the 'Sippi Sippin' Coffee #1 location, love us! We can't wait to start working with you!

For more information, please contact:

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