



the HUMAN
BEAN® |

**FRANCHISE AND
SUCCEED WITH US**



AUTHENTIC HUMAN CONNECTIONS WITH A BEAN ON TOP

Adding a chocolate covered espresso bean to the top of every drink is our way to thank every customer. From the very first drink handed out the window, this simple gesture continues to show our customers and communities we care.

At The Human Bean, we know how many key components there are to a successful, specialty coffee drive-thru. After all, we've been both operating and franchising locations since 1998.

Specifics range from site selection, building design and equipment layout, to barista hiring and training to assure consistent quality products and to facilitate the vitally-important, positive customer experience. Our system was designed by operators for operators. Most nuances only become apparent through successful operation of high-volume drive-thrus.

The Human Bean delivers expertise and unwavering support from start to finish in opening and operating your location. We understand that franchisees are independent business owners, who are both in control of their own success, but who also deserve the benefits of being part of an experienced, growing franchise.



WHAT WE OFFER



- Site selection assistance and preliminary site plan design.
- Training at The Human Bean Support Center prior to opening.
- Full equipment schedules for high volume drink production.
- A field team to prepare and assist you prior to and during your opening, at your location.
- Award-winning Arabica coffee blends from our own coffee sourcing program.
- Ongoing marketing support including store materials, campaigns, branding & social media, and more.
- A full line of branded cups and merchandise.
- Complete Operators Manual and ongoing information and support.



GROW WITH US



THE HUMAN BEAN IS EXPERIENCING UNPRECEDENTED GROWTH.

Entrepreneur Magazine ranked The Human Bean number 88 in their Franchise 500® for our outstanding performance in areas including unit growth, financial strength and stability, and brand power. As of 2022, The Human Bean has over 300 locations currently open or in development in 29 states.



OUR ROASTING METHOD



As artisan roasters, we combine traditional roasting methods with modern technology. Our roaster is outfitted with environmentally friendly after burners, substantially reducing roasting emissions well below industry averages. We also utilize state-of-the art computer analysis equipment to ensure consistent roasts, batch after batch.



OUR COMMITMENT TO COFFEE

The Human Bean is committed to being responsible global citizens. Our Farm Friendly Direct programs allow us to acquire exceptional Arabica coffees, while simultaneously recognizing that the farmers' quality of life is vital to maintaining sustainable growing and harvesting practices. We realize that together we can both promote ethical farming practices and protect the environment. Through Farm Friendly Direct we are making it possible for green bean farmers and their communities to achieve a higher quality of life and produce premium coffees.



The Farm Friendly Direct program encourages and rewards farmers for picking cherries at their optimum point of maturity as well as for using sustainable methods of harvesting and processing coffee.



We have donated to the planting of 10,000 trees in coffee farming communities.



Walk for Water builds water systems in sub-sahara Africa



In October we donate to locally to help provide care & support to patients with breast cancer.



Founding Member



Naturally decaffeinated using the Swiss Water Process.



MERCHANDISE AND APPAREL



- **BRANDED DRINKWARE**
- **SELECTION OF GIFT CARDS**
- **FULL LINE OF APPAREL**
- **BARISTA APRONS**
- **STICKERS**
- **PROMOTIONAL GIVEAWAYS**



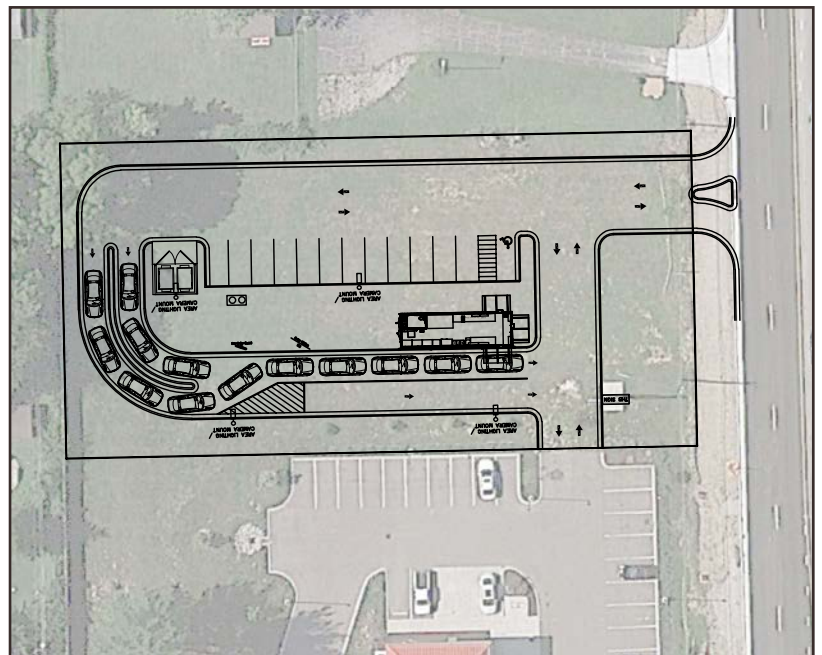
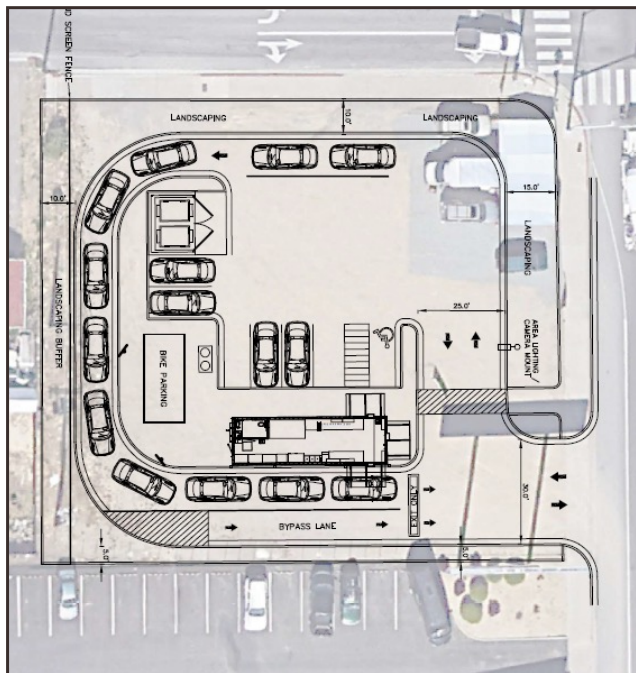
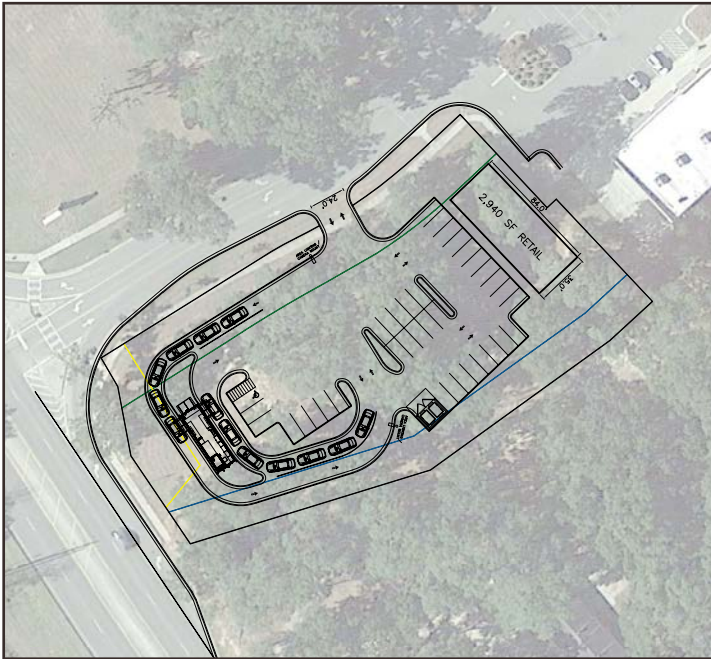
DEVELOPMENT

We offer attractive, state of the art building designs that fit seamlessly into most surroundings.

15'x45' single or double-sided drive-thru building.

Minimum required utilities: water, sewer, power, internet

Potential Utilities: storm system, telephone



DEVELOPMENT



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THANK YOU

For more information on franchising with The Human Bean, contact us at 888-262-2215 or info@TheHumanBean.com. We look forward to discussing working together.