

Case Study

Espresso Americano

SITUATION

Espresso Americano operates over 200 stores, kiosks, and drive-thru units in Central America, with a base in Honduras, and international franchise stores in Panama and Guatemala. Espresso Americano grows its own coffee of the absolute highest quality on its own land in Honduras, and serves this tremendous product “from bean to cup” in both its own cafes, and in grocery stores internationally with its coffees, cold-brews, and chocolates. This is a brand committed to generating value and wellbeing in its current and emerging markets by celebrating the farmers of this ultra-high quality bean while serving a quality seldom seen in a fully-scaled coffee franchise. Espresso Americano wants to bring their passion for coffee to the U.S. and Canadian markets, and are utilizing FSI to build the foundation to scale these special stores into the correct regions where quality and taste are of paramount importance.

SOLUTION

FSI was brought on to complete all Planning, Legal, Operations, Training, and Support materials for the U.S. market. To transition the brand into the U.S., once the foundation was laid and franchise formed, FSI is physically operating the U.S. franchise office until all U.S. managers and workers are fully trained on brand operations, utilizing facilities in both Tegucigalpa, HN and Santa Barbara. After testing and slightly modifying various design and service features for the U.S environment, we are now set to open their first U.S. franchise operation in Houston, TX in early 2022.

ADDED VALUE

- Complete point-to-point franchise development including Strategic Plan and Pro Forma, Legal, Operations Manuals and Training Manuals (English and Spanish), Transitional Training for U.S. Operations, Franchisee Training Curriculum, Unit Level and Franchise Marketing Plans, and ongoing Consulting.
- Complete Master Franchise Agreement for multiple countries, including US, Canada for international franchise development.
- Handle all franchise responsibilities in the US, including but not limited to: Creation, development, and current management of franchisor office, including U.S. based training, and coordination of the Honduras-based portion of the training regimen with Espresso Americano headquarters.