





You are invited to a profitable and prestigious partnership.

Dear Franchise Candidate,

Thank you for your desire to join Bayramefendi Osmanlı Kahvecisi chain.

Bayramefendi Osmanlı Kahvecisi has been growing and progressing successfully since 2011 and thanks to its established corporate structure, leading team of experts and extensive knowledge in the food sector, it is among "Turkey's most valuable brands".

Our company hosts millions of guests each month with our franchise business network that stretches across the country. It carries our deep rooted values and traditional coffee culture to present day. In addition to its unique concept, rich product variety and a service approach that doesn't compromise on quality; Bayramefendi Osmanlı Kahvecisi displays its emphasis upon constant development with its investment for R&D projects. By 2020, we are introducing "Express" branches by making our existing business model flexible and responsive. This model has been specially designed in a take-away structure so that it can be adapted to any type of m² (shopping mall, kiosk, container etc.)

If you want to share the same level of excitement with us on Bayramefendi Osmanlı Kahvecisi's successful journey of taste and become a partner of a profitable investment, we would like you to know what we would be happy to see you among us.

We hope that we shall achieve a lot of success together...

Ali Uğur SOYTÜRK National Brand and Franchise Director



Why Bayramefendi Osmanlı Kahvecisi?

As the most important representative of traditional coffee culture in Turkey, Bayramefendi Osmanlı Kahvecisi has been at the service of its guests since 2011 with its unique concept, rich product variety and its special decoration understanding.

The brand, which currently has franchise stores in almost every province of Turkey, continues its activities in order to provide the highest quality and best service to its guests all over Turkey.

All products of the brand on the market derive from Göksu Global A.Ş. and the brand sells not only hot and cold beverages but also bakery products. On its menu, one may see coffee, coffee products, salep, hot chocolate, chocolate, special tea, lemonade, cakes, ice cream, waffle, sandwich, pizza, hamburger, salad, soup and paste.

The company, which incorporates its unique natural flavors such as "Efe Kahvesi", "Fincan Kek", and "Çikolaşk" whose patents are taken with the name and content, reveals the importance it attaches to continuous improvement with the investment it made in R&D activities. Bayramefendi Osmanlı Kahvecisi has been awarded with "Exquisite Taste Award" and "Crystal Taste Award" with its 5 separate products by International Taste and Quality Institute (ITQI) in 2017, 2018, 2019, 2020, 2021, 2022 and 2023. While Milk Hazelnut Chocolate, Cupcake, Çikolaşk and Efe Coffee had been deemed worthy of "Exquisite Flavor Award", lemonade had been deemed worthy of "Diamond Taste Award" by being awarded for exquisite taste award for seven successive years.

Bayramefendi Osmanlı Kahvecisi aims to franchise in every province and district of Turkey. Bayramefendi Osmanlı Kahvecisi is aiming to give franchises with its "Store, Express, Container and Kiosk" concepts to all towns and cities of Turkey. Continuing its franchise negotiations in the international plan, the brand also continues its branching efforts in new locations in 2023.



Us in Numbers



5 Internationally Awarded Products

Bayramefendi Osmanlı Kahvecisi has been awarded with 9 "Superior Taste Awards", 1 "Crystal Taste Award" and 1 "Diamond Taste Award" by International Taste and Quality Institute (ITQI) to its lemonade, muffin, milk chocolate, "Efe coffee" and "Cikolask" (Chocolate Love) products.



3 Million Guests

Bayramefendi Osmanlı Kahvecisi hosts more than 3 million guests each month across Turkey.



175 Franchise Businesses

The brand serves its guests with 175 franchise stores across Turkey.



1.850.000 Cups of Coffee

Around 1,850,000 cups of coffee are consumed monthly in Bayramefendi Osmanlı Kahvecisi franchise businesses.





From coffee varieties to cakes, from ice cream to chocolate, from cup cakes to lemonade, 200 different products are on our menu.



18 Tons of Chocolate

An average of 18 tons of chocolate is consumed on a monthly basis in Bayramefendi Osmanlı Kahvecisi.



3.200 Employees

More than 3,200 people are employed in Bayramefendi Osmanlı Kahvecisi head-quarters and franchise businesses and we contribute to the economy of the country.



14.000 m² Facility

Bayramefendi Osmanlı Kahvecisi provides all the products offered for sale from the production facility of Osmanlı Kahvecisi A.Ş. with 14.000 m² closed area.

Our Franchising Advantages

The concept design and project design of the new franchise businesses is carried out by our company. New decors and concept changes are also determined by our company.

Concept and Decoration



Equipment



The kitchen equipment need of the businesses to be opened outside of Turkey, is obtained from the country where the company is located.

The products included in the portfolio of our brand are supplied to our franchise businesses through contracted logistics companies by supplying them within the determined periods.

Logistics





Training



and Administrative Training to the authorities and employees of the business, at the city where our franchise business is located.

Our brand's expert training personnel gives

1 week of Service Training, Cash Registry

Inspection



Bayramefendi Ottoman Coffee Shop; car-

ries out promotional activities in digital

and printed advertising channels on brand

awareness, image and sustainability.

In order to ensure the standards of our brand at all our franchise businesses, inspections are conducted by secret customer and inspection teams at certain intervals.

Advertisement



Franchising Terms

- Different sizes and concepts are evaluated at appropriate locations. (Kiosk, container, etc.)
- Renovation, concept and decoration costs vary depending on the physical location and condition of the place.
- Depending on the size of the place, the average value of \$20.000 + VAT for kitchen equipment, \$15.000 + VAT for initial ingredients purchase, \$14.000 + VAT glassware and point of sale (POS) system are sent to the new franchise to be opened.
- Franchising fee according to different concepts are as following;
 - Store \$30,000 + VAT
 - Express \$20.000 + VAT
 - Container \$10.000 TL + VAT
 - Kiosk \$10.000 + VAT
- Free of charge 7 days of training is given to all franchise stores to be opened. The cost of education and accommodation is 20.000 TL + VAT.
- %3 + VAT advertising and logistics fee is charged over net turnover. Our company is not charging for a royalty fee.
- +90 242 244 88 45 franchise@osmanlikahvecisi.com

Qualities Required From Candidates

- Having an entrepreneur character and a successful business career,
- Being experienced in financial management and personnel management areas,
- Aiming to advance in terms of personal, administrative and corporate areas,
- Adopting unconditional customer satisfaction and service quality as a principle,
- Ability to put time and energy into the business with the desire of managing their own business,
- We believe in the importance of making a successful and profitable business partnership with highly motivated franchise candidates that are constructive in human relations.

Store Concept





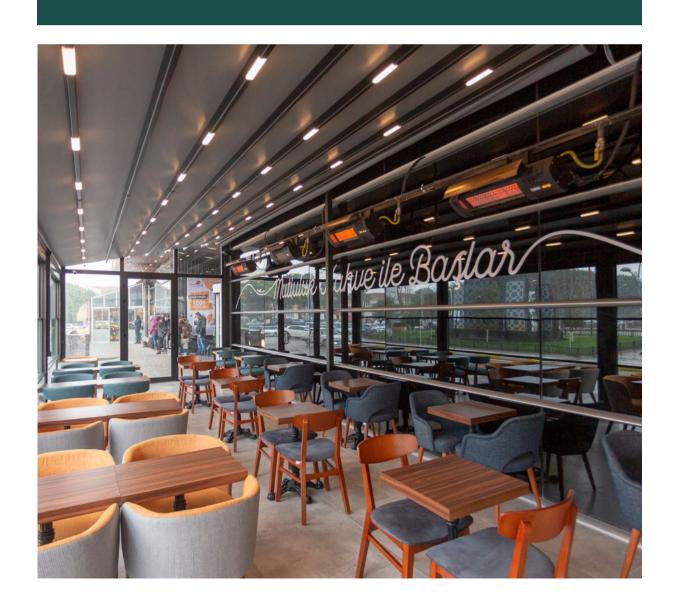








Ekspres Concept







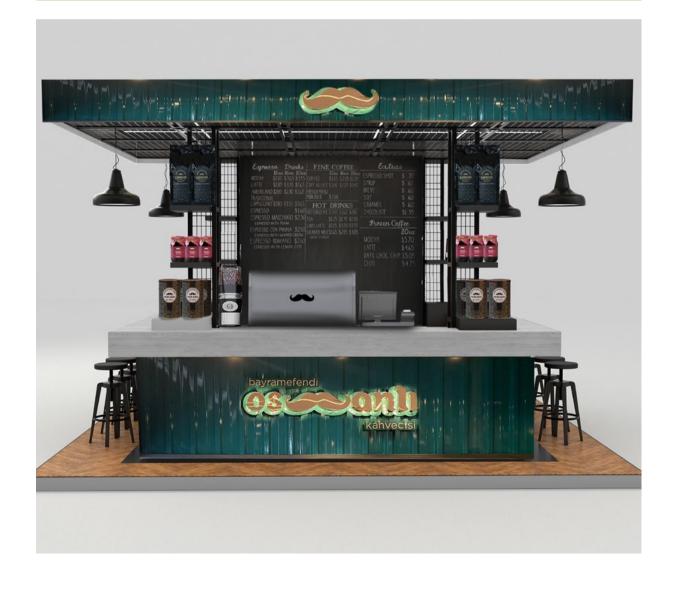






Kiosk Concept





Product Groups

Bayramefendi Osmanlı Kahvecisi has been operating since its establishment with the mission of providing a unique brand experience to its quests.

The brand, processing the best raw materials by natural and healthy methods and offering them to the taste of consumers, continues its works with the aim of providing world-class service to its guests with its "Superior Taste Awarded" products and high quality understanding.

Package Products

- Turkish Coffee Special Package 250 g
- Efe Coffee Special Package 250 g
- Dark Roasted Turkish Coffee 250 g
- Gum Mastic Turkish Coffee 100 g
- Aromatized Turkish Coffees 100 g
- Filtered Coffee 250 g
- Turkish Coffee 1 kg
- Efe Coffee 1 kg
- Espresso Bean 1 kg
- Turpentine Coffee 350 g
- Hazelnut Chocolate 1 kg
- Pistachio Chocolate 1 kg
- Special Ottoman Chocolate 1 kg
- Golça 1 kg
- Cookie 1 kg

- Fondue for 1 person
- Fondue for 2 persons
- Spoon Chocolate 6 pack
- Hot Chocolate
- Salep Pack
- Smoothie Powder 1300 g
- Frappe Powder 1300 g
- Milkshake Powder 1300 g
- Baklava Milkshake 500 g
- Tea Bag for Tea Pot (30 bags 15 g)
- Cinnamon Cookie 150 g



Souvenirs

- Specially Designed Moustache Water Glass
- Fondue Se
- Coffee Cur
- Coffee Cup Se
- Salep Cup
- Copper Coffee Pot Small
- Copper Coffee Pot Big

- French Press
- Coffee Box (Turkish
- Coffee Box (Efe
- Espresso Cur
- Logolu Beyaz Porselen Kupa
- Specially Designed Cup
- Specially Designed Turkish Delight

Turkish Coffees

- Ottoman Coffee
- Turkish Coffee
- Dark Roasted Turkish Coffee
- Süvari
- Efe Coffee
- Efe Süvari
- Terebinth Coffee
- Milky Turkish Coffee
- Milky Efe Coffee
- Bayramefendi Coffee



World Coffees

- Espresso
- Double Espresso
- Americano
- Milk Americano
- Black Eye
- Latte
- Flavoured Latte
- Cappuccino
- Flat White
- Broken Brown
- Latte Macchiato
- Flavoured Latte Macchiato
- Mocha
- Affogato

Flavoured Turkish Coffees

- Turkish Coffee With Gum Mastic
- Chocolate Aroma Turkish Coffee
- Hazelnut Aroma Turkish Coffee
- Caramel Aroma Turkish Coffee
- Strawberry Aroma Turkish Coffee
- Coconut Aroma Turkish Coffee
- Cardamom Aroma Turkish Coffee





Drip Coffees

- Filtered Coffee
- Filtered Coffee With Gum Mastic
- Maple Aroma Filtered Coffee
- Caramel Aroma Filtered Coffee
- Hazelnut Aroma Filtered Coffee



- Tea
- Cup Tea
- Apple Tea
- Green Tea
- Jasmin TeaLinden Tea
- Jasmin Green Tee
- Winter Tea
- Chamomile Tea
- Pomegranate Flower Tea
- Rosehip Tea
- Sage Tea
- Mint Lemon Tea
- Milk





Winter Drinks

- Hot Chocolate
- Hazelnut Hot Chocolate
- Caramel Hot Chocolate
- Cinnamon Hot Chocolate
- Orange Hot Chocolate
- Salep
- Chocolate Salep
- Chai Tea Latte
- Mint Chai Tea Latte

Cold Coffees

- Cold Brew
- Milky Cold Brew
- Cold Brew Salta
- Ice Latte
- Ice Filtered Coffee
- Milk Iced Filtered Coffee
- Flavoured Cold Filtered Coffee
- Cream Cold Filtered Coffee
- Ice Turkish Coffee
- Ice Efe Coffee
- Oreo Frappi
- Toffee Nut Frappi
- Caramel Waffle Frappi
- Brownie Frappi
- Salted Caramel Frappi
- Tiramisu Frapp
- Chocolate Frappi
- Cocostar Frappi
- Chai Tea Frappi
- Chocolate Mocha
- Toffee Caramel Mocha
- White Chocolate Mocha
- Raspberry Mocha
- Cream Cold Coffee
- Salted Caramel Mocha
- Maple Mocha (White Chocolate)
- Cikolask
- Cold Chai Tea





Cold Drinks

- Orange Juice (Fresh
- Pomegranate Juice (Fresh
- Churchill
- Sparkling Water
- Fruit Flavored Sparkling Water
- Water (330 ml & 500 ml)
- Avrar



- Strawberry Milkshake
- Mango Milkshake
- Pineapple Milkshake
- Coffee Milkshake
- Peach Milkshake
- Oreo Milkshake
- Kit-Kat Milkshake
- Chocolate Drop Milkshake
- Mint White Chocolate Milkshake
- Red Velvet Milkshake
- Coconut Milkshake
- Baklava Milkshake

Cheesecake Milkshake

- Mango Cheesecake Milkshake
- Coconut Cheesecake Milkshake
- Strawberry Cheesecake Milkshake
- Forest Fruit Cheesecake Milkshake





Smoothie

- Strawberry Smoothie
- Mango Passion Smoothie
- Pineapple Smoothie
- Green Apple Smoothie
- Peach Smoothie
- Forest Fruit Smoothie
- Blueberry Smoothie
- Banana Smoothie
- Coconut Smoothie
- Passion Fruit Smoothie



Fruit Frozen

- Strawberry Frozen
- Mango Passion Frozen
- Orange Frozen
- Pineapple Frozen
- Green Apple Frozen
- Peach Frozen
- Coconut & Milk Frozen
- Watermelon Frozen
- Passion Fruit Frozen
- Banana Frozen
- Melon Frozen
- Forest Fruit Frozen



- Banana Protein Mix
- Vanilla Protein Milk
- Chocolate Protein Milk
- Strawberry Protein Milk



Cold Herbal Teas

- Apple & Cinnamon
- Green Tea & Orange
- Hibiscus & Lemon

Ice Tea

- Apple & Cinnamon
- Green Tea & Orange
- Hibiscus & Lemon



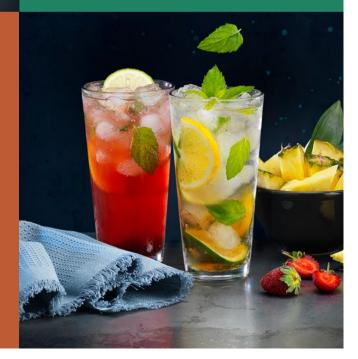


Refreshing Mixes

- Detox
- Forest Fruit & Lemon
- Raspberry & Green Apple

Mojito

- Mango Passion Mojito
- Wild Berry Mojito
- Classic Mojito



Yommi

- Chocolate Yommi
- Fruity Yommi
- Honey & Almond Yommi
- Diet Yommi
- Mix Granola





Sandwiches and Toasts



- Cup Cake
- Brownie Special
- Brownie Mini Cake
- Chocolate & Hazelnut Mosaic Cake
- Coconut & Walnut Mosaic Cake
- Tiramisu
- Chocolate Cake
- Blueberry & Chocolate Cake
- Croquant Cake
- Caramel Cheesecake
- Raspberry Cheesecake
- Lemon Cheesecake





Ice Creams

- Vanilla
- Chocolate
- Blackberry
- Blue Dream
- Black
- Melon
- Caramel
- Light Plain
- Banana Split
- Ice Cream in Wafer
- Fruit Filled Wafer Rolls
- Brownie Caramel
- Ice Cream Bomb
- Mix Granola

Chocolates







Breakfasts

- Express Breakfast
- Rich Breakfast
- Menemen
- Fried Egg
- Spring Rolls
- French Fries
- Cheese Pancake
- Potato Pancake



- Margarita Pizza
- Mixed Pizza
- Special Pizza

Hamburger

- Cheeseburger
- Hamburger
- Chicken Burger

Pastas

- Spaghetti Bolognese
- Fettuccini with Cream & Mushroom
- Penne Arabiata
- Noodle with Cheese and Walnut
- Vegetable Noodle





Other

- Soup of the Day
- Combo Plate for 1
- Combo Plate for 2



- Mediterranean Salad with Cheese
- Tuna Salad
- Salad with Crispy Chicken Pieces



Our Franchise Businesses



ADANA - Gazipaşa
ADANA - Turgut Özal
ADIYAMAN - Merkez
AFYON - İhsan Sabri
AFYON - Erenler
AFYON - Emirdağ
AFYON - Sandıklı
AĞRI - Doğubayazıt
AĞRI - Merkez
AĞRI - Patnos
AKSARAY - Elçibey Cad.
AMASYA - Merzifon
AMASYA - Merkez

ANTALYA - Hamam
ANTALYA - Kepez Belediyesi
ANTALYA - Kemer
ANTALYA - Korkuteli
ANTALYA - Konyaaltı
ANTALYA - Kurşunlu
ANTALYA - Kurluca
ANTALYA - Kültür
ANTALYA - Lara
ANTALYA - Manavgat 2
ANTALYA - Üniversite
ARTVİN - Merkez

ANTALYA - Bayındır

AYDIN - Nazilli
AYDIN - Söke
BALIKESİR - Edremit
BALIKESİR - Milli Kuvvetler Cad.
BALIKESİR - Nef Kampüsü
BARTIN
BATMAN
BAYBURT
BİLECİK - Bozüyük
BİNGÖL
BİTLİS - Tatvan
BURDUR - Gölhisar

AYDIN - Kazımkarabekir Cad.

BURDUR - İstasyon Cad. **BURSA** - Gemlik BURSA - Kükürtlü **BURSA** - Osmangazi **ÇANAKKALE** - Biga **ÇANAKKALE** - Biga/Ekspres CANAKKALE - Kayserili A. Pasa Cad. CANAKKALE - Kordon 3 **CANAKKALE** - *Üniversite* CANKIRI - Buğday Pazarı CORUM - Ahl Park AVM **DENIZLI** - Cınar DÜZCE - Mansur Bayram Cad. EDIRNE - Kesan EDİRNE - Zübeydehanım Cad. ELAZIĞ 2 - Malatya Cad. **ELAZIĞ** - Doğukent ERZURUM - Saraybosna Cad. ESKİŞEHİR - Tepebaşı **GAZIANTEP** - Sahinbey GİRESUN - Alpaslan Cad. **GÜMÜSHANE** - Merkez HATAY - Antakya HATAY - Serinyol IĞDIR ISPARTA - Yalvaç **ISTANBUL** - Avcılar **ISTANBUL** - Bulgurlu **ISTANBUL** - Sefaköy **KAHRAMANMARAS** KAHRAMANMARAS - Elbistan KAHRAMANMARAS - Üni. KARAMAN - İstasyon KARS KASTAMONU - A. Ateş Paşa Cad KAYSERİ - Kocasinan KAYSERİ - Kızılırmak KAYSERİ - Hunat KIRIKKALE - Merkez KIRIKKALE 2 KIRKLARELİ - Merkez KIRKLARELİ - Babaeski KIRŞEHİR - Menderes Mah. KOCAELİ - Gölcük KOCAELİ - İzmit KOCAELI - İzmit 2

KONYA - Beysehir KONYA - Bosnahersek KONYA - Karatay KÜTAHYA - Öğr. Cad. KÜTAHYA - Simav KÜTAHYA - Tavsanlı MALATYA - Fahrikayhan MANİSA - Çarşı MARDIN MARDIN - Midyat MARDIN - Nusaybin MERSIN - Erdemli/Ekspres MERSIN - Kusimato MERSIN - Yenisehir MUĞLA - Fethiye 2 MUĞLA - Kötekli MUĞLA - Mentese MUĞLA - Milas MUĞLA - Ortaca MUĞLA - Dalaman MUS NEVSEHİR - Yeni Mah. NEVSEHIR - 2000 Evler NİĞDE - Yeni Mah. **OSMANIYE** - Merkez OSMANİYE - Kadirli ORDU - Altınordu ORDU - Fatsa ORDU - Ünye RIZE - Merkez SAMSUN - Alparslan Bul. SAMSUN - Atakum SAMSUN - Bafra SAMSUN - City Mall AVM SAMSUN - Çarşamba SAMSUN - Vezirköprü SANLIURFA - Haliliye SIIRT SIVAS **ŞIRNAK** - Çizre TEKIRDAĞ - Corlu TEKİRDAĞ - Değirmenaltı TEKIRDAĞ - Kapaklı TEKİRDAĞ - Merkez TEKIRDAĞ - Saray

TOKAT - Bosna Bul.

TOKAT - Erbaa
TRABZON - Kalkınma
UŞAK - İsmet Paşa
VAN
YALOVA
YALOVA - Armutlu
YOZGAT - Merkez

OVERSEAS BRANCH
OMAN





