
ANNIVERSARY NEWSLETTER

It's Almost been a Year

We can't believe that our first anniversary at the O-JOE Coffee Bar is fast approaching. It all started with a passion for good food, drink and amazing people. We wanted to offer Mount Brydges a



place to gather, enjoy each other's company and relax. We wanted to provide a workplace where our staff were paid well for their work, and where customers could enjoy quality food and drinks without having to leave our amazingly mighty little village. Looking back, we think we have accomplished these and more! Thank you for supporting us over the past year!

On the roaster side of the business, we have helped a number of local entrepreneurs open their first cafe , such as The Cream Beanery, Cameli's & Origins Co. in London, The Village Teapot in Ilderton, Highway Girl in Grand Bend, Mugg's Coffee & Clay House in Strathroy, and Charlie's Cafe in Blenheim. Of course we have also enjoyed our partnerships with Cranberri Country Market, BJ's Country Market, Sharing Organic Food Co-op, Digital Extremes, Farmer's Daughter, Giftii, Sweaty

Successful Moms, The London Health Sciences Foundation, Salon-U, Western and others on their coffee programs.

To say the least, we have grown! However, we NEVER, EVER want to lose sight of our values. With too much growth comes complexity, which can sometimes muddy the waters between living your values and trying to maintain a flourishing business.

After some considerable thought, we have decided that in order for the O-JOE brand to stay true to its values while managing continual growth, it is prudent to find a qualified owner-operator for the coffee bar portion of the business.

Investment Opportunity at O-JOE

Currently, our coffee bar employs amazing staff! Their customer service is second to none, and without them, the coffee bar would not be where it is today. As owners, we have spent the past year developing systems, procedures, recipes, inventory investment, niche offerings and, of course, making our coffee better with each roast.

The workload associated with providing a top notch coffee bar that competes with those found in urban centres such as Toronto, Vancouver and New York is rewarding, yet demanding. We believe that finding an owner-operator who has ambition and commitment to our coffee bar model will succeed in turning the O-JOE brand into a local powerhouse. It won't be easy work, but the long term rewards owning a successful local business are worth it!

To consider this opportunity, the owner-operator will have a passion for food and drink, and in particular, the O-JOE brand, access to investment capital, the ability to professionally manage employees and customer expectations and a willingness to commit to working and operating the coffee bar on a daily basis. If you or someone you know is serious about considering this unique investment opportunity, please contact Joe at 519-709-0370. We cannot stress enough that applicants must be extremely serious!

