

KING COFFEE



KING COFFEE INTERNATIONAL FRANCHISE E-CATALOGUE



FOUNDER OF KING COFFEE

- CEO Le Hoang Diep Thao have worked as a co-founder and co-owner of Trung Nguyen Group. She was also a co-runner of Trung Nguyen Group during 20 years (from 1996 to 2014). Her decisiveness has directly contributed in making the growth and sustainable development of TNG to the current status. Ms. Diep Thao is the key person who brought the G7 coffee brand and the love of Vietnamese coffee to more than 60 countries across the world, regions such as North America, Europe, Asia ...
- From her desire to offer the best Vietnamese coffee products to consumers in the world, CEO Diep Thao has turned King of coffee of Vietnam to KING COFFEE into the most famous brand to conquer the global market. This will confirm the position of Vietnamese coffee industry presence in the Global Market.

TNI - Trung Nguyen International was founded in Singapore in 2008 by Trung Nguyen Group's co-founder Madame Le Hoang Diep Thao. Trung Nguyen International's current headquarters is located in Ho Chi Minh City (Vietnam), under Madame Thao's leadership.

In October 2016, Trung Nguyen International launched King Coffee, its first premium coffee brand in the United States. In just a few months, the brand took the world by storm, conquering the U.S. and other foreign markets such as Korea, China, Singapore, Australia, and India. In July 2017, King Coffee officially returned to Vietnam and established its presence in 64 provinces all over the country.

The core of King Coffee's success lies in product quality. Each coffee bean is a crystallized essence from the sun and the earth, carefully and meticulously chosen from famous coffee raw material production areas such as Ethiopia, Brazil, Colombia, and Guatemala. Robusta comes from Buon Ma Thuot - Vietnam's coffee capital, and Arabica, from Cau Dat (Lam Dong). The best materials and our Oriental secretly-handed-down processing know-how is the perfect combination that makes King Coffee brand - the perfect Coffee King of Vietnam - possible.

King Coffee has a wide range of products ranging from instant coffee (King Coffee 3in1, Pure Black, Coffee & Creamer, Espresso) which satisfies the time-saving needs of the modern lifestyle, roasted ground coffee (Gourmet Blend, Inspire Blend, Premium Blend) for gourmet drinkers, the original Whole Bean coffee and many Luxury ones such as the new and premium Weasel, Legacy, Golden, and Capsules.

Each of King Coffee's products represents a sophisticated production process, inheriting nature's essence and carrying stories of borderless passion.

The key person bringing the G7 coffee brand and the love of Vietnamese coffee to more than 60 countries across the globe.



VISION, MISSION AND CORE VALUES

VISION

Become the leading f&b group,
vietnamese brand reaching out
to the world

MISSION

Commitment to bring vietnamese
brand to the world, comparable to
multinational corporations

CORE VALUES

1. Great ambition
Breakthrough innovation
3. Outstanding performance
4. Create values and sustainable development
5. Social and community responsibility

FAITH

Our products bring success and
happiness for everyone



MILESTONES TO CONQUER THE WORLD



TNI - Trung Nguyen International was established under the management of CEO Le Hoang Diep Thao. Hundreds of Vietnamese leading coffee experts have come here and undertaken many different positions to operate the global distribution network, as well as connect with overseas offices in the main markets such as America, China, Korea, Singapore, Thailand.



King Coffee was presented to the Korean market in Café Show 2016.

OCTOBER 2016

JULY 2015

King Coffee ranked third in top-selling coffee products on T-Mall – one of three key websites of Alibaba, including Taobao.com, Alibaba.com with more than 6 million of active users. King Coffee was launched into the Indian market through International Food and Hospitality Fair organized in New Delhi, India.



TNI - Trung Nguyen International inaugurated a TNI King Coffee production factory in Nam Tan Uyen Industrial Zone, Binh Duong Province. The leading factory manufactures and provides King Coffee products to global market. Representatives from Departments, International Commercial Counselors in Vietnam and hundreds of global distributors of the Corporation joined the major event. King Coffee was determined as the leading Vietnamese coffee brand with global stature.



MARCH 2017

APRIL 2017



OCTOBER 2016

King Coffee - a premium coffee brand of TNI - Trung Nguyen International - was introduced for the first time at Thuy Nga Paris By Night live show (120) in America.



2017



The Board of Directors was determined to promote King Coffee export, conquer global coffee markets and make King Coffee a Vietnamese coffee brand which that win coffee lovers' heart worldwide.

MARCH 2017

King Coffee introduced various product lines in China Food & Drinks in Chengdu, China. King Coffee was known widely and warmly welcomed by consumers in China. CEO Diep Thao stated a vision of gaining 1 billion dollars from the Chinese market. This statement created a strong impression to customers and leading partners in Mainland China.



MILESTONES TO CONQUER THE WORLD



CEO Le Hoang Diep Thao was honored to accompany Vietnamese Prime Minister Nguyen Xuan Phuc's official visit to Japan and President Tran Dai Quang's visit to Russia and Belarus. The Memorandum of Understanding signed with international partners in the presence of ministers and industry leaders of the two countries has opened wide opportunities for King Coffee to enter the world's most potential market, confirmed the status of the world's second largest coffee exporter.

JUNE 2017

TNI Singapore - 10 years anniversary celebration



MAY 2018

King Coffee Café Franchise Expanded into South Korea, opening its first King Coffee Shop outside of Vietnam.



SEPTEMBER 2019

Launching WE-Women can do, a project created to motivate women believing themselves, starting their career with King Coffee



SEPTEMBER 2020

MAY 2017



King Coffee was the only Vietnamese coffee brand present at SIAL China 2017 and created a strong impression to distributors, experts and consumers in China particularly and all over the world generally.

King Coffee was introduced to Singapore consumers in Singapore Food Expo 2017 and warmly welcomed by consumers.

MAY 2018

Opening representative offices in Southern California, USA



AUG 2019

Launching of RTD, first ever product of King Coffee



MAY 2020

TNI King Coffee has become main sponsorship for Vietnam National Football team





KING COFFEE

GLOBAL FRANCHISE CONCEPTS



KING COFFEE FRANCHISING INTERNATIONAL



 RESTAURANTS AND CAFES

KING COFFEE LUXURY



KING COFFEE BRASERIE



KING COFFEE GRAB & GO



WOMAN CAN DO
 

 RETAIL/HORECA

KING COFFEE WE HOME (MOBILE CART)



KING COFFEE WE FOOD STREET (MOBILE CART)



RETAIL BOUTIQUE



HORECA SELF SERVE





KING COFFEE

FRANCHISING CONCEPT

RESTAURANT & CAFÉ





RESTAURANTS AND CAFES



LUXURY



BRASERRIE



GRAB & GO



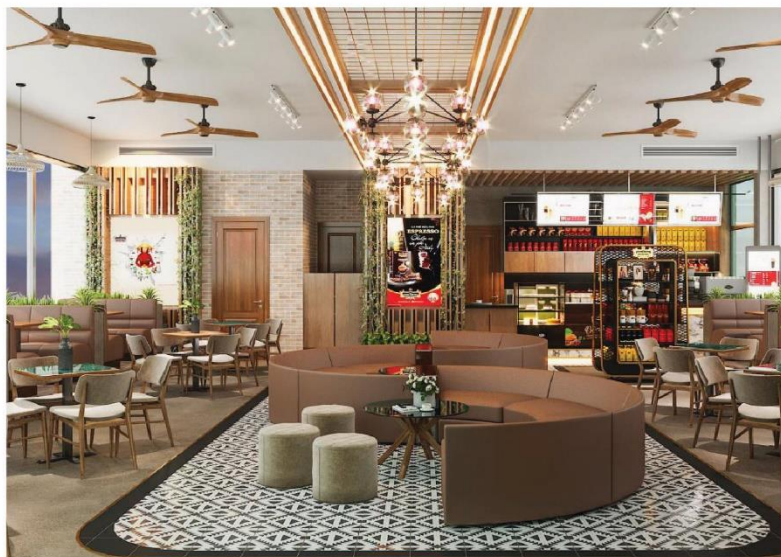


RESTAURANTS & CAFES CONCEPT

LUXURY

KING COFFEE Luxury is designed as Grand Structure which can be easily spotted from a distance. The Cafe possessed multifunctional features where the full equipment needed to execute the menu and serves Premium quality Coffee beans, Signature and Personalize R&G coffee blend and also offer an Unique cold brew coffee extraction for Iced coffee. The Customers can have the experience to enjoy the World of Coffee being served from ordering to preparation and service. The Coffee of The World - a Retail Corner KING COFFEE **"TAKE KING COFFEE HOME"** products.





RESTAURANTS & CAFES CONCEPT

BRASSERIE

KING COFFEE Brasserie Cafe are friendly and combines with the convenience of modern concepts and the traditional Vietnamese favorite staples well known all over The World Of Coffee, The Coffee of The World with a Retail Corner offering more than 30 coffee beans origin on retail with **"TAKE KING COFFEE HOME"**. It caters to all walk of life looking for first class friendly environments and ambience that offers great Vietnamese premium foods and many types of coffee at an affordable price.



SHOP



KIOSK



MOBILE



RESTAURANTS & CAFES CONCEPT

GRAB & GO

KING COFFEE Grab & Go is a “Good Coffee, Grab & Go” takeaway concept, where main features are easy, convenient and fast way to grab a quality coffee & meal for the day. Is highly convenient for quick ordering & fast serving of great food & beverage quality at affordable prices. Grab & Go from Shop, Kiosk and Mobile models caters for all walk of life that easy accessible to have a cup of coffeetogo. The Coffee of The World - a Retail Corner KING COFFEE “**TAKE KING COFFEE HOME**” products.



KING COFFEE
FRANCHISING CONCEPT
RETAIL/HORECA





RETAIL & HORECA



HORECA-Self SERVE



RETAIL-BOUTIQUE



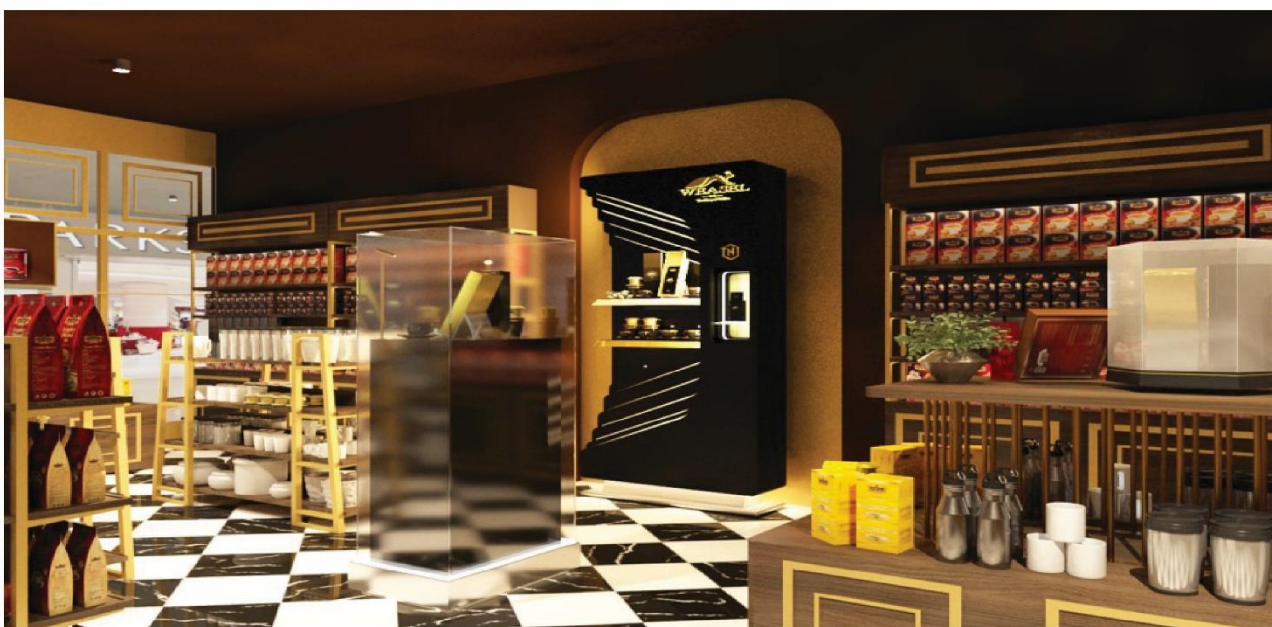


RETAIL/HORECA

RETAIL - BOUTIQUE



KING COFFEE the Boutique store which featuring the best coffee quality in the World and varies from Coffee Beans to the best Coffee ground and wide range of selections instant King Coffee. The **KING COFFEE** Boutique showcase an assorted of the **KING COFFEE** Products and wide range of Accessories for gifts and souvenirs which can purchase online in the store and purchase direct from the store. The Coffee of The World - a Retail Corner KING COFFE **"TAKE KING COFFEE HOME"** products.



HORECA - SELF SERVE

KING COFFEE Self Serve refers to a small, temporary, stand-alone booth used in high-traffic areas to cater for quick express service on coffee and marketing purposes. Its offers wide range of gourmet and instant best coffee to -go quality from **KING COFFEE**. the Coffee of The World - a Retail Corner KING COFFE **"TAKE KING COFFEE HOME"** products





KING COFFEE FRANCHISING CONCEPT WOMEN CAN DO





WOMEN CAN DO



WE HOME CAFE



WE HOME STREET FOOD





WOMEN CAN DO

WE HOME CAFE

We Home Cafe is a dynamic and modern business model with only a small-scale and convenient drink-making bar but full of functions as an actual coffee shop with a rich menu and professional tools. This model meets the needs of convenient, quick service and take away of end-consumers.



WE HOME STREET FOOD

We Home Street Food is the heart and soul to many of the Southeast Asian countries and Vietnam is certainly one of it, the Lining of the streets of We Street Food offerings serves plenty of food favorite from local dishes. It is economical and less time consuming as its operates as fast takeaways concept.





KING COFFEE

ACCESSORIES AND MENU





KING COFFEE ACCESSORIES

KING COFFEE BOUTIQUE - ACCESSORIES



CELEBRATORY GIFT





KING COFFEE ACCESSORIES

PREMIUM: (A)
LOW TIER/ MASS SELLING



PREMIUM: (B)
HIGH-TIER/ EXCLUSIVES



FILTER COFFEE ACCESORIES





KING COFFEE MENU



ESPRESSO SELECTIONS

- "CA PHE SUA NONG"
- ESPRESSO
- ESPRESSO MACCHIATO
- CAFFÈ LATTE
- CAFFÈ AMERICANO
- CAFFÈ MOCHA
- CAPPUCCINO
- CARAMEL MACCHIATO
- EGG COFFEE

ICED-CAFFÈ SELECTIONS

- "CA PHE SUA DA"
- VIETNAMESE ICED COFFEE
- ICED CAFFÈ MOCHA DARK CHOCOLATE
- ICED CARAMEL LATTE
- ICED CARAMEL MACCHIATO

NON-ESPRESSO DRINKS

- HOT CHOCOLATE

JUICE BAR

- MANGO MATCHA SMOOTHIE
- PASSION SMOOTHIE
- WATERMELON SMOOTHIE
- STRAWBERRY BANANA SMOOTHIE
- KING JUICE
- ORANGE JUICE
- PINEAPPLE JUICE

HEALTHY INFUSED JUICES

- INFUSION 1:
Beet/ Apple/ Celery/ Pineapple
- INFUSION 2:
Apple/ Celery/ Kale
- INFUSION 3:
Orange/ Pineapple/ Apple/ Celery
- INFUSION 4:
Carrot/ Apple/ Celery/ Beet





KING COFFEE MENU

ACAI BOWL

GELATO

ONE SCOOP	TWO SCOOP	THREE SCOOP
4.95	5.95	6.95

BOWLS

TRADITIONAL ACAI

(Nut Milk, Acai, Cacao, Blueberries, Bananas, Granola, Coconut, Strawberries)

HAWAIIAN BOWL

(Coconut Ice Cream, Shaved Coconut, Bananas, Strawberries, Granola, Whipped Cream)

BERRY BOWL

(Coffee Ice Cream, Chocolate Chips, Strawberries, Blackberries, Raspberries, Whipped Cream)

ACAI FUSION

(Acai, Mochi Balls, Bananas, Strawberries, Toasted Coconut)

STRAWBERRIES & CREAM BOWL

(Strawberry Ice Cream, Strawberries, Bananas, Raspberries, Granola, Whipped Cream)

ICED TEAS

ORANGE KUMQUAT TEA

MANGO MILK TEA

MANGO MATCHA LATTE

MELON PEACH TEA

MATCHA MACCHIATO

SANDWICHES AND SALAD

CAESAR SALAD W/ CHICKEN

(Romaine Lettuce, Tomatoes, Parmesan Cheese, Caesar Dressing, Chicken)

CAESAR SALAD

(Romaine Lettuce, Tomatoes, Parmesan Cheese, Caesar Dressing)

SOUTHWEST CHICKEN SALAD

(Iceberg Lettuce, Jicama, Bell Peppers, Black Beans, Chipotle Citrus Dressing, Chicken)

KALE CITRUS SALAD

(Kale, Romaine Lettuce, Orange Segments, Bell Peppers, Citrus Dressing)

HAM & SWISS SANDWICH (On Baguette)

FRESH TOMATO & MOZZARELLA SANDWICH WITH PESTO (On Baguette)

TUNA SALAD SANDWICH (On Croissant)

CHICKEN SALAD SANDWICH (On Croissant)

BANH MI SANDWICH (On Baguette)

ROLLS

*One Choice Of Sauce Included

SUMMER ROLLS W/ VEGGIES (2 Rolls)

SUMMER ROLLS W/ SHRIMP (2 Rolls)

CHICKEN EGGROLLS (3 Rolls)

PORK EGGROLLS (3 Rolls)

SANDWICHES

PHO & ROLLS

PHO	
VIETNAMESE BEEF NOODLE SOUP (16OZ)	10.95

PHO

EGG ROLLS

SUMMER ROLLS



KING COFFEE INTERNATIONAL FRANCHISE
**FACTORS OF SUCCESS
& OUR COMMITMENTS**



KING COFFEE

FACTORS OF SUCCESS/SUCCESSFUL ELEMENTS



BRANDING

KING COFFEE system includes complete, reliable proven processes and is operated by industry experienced and knowledgeable staff, creating a dynamic, professional system. From there, guide everything you need to set up, operate and grow your business while making you a part of the KING COFFEE Big Family.



COOPERATED BENEFIT

Working together towards the common goal of "business brings revenue and profits", so your development is our prosperity, which is why a Franchise partnership requires customers to commit to real results, systematic, consistent across the two sides' long-term goals.



STRENGTHEN MANPOWER

Human value is a factor in the development of a long-term and solid brand. Therefore, developing this factor will be a rule and commitment of KING COFFEE and Partner. KING COFFEE will train a team of professional staff with the best skills from sales process to operation.

BUSINESS CONCEPT

KING COFFEE has completed three franchise models corresponding to high-end financial capacity to create a suitable business opportunity. Suitable for partners. Whenever you need it, we're here to share your concerns and assist you in growing your business.



MARKETING/MEDIA

We are constantly striving to create new media strategies, from the very beginning, our team will always accompany and guide you, always with new beverage product experiences, chapters. Attractive promotions suitable for each business field



TNI KING COFFEE FRANCHISOR SUPPORT CONSULTING SET UP BUSINESS PLAN



OPERATIONS MANAGEMENT

- Ordering Processes
- Inventory Processes
- Controls Over Waste And Shrinkage
- Coffee Preparation
- Food Preparation
- Guest Feedback And Mystery Shops
- Vendor Relations
- Security Issues

FACILITIES

- Building And Equipment Maintenance
- Construction & Trade Dress Updates
- New Equipment
- Technology & Software
- Facility Lease Review



FINANCIAL MANAGEMENT

- Revenue Goals
- Cost Of Goods
- Revenue Mix Between Food And Coffee
- Operating Expenses
- Overall Profitability
- Kpi Benchmarking And Reporting
- Capital Expenditures



MARKETING

- Budget
- Local Marketing
- Social Media
- Support Of Systemwide Initiatives
- Tracking Marketing Performance





KING COFFEE OUR COMMITMENTS

Supplying standard products with the best quality and free consultation for customers about our products

All goods have a clear source, transparent, genuine manufacturer and imported directly



Always ready to support in all matters related to product and service quality. Meet customers' requests in the shortest time

Control, closely link with suppliers

Commitment to bring the best quality coffee products at competitive prices





FRANCHISE PROCESS DIAGRAM

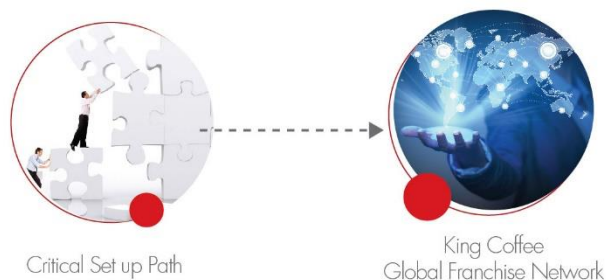
STAGE 1: Pre – Qualification 1



STAGE 2: Pre – Qualification 2




STAGE 3: Implementation and Execution






KING COFFEE FRANCHISE APPLICATION FORM



**CÔNG TY TRÁCH NHIỆM
HỮU HẠN KING COFFEE**
161 VÕ VĂN TẤN,
PHƯỜNG 6, QUẬN 3, TP.HCM



PHIẾU ĐĂNG KÝ THÔNG TIN NHƯỢNG QUYỀN KING COFFEE KING COFFEE FRANCHISE APPLICATION FORM

Để hiểu thêm về đối tác sẽ tham gia hợp tác nhượng quyền cùng KING COFFEE, Anh/Chị vui lòng hoàn thiện phiếu thông tin theo các nội dung dưới đây. Tất cả thông tin được giữ bí mật tuyệt đối, KING COFFEE không bán hoặc cung cấp thông tin này cho bất kỳ đơn vị nào nếu không có sự đồng ý bằng văn bản của người điền thông tin

To learn more about the partners will join franchise cooperation with KING COFFEE. Please complete the information sheet under the following content. All information is kept absolutely confidential, KING COFFEE does not sell or provide this information to any unit without the written consent of the person filling in the information.

1. Thông tin cá nhân bên nhận quyền/ Franchise personal Information:

Họ và tên/ Full name:

Số điện thoại/ Tel : Email:

Công việc hiện tại/ Current job:


2. Thông tin hợp tác nhượng quyền/ Franchise partnership Information

Anh/Chị đã có kinh nghiệm thực tế trong lĩnh vực kinh doanh ẩm thực, quán cà phê hay các ngành nghề kinh doanh khác? Có/Yes Không/No

You already have practical experience in the field of culinary business, coffee or other business?

Anh/Chị quan tâm, có ý định hợp tác nhượng quyền cùng KING COFFEE vì?
Why you are interested and intends to cooperate with KING COFFEE?

Muốn mở quán mới Muốn cải thiện/ tối ưu hoạt động kinh doanh quán đã có.
Want to open a new store Want to improve/ optimize Business activities already have



• **Headquarter Office**
161 Võ Văn Tấn, Quận 3, TP.HCM
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www.tnicorporation.com

• **Singapore Office**
175A Bras Basah Street, #11-01 to 11-08
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Singapore
P: (+65) 6377 4867 - F: (+65) 6377 4868

• **China Office**
Room 1811 13th Floor China International
Exchange Square, Putuo Road 16,
Futao District, Shanghai City, China
P: (+86) 752 2360333 - F: (+86) 752 2360333


• **USA Office**
12801 Diamond Blvd, La Mesa, CA 92040
P: +1 262 326 0881

KING COFFEE FRANCHISE APPLICATION FORM



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HỮU HẠN KING COFFEE**
161 VÕ VĂN TẤN,
PHƯỜNG 6, QUẬN 3, TP.HCM

WCD CLASS



PHIẾU ĐĂNG KÝ THÔNG TIN NHƯỢNG QUYỀN KING COFFEE WOMAN CAN DO FRANCHISE APPLICATION FORM

Để hiểu thêm về đối tác sẽ tham gia hợp tác nhượng quyền cùng KING COFFEE, Anh/Chị vui lòng hoàn thiện phiếu thông tin theo các nội dung dưới đây. Tất cả thông tin được giữ bí mật tuyệt đối, KING COFFEE không bán hoặc cung cấp thông tin này cho bất kỳ đơn vị nào nếu không có sự đồng ý bằng văn bản của người điền thông tin

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Số điện thoại/ Tel : Email:

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Anh/Chị đã có kinh nghiệm thực tế trong lĩnh vực kinh doanh ẩm thực, quán cà phê hay các ngành nghề kinh doanh khác? Có/Yes Không/No

You already have practical experience in the field of culinary business, coffee or other business?

Anh/Chị quan tâm, có ý định hợp tác nhượng quyền cùng KING COFFEE Woman Can Do vì?
Why you are interested and intends to cooperate with KING COFFEE Woman Can Do?

Muốn mở quán mới Muốn cải thiện/ tối ưu hoạt động kinh doanh quán đã có.
Want to open a new store Want to improve/ optimize Business activities already have



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KING COFFEE WOMAN CAN DO FRANCHISE APPLICATION FORM

CONTACT

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