



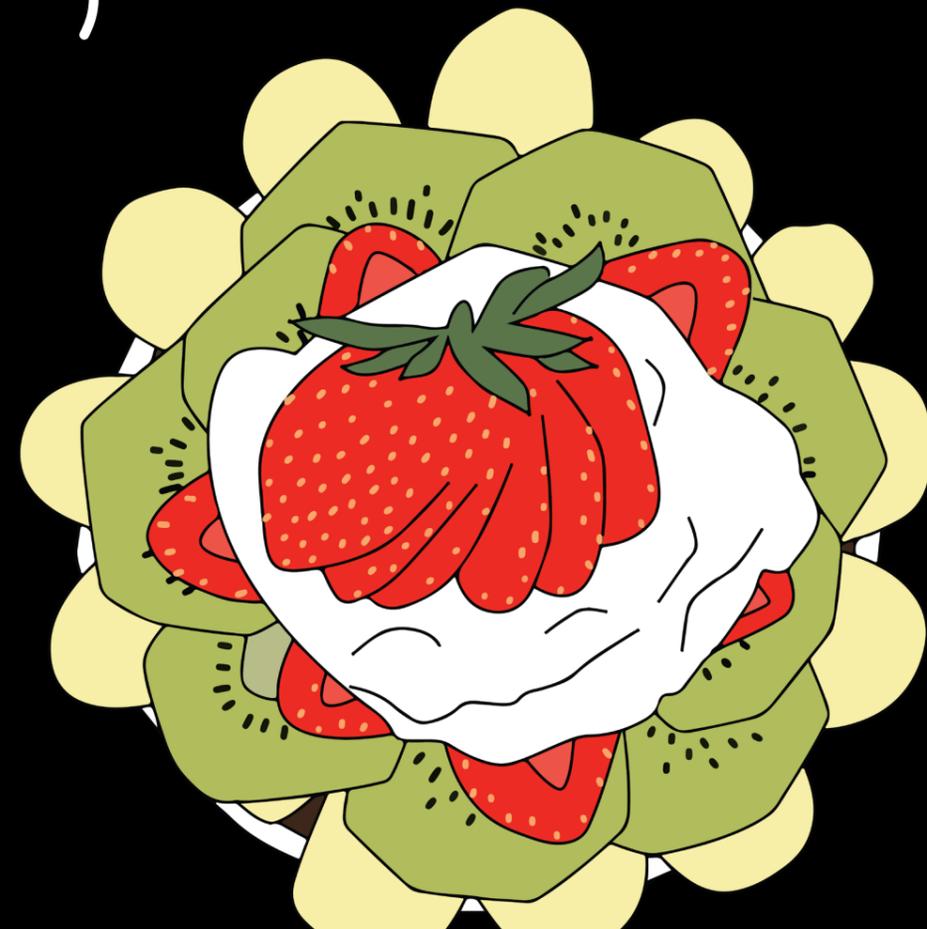
# FRANCHISEE MANUAL

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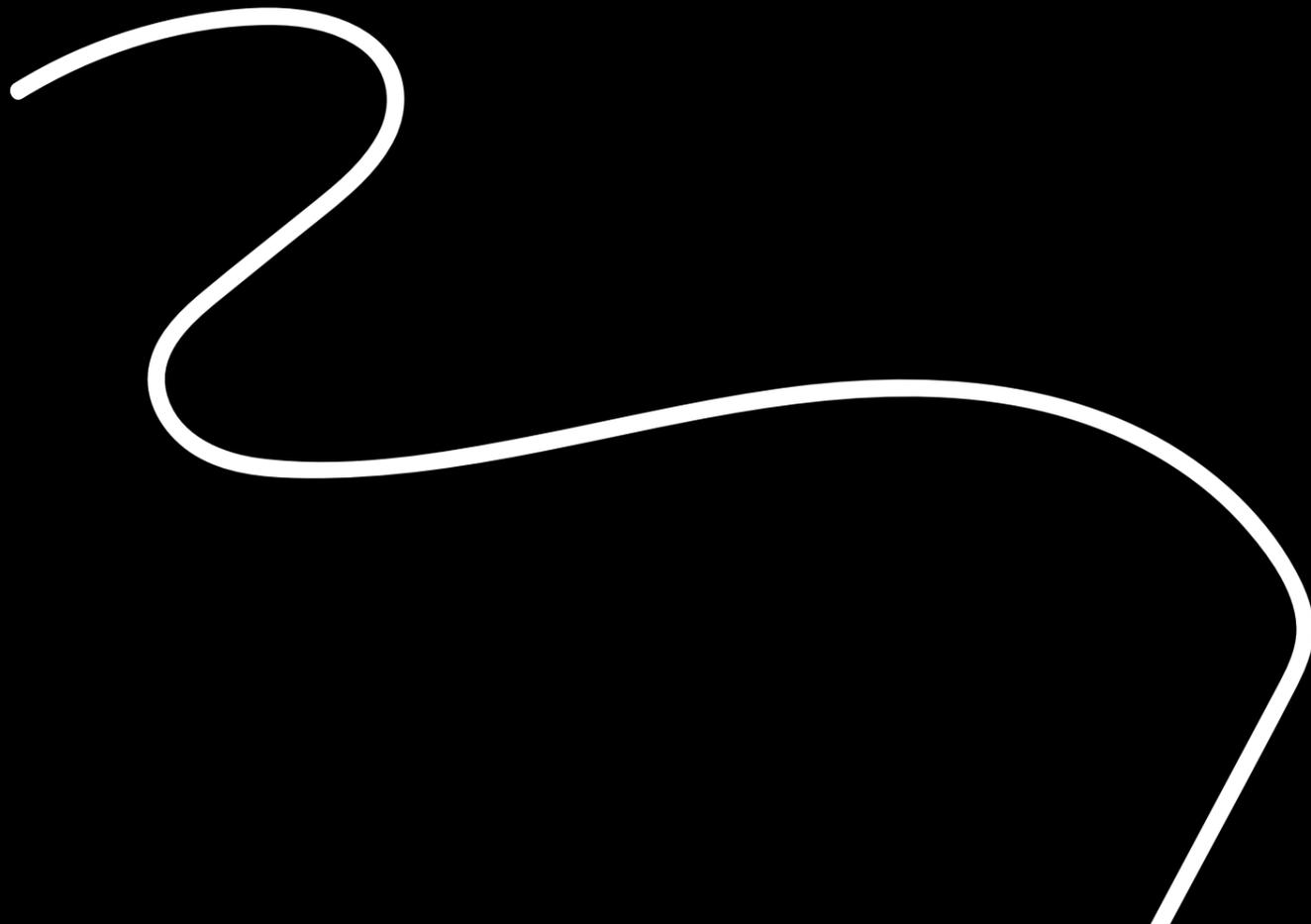
*Let's get fancy*



## THE BEGINNING

It's said that ALL amazing ideas begin as a seedling and grow as you constantly water and feed them with commitment , hard work and passion.

That is exactly how Acai Brothers began . Two best friends, an idea ,an undeniable passion for health food and a tiny purple, amazonian grown berry.



IT ALL  
BEGAN  
WITH TWO  
BEST FRIENDS  
AND ONE  
IDEA



## THE STORY

Deep in the Amazonian forest, two young adventurers set out on a journey of self discovery and enlightenment when they stumbled across a rare and ancient berry.

The two men's discovery echoed across the land as they were the first pioneers to discover the magical superfood, and they were dubbed the Amazonian-Berry gods for Australia! (or THE CHOSEN ONES...depending on who you hear this story from).

Beardless Ben Day & Sun Kissed Sammy J Carson, were mere boys at the time of their discovery but knew that with the power bestowed upon them, it was their duty to bring the good berry back to Australian soil and create genuine healthy food products for the better health of their local communities, starting at Wellington Point, Queensland.

Many years have passed since the boys discovery and their teachings of genuine superfood production have spread far and wide across the Australian landscape.

It brings us to the present day, where the boys are on the lookout for new and loyal brand representatives to help spread the superfood word and open an Acai Brothers of their own.

Could you be the CHOSEN ONE?

\* This story is entirely fiction, however if the boys were to start again, they'd have loved their Acai Brothers journey to begin just like this.



## OUR PARTNERSHIP

Acai Brothers as a brand are committed to giving back. In conjunction with Sambazon, we are a company that's proud to say we are making a difference.

Our partnership with Sambazon (Acronym for: Sustainable Management of the Brazilian Amazon) is based on the ideals of social change disguised as a superfoods company. When Sambazon was founded, they realized creating economic worth for the açai berry meant they could create jobs and protect the Amazon.

Since it's very beginning, Sambazon has been committed to:

- Sustainably managing more than 2.5 million acres of the Amazon Rainforest
- Pioneering organic and fair trade practices in the Amazon
- Supporting more than 30,000 local farmers and families
- Annually reinvesting in the local community (through renovating and construction of schools, medical facilities, and community buildings)
- Providing funding to a local women's cooperative for crafting and selling Açai seed jewellery
- Providing safe water through distributed water filtration systems
- Sustainable innovation



Acai Brothers is proud to say that with every bowl of açai we sell, we are helping to achieve everything Sambazon stands for. This year alone we were the major contributor to 'The Million Bowls' campaign, helping to build another school in the Amazon rainforest.

# WANT TO JOIN US?

“At Acai Brothers, we live and breathe healthy food. We offer only the best in quality ingredients and service so you’ll simply come back and eat with us, time and time again.

We see ourselves as a health food culture rather than an organisation. We personally meet with every prospect to ensure choose only the best represent our brand.”



DIRECTOR  
BENJAMIN DAY



DIRECTOR  
SAM CARSON



## OUR VISION

To create products for people to live healthy and happy lives in a supported community.

## OUR GOAL

To open up over 100 global stores that remain grounded within their local communities.

# WHY WE'RE DIFFERENT

DESPITE THE LOGISTICS,  
WE DON'T LIKE TO  
CONSIDER OURSELVES TO  
BE A MASS PRODUCED  
FRANCHISE BRAND



As cliché as it might sound, we push for a huge family-vibe and want YOU to feel supported at every step of the journey from applying for a store, right through to your many years of success.

As an interactive member of your community, we trust your opinion and love to give you the creative license to market, produce and promote Acai Brothers the best way you know how.

We are a very hands-on company and have the best procedures in place to ensure the smoothest possible sailing through store ownership with our guidance.



# THE ACAI BROTHERS -

Brotherhood is defined as 'an association or community of people linked by a common interest, religion or trade'.

In our world, this definition only scrapes the surface of what the brotherhood means to us and first things first, NO! IT'S NOT GENDER SPECIFIC! We adore and respect all our owners and team members, regardless of gender! We LOVE our lady and bro owners and proudly represent many stores run only by females!

# BROTHERHOOD

Our brotherhood is about embodying a culture that thrives off one another like one big nation-wide family.

We are a tribe with one common goal, which is to create a community established on the grounds of healthy food, self-improvement and an overall sense of unity. We want to make a lasting impression on communities as a quirky, engaging brand that promotes healthy living wherever we go, because at the end of the day...YOU ARE WHAT YOU EAT!



**THEY  
SEE US  
BOWLIN,**

# WE MAKIN

Whenever you're in a fast growing, competitive industry like ours, many people doubt our points of difference and ask...

What REALLY makes Acai Brothers better than any other superfood bar that promotes healthy food? This question is answered primarily with one simple word.... MARKETING.



# CHEEKY CAMPAIGNS

Known for our social media presence, it's the Acai Brothers original online videos that first caught the eye of Australians and (dare we say internationals) WORLDWIDE.

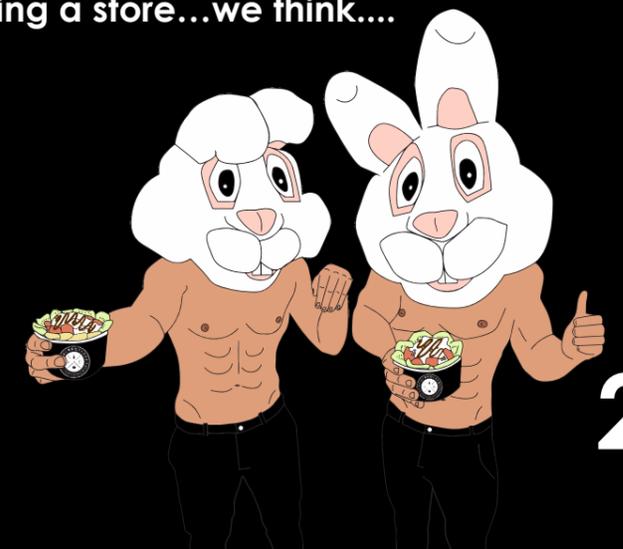
It began with one extremely raw, extremely cheeky, and extremely healthy video of the boys promoting their new found passion, Acai. Never before had any other "cafe" promoted themselves in this way, and it was thanks to this quirky marketing that the Acai Brothers began with a BANG!



This evidently turned the world of food on its head and the Acai Brothers quickly became known for their genuine, back to basics (like seriously) health foods approach.

Thanks to these "raw" videos, Ben & Sam quickly became overnight sensations across YouTube both in Australia and internationally, and these quirky style videos, have remained at the core of what they do ever since that very first video.

It's at this point we suggest you check these videos out for yourself...and don't worry if you're not as entirely body confident as these two goofballs, naked promotions aren't compulsory components to owning a store...we think....



# WE ARE LOOKING FOR OUR NEXT FRANCHISEE STAR TO BE FEATURED IN THE NEXT CAMPAIGN VIDEO

Now known for their quirky and shirtless promotional videos, Ben and Sam have created a following of die-hard Acai Brothers fans that literally sit at the edge of their seats for the release of their next line of videos (so we've been told). To which YOU THE FRANCHISEE ARE THE STAR.

That's right, every store opening comes with its own personalised video promotion starring you and the boys because, quite simply, as it's your own store and you're the face serving customers, there's no better way to introduce Acai Brothers into each local community than by using your local, superstar face!

# WHERE YOU



# COME IN...

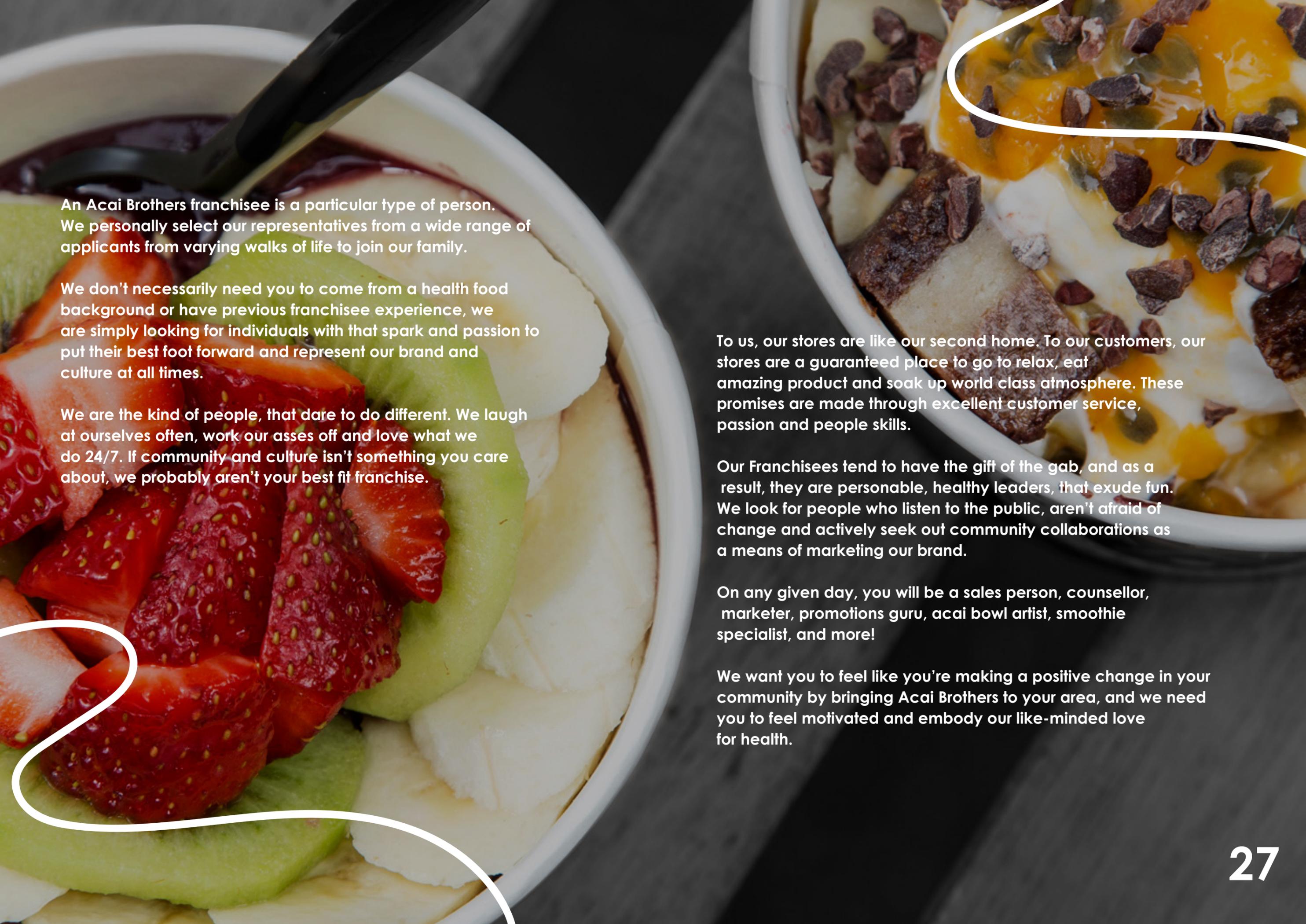
“Our marketing makes us different... No big, broad, faceless company here... its our people that promote our culture and customer values. This is what inevitably drives repeat business, brand loyalty, and our unbeatable franchisee satisfaction.”



DIRECTOR  
SAM CARSON



ARE  
YOU  
FIT FOR  
AN ACAI  
BROTHERS  
FRANCHISE?



An Acai Brothers franchisee is a particular type of person. We personally select our representatives from a wide range of applicants from varying walks of life to join our family.

We don't necessarily need you to come from a health food background or have previous franchisee experience, we are simply looking for individuals with that spark and passion to put their best foot forward and represent our brand and culture at all times.

We are the kind of people, that dare to do different. We laugh at ourselves often, work our asses off and love what we do 24/7. If community and culture isn't something you care about, we probably aren't your best fit franchisee.

To us, our stores are like our second home. To our customers, our stores are a guaranteed place to go to relax, eat amazing product and soak up world class atmosphere. These promises are made through excellent customer service, passion and people skills.

Our Franchisees tend to have the gift of the gab, and as a result, they are personable, healthy leaders, that exude fun. We look for people who listen to the public, aren't afraid of change and actively seek out community collaborations as a means of marketing our brand.

On any given day, you will be a sales person, counsellor, marketer, promotions guru, acai bowl artist, smoothie specialist, and more!

We want you to feel like you're making a positive change in your community by bringing Acai Brothers to your area, and we need you to feel motivated and embody our like-minded love for health.

**CONTENT IS FIRE,  
SOCIAL MEDIA IS  
GASOLINE.**

 **25.2K**

**14.5K** 

 **2.6K**



**OUR STATS**

# INVESTMENT PLAN

ITEMS	LOWER END	UPPER END	WHO TO PAY	NOTES	AGENDA OF PAYMENT
Franchise Fee	\$65,000	\$65,000	Acai Brothers	Set Fee	On signing of the franchise agreement
Store Fit Out	\$80,000	\$100,000	Direct to Suppliers	Pricing will vary depending on the design and size of the potential site	As required by suppliers
Equipment	45,000	\$50,000	Direct to Suppliers	Price will vary depending on supplier	As required by suppliers
Opening Stock	\$10,000	\$10,000	Direct to Suppliers	Price includes all produce to begin operations from day one	As required by suppliers
Opening Marketing Spend	\$4,000	\$6,000	Direct to Suppliers	Price varies and is dependent on the franchisee	As required by suppliers
Business Insurance	\$1,500	\$3,500	Direct to Insurance Company	Dependent on insurance company and site (shopping centre)	As required by suppliers
Council Fees	\$1,000	\$1,500	Direct to Council	Dependent on council	Before day one of operations
Set Up Hardware	\$2,200	\$3,000	Direct to Innovators Direct	Direct to suppliers	Upon signing the franchisee agreement
Kounta	\$4,000	\$5,000	Direct to Acai Brothers	Direct to Acai Brothers HQ	Upon signing the franchisee agreement
Filming	\$2,500	\$3,500	Direct to Videographer or Acai Brothers	Direct to Videographer/Acai Brothers (subject to Videographer)	Within 7 days of completion
Business Registration	\$1000	\$1,500	Direct to your business Consultants	Price is variable depending on business advisory board	As required by advisors
Legals and Accounting	\$2,500	\$5,000	Direct to your business Consultants	Price is variable depending on business advisory board	As required by advisors
Lease Deposit	\$2,500	\$10,000	Landlord	Subject to site and Landlords request	As required by Landlord
Lease Bank Guarantee	\$10,000	\$10,000	Landlord	This is a variable fee and is dependent on site/landlord agreement	As required by Landlord
Coffee Set up	\$750	\$1,500	Direct to Coffee Supplier	Direct to coffee supplier	Within 14 days of set up
Travel Costs	\$2,000	\$4,000	Acai Brothers	Location dependent	Completion of store
Premise Approval/Procurement Fee	\$1,500	\$1,500	Acai Brothers	Location dependent/time spent	Completion of store
Training of Staff	\$2,500	\$2,500	Acai Brothers	Location dependent/time spent	Completion of store
<b>TOTAL INVESTMENT COST</b>	<b>\$237,950</b>	<b>\$283,500</b>			
<b>FRANCHISE ROYALTY FEE</b>	<b>6%</b>	<b>of revenue</b>			
<b>MARKETING %</b>	<b>1%</b>	<b>of revenue</b>			

Disclaimer: The pricing and costs associated to the total investment of an Acai Brothers Store is subject to variations and are exclusive of GST.

\*The figures should be used as a guide and we advise that you should seek advice from your business consultants.

\*The figures are Acai Brothers best estimate for the categories presented.

\*The lease deposit is normally 1 month of each year of lease. i.e 5 year lease, 5 months up front. Subject to site and landlord's requests.

# WHAT WE OFFER

**WE PROMISE TO PROVIDE  
YOU WITH THE OPPORTUNITY  
TO CONSTANTLY DEVELOP  
YOUR STORE AND INCREASE  
YOUR KNOWLEDGE IN  
FOOD HEALTH**

We understand the importance of a solid work-life balance and we want you to be physically, mentally and spiritually on your game at all times.

We ensure these standards are kept by opening up our entire franchisee community to you as well as being your direct point of call in business.

We promise to make you feel rewarded in your daily life, supported in your decisions and educated in your marketing choices.

In becoming a franchisee, you become a family member to a young and rapidly growing company with a team of people that value your ideas, opinions and experiences.

We are a brand that continues to evolve and we want you to not only be part of this change, rather, to be an innovator in your own right.

# OUR CURRENT FRANCHISEES

We want you to hear and see our brand success for yourself, so much so that we invite you to contact our franchisees and have a chat!

Tara and Kane- Brighton	0439 380 053
Brittany - Croydon	0403 524973
Jarred- Mooloolaba	0488 164 649
Ash- Neutral Bay	0406 581 373
Brittany- Port Melbourne	0406 933 208

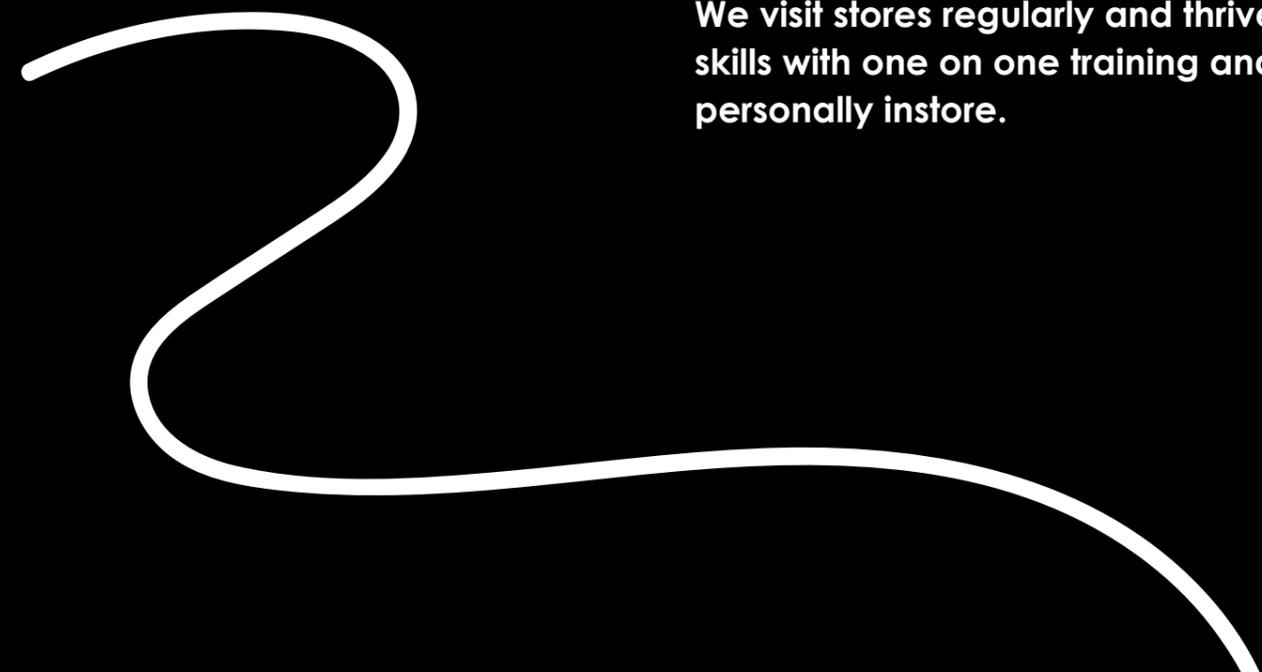
# OUR STAFF

Our staff are very much our secret weapon when it comes to being leaders in customer service. We know how important the right training is and place a HUGE amount of emphasis on staying up to date with our skills and providing communication avenues from the bottom up.

As owners of the brand, creators of the menu and once employees in our own store at Wellington Point, we literally understand every aspect and position of Acai Brothers. We pride ourselves on being able to personally provide real-world training for both franchisees and staff from operations, supplier logistics, product creation, customer service and more.

We often spend up to a week in store prior to opening to ensure all operational kinks have been ironed out. This training can be rather intensive but we believe it to be a highly necessary component in ensuring you understand exactly what it takes to operate, sell and be a brand ambassador on your own.

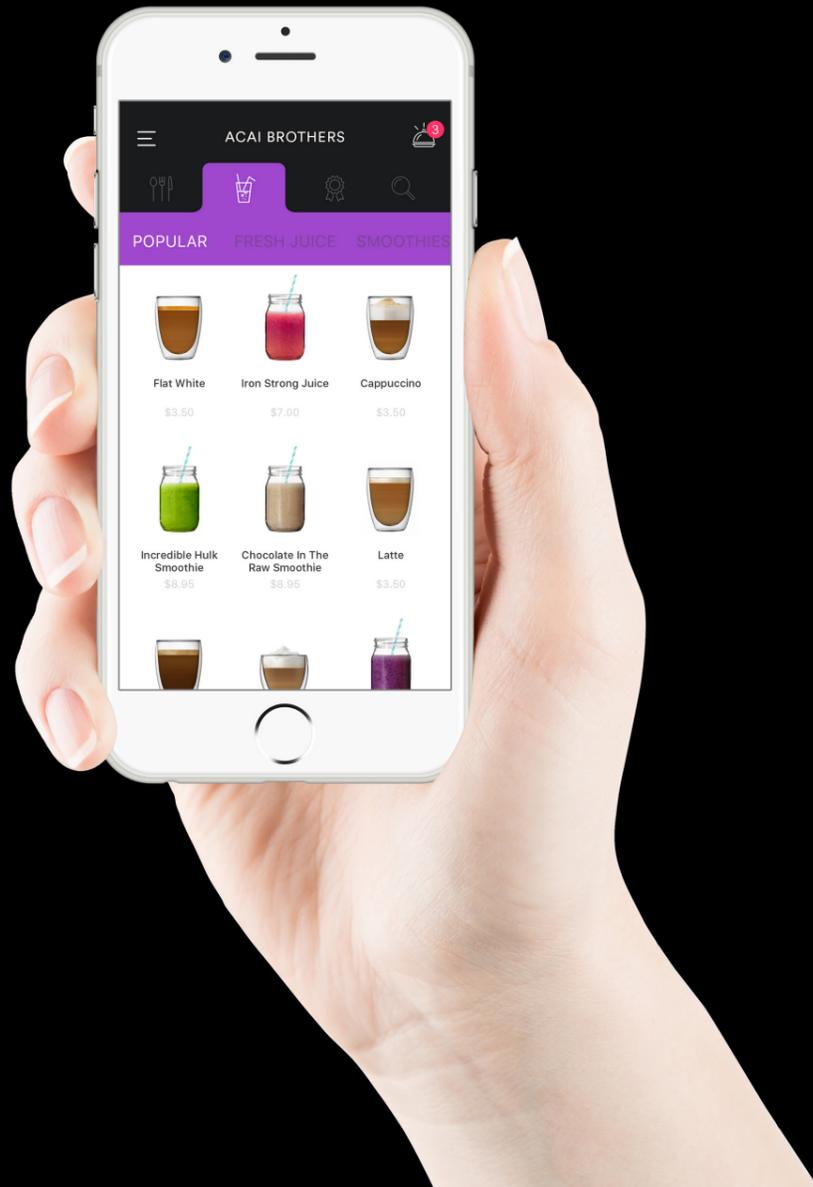
We visit stores regularly and thrive off consistently refreshing your skills with one on one training and consultations with you personally instore.



Businesses that stay on the cutting edge of what's new and popular are ultimately the ones that see long-term sustainability and growth.

At Acai Brothers, we pride ourselves on always staying ahead of the game with industry-leading research on trends and social apps.

We use a range of new and innovative social channels as well as brands like Deliveroo, BOPPL and Uber Eats to continuously take advantage of potential selling opportunities. We have our own ordering app and constantly develop our interfaces to be both enticing and user-friendly...



OUR OWN APP

# OUR TECH

AS TECHNOLOGY  
EVOLVES, SO SHOULD WE  
AS A COMPANY



# OUR STORES

When looking for a property, we suggest following specific criteria to ensure your store remains successful.

Location is single-handedly one of the most important variables that determine the success of any business and although our marketing is industry leading, foot traffic and street vantage-points help us make your store EVEN BETTER.



We don't need to be located in high costly, 'prime lot' areas, but we do thrive best off locations near main attractions, off popular streets or in area's that generate a particular local interest. When looking for your Acai Brothers shop, think community, accessibility, and character- our branding tends to handle the rest as you can see from these interior design mockups.



## STORE SIZE

This is very much dependant on location and availability, however, we require a minimum space of 28sqm to roughly anywhere between 50-60sqm to create the most aesthetically pleasing store, as well as allow us to practice industry standard safety.

# STILL INTERESTED?

If you've read all of the above pages and are STILL berry keen to join our brotherhood, then we think it'd be bananas not to continue this discussion.

Please email us at [sam@acaibrothers.com.au](mailto:sam@acaibrothers.com.au) and a representative will get back to you shortly to organise a phone conference or meeting at one of our many Acai Brothers stores around Australia.



eat raw.

eat fresh.

eat healthy.

eat Acai Berries.

