

EXCLUSIVE FRANCHISE TERRITORIES AVAILABLE



FRANCHISE OPPORTUNITY

JOIN A COFFEE LEGACY

PREMIUM COFFEE.CREATIVE FOOD.PROVEN SUCCESS.

EST. 1925 | 7 LOCATIONS ACROSS CT, NY & FL
NOW EXPANDING NATIONWIDE

Winfield
COFFEE



OUR LEGACY, YOUR OPPORTUNITY

Est. 1925

Reimagined in 2015

in Connecticut, Winfield Street Coffee was born from a passion for quality coffee and exceptional service. Our history is marked by decades of experience cultivating relationships with the world's finest coffee producers.

under the visionary leadership of CEO Breno Donatti, who transformed a traditional coffee shop into a modern brand that honors its roots while embracing innovation and sustainability.

7 Thriving Locations

Ready for National Expansion

strategically distributed across Connecticut, New York, and Florida, each adapted to its neighborhood while maintaining the consistency and quality that define the Winfield brand.

with a refined business model, optimized operational systems, and a unique value proposition in the growing premium coffee shop market.



FULL CAFÉ

- ✓ 1,500-3,000 square feet
- ✓ 50+ seats
- ✓ Complete food & coffee
- ✓ Catering revenue
- ✓ Community hub



KIOSK

- ✓ 150-300 square feet
- ✓ Grab & go
- ✓ Premium coffee focus
- ✓ High-traffic locations
- ✓ Streamlined operations



THE WINFIELD ADVANTAGE

Organic house-roasted coffee

from our specialized facility in Florida, ensuring freshness, consistency, and superior margins. Our direct relationships with sustainable growers allow us to offer exclusive blends that customers cannot find elsewhere.

Community-focused business model

that turns customers into brand ambassadors. Each Winfield coffee shop becomes an essential meeting point in its neighborhood through events, local partnerships, and community involvement.

Chef-crafted food

that transforms the coffee shop into a destination for all meals of the day, creating multiple revenue streams. Our seasonal menu combines classic favorites with innovative creations that cater to current food trends.

Comprehensive technology integration

with customized point-of-sale systems, loyalty app, online ordering, and data analysis that drive continuous business growth.

Proven operational systems

developed over decades and refined to maximize efficiency, cost control, and customer experience. Our proprietary processes simplify daily management.



Qualifications:

- \$100K liquid capital
- \$350K net worth
- Passion for service excellence
- Commitment to community engagement
- Business management experience [preferred]

INVESTMENT SNAPSHOT	Full Café	Kiosk
Franchise Fee	\$50,000	\$50,000
Total Investment	\$350K-500K	\$175K-250K
Royalty	7.5%	7.5%
Marketing Fee	2%	2%
Average ROI Timeline	3-4 years	2-3 years

COMPREHENSIVE SUPPORT

PARTNERSHIP FOR LONG-TERM SUCCESS

- ✓ **Expert Training** through our OPUS platform, covering all aspects of the business, from coffee preparation to financial management. Includes 3 weeks at headquarters and 2 weeks at your location.
- ✓ **Marketing Support** with customized materials, digital strategies, and tested loyalty programs. Our marketing team works continuously to increase brand awareness and drive traffic to your location.
- ✓ **Grand Opening Support** with a dedicated team on-site to train your staff, optimize operations, and ensure an impactful launch in the community.
- ✓ **Ongoing Consultation** from industry veterans offering personalized guidance to maximize revenue, control costs, and adapt to local market conditions.
- ✓ **Site Selection Assistance** with demographic analysis, lease negotiation, and interior design to ensure your location is positioned for success from day one.

NEXT STEPS

1.

Connect

with our franchise team for an initial consultation

2.

Discover

the Winfield difference through detailed presentation and FDD

3.

Visit

our existing locations and speak with current franchisees

4.

Join

our growing family after mutual approval

Ready to write your chapter in our story?

"Becoming an operator with Winfield allowed me to realize my dream of owning a thriving business and my coffee shop has become the heart of the community" - **Nick, since 2024**



CONTACT

franchise@winfieldcoffee.com
www.winfieldcoffee.com/franchise

This is not an offer to sell a franchise. Offerings made by FDD only.