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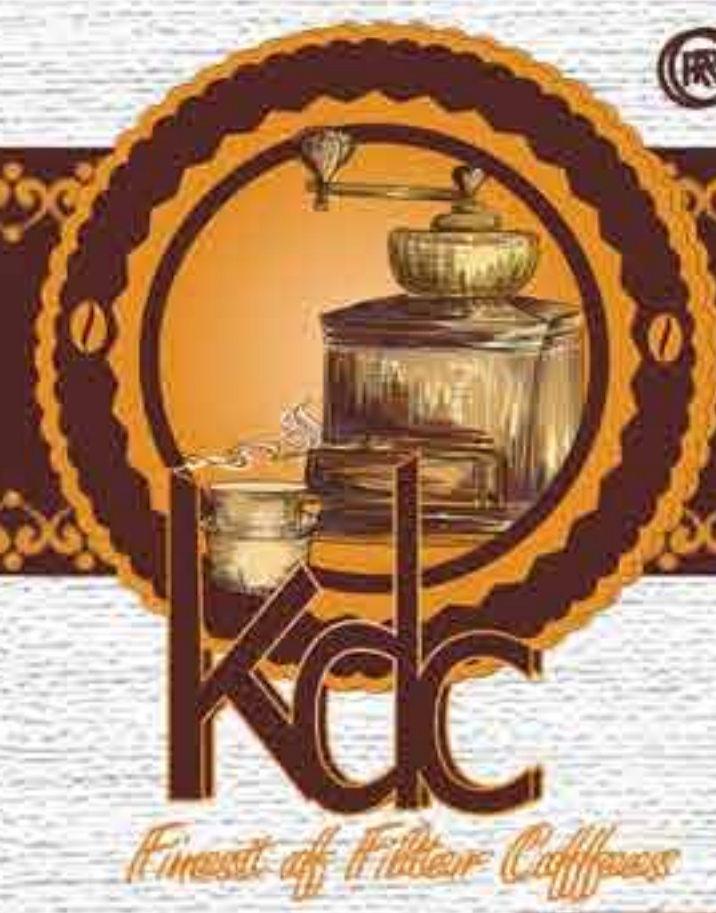
Finest of Filter Coffees

Brochure

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Let's get started with the origin of coffee...

One story about the origin of coffee is that of a goatherd, tending goats on a mountainside in Ethiopia. The goats, tired and hungry, stopped to chew on some cherries and began to grow very frisky. The cherry seemed to drive away fatigue. People tried roasting the seeds inside and brewing them to drink. Speculation rose about its healing properties. From Ethiopia, the cherry traveled to Yemen and its journey continued.

The history and romance of coffee in India

The history and romance of coffee in India dates back to the seventeenth century, when a Muslim pilgrim from India named Baba Budan, smuggled seed out of Mecca. Tradition says that sometime around 1650, he bound seven seeds to his belly, and as soon as he reached his home hermitage, a cave in the Hills near Chickmagalur in southern India, he planted them and they flourished.

In 1928, William Ukers reported in his encyclopedic work *All about Coffee* that the descendants of these first seeds "still grow beneath gigantic jungle trees near Chickmagalur." Unfortunately, they do not grow there any longer, although the site has become something of a destination for twentieth-century coffee pilgrims.



Coffee growing for export was not started until 1840 by the British, however. India now claims to be the fifth-largest producer of coffee in the world, after Brazil, Colombia, Mexico, and Ethiopia.

The traditional coffee growing areas are the three southern states of Karnataka (Coorg, Chikmagalur, Bababudan, and Biligiri districts), Kerala (Wayanad, Travancore, Nelliampathy, and KannanDevan districts), and Tamilnadu (Nilgiris, Shevaroy, Pulneys, and Anamalais).





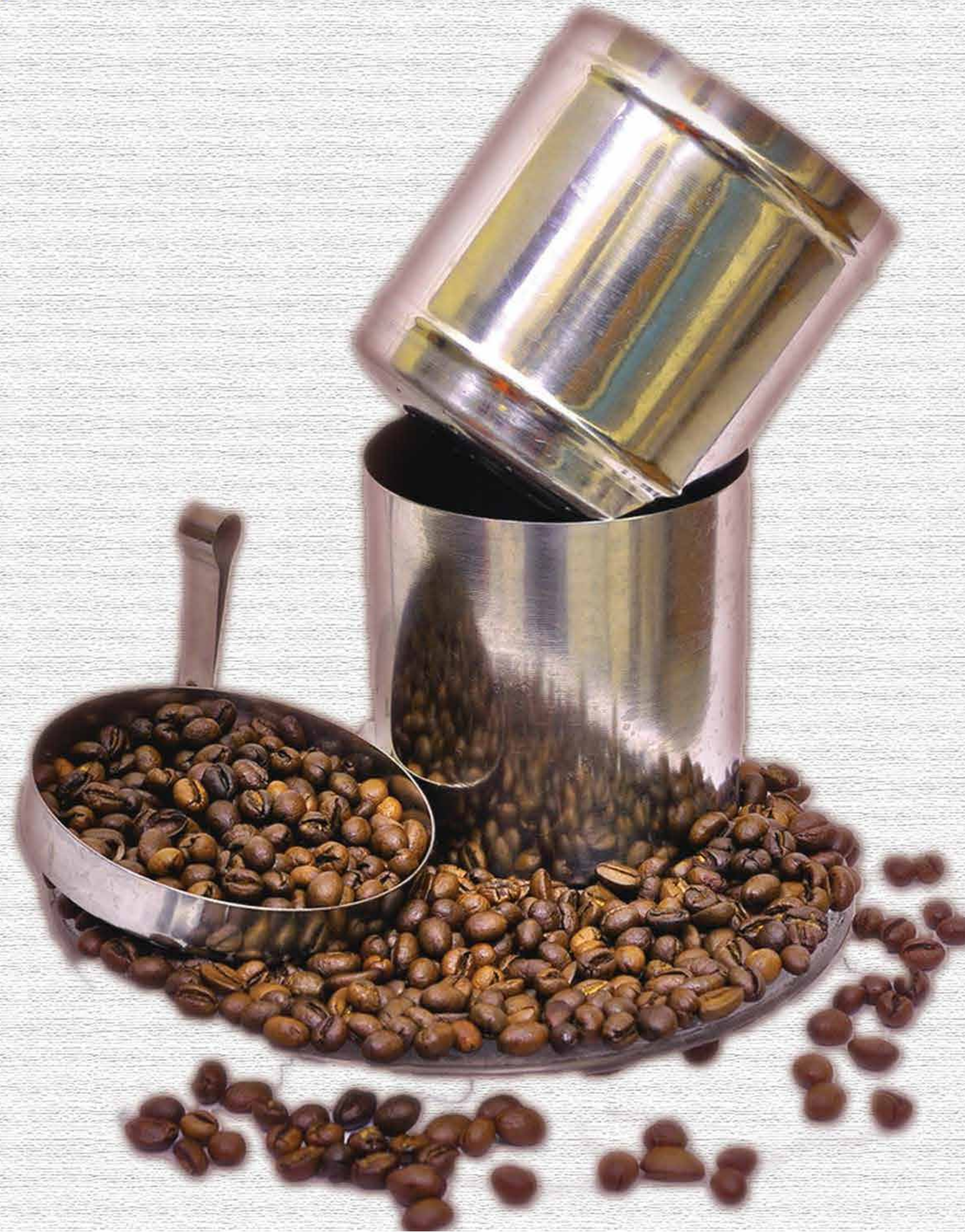
Coffee and us.....Inseperable

South Indian coffee, also known as Kaapi (South Indian phonetic rendering of "coffee"), Mysore filter coffee or Madras kaapi or simply filter coffee, is typically a coffee drink made by mixing frothed and boiled milk with the decoction obtained by brewing finely ground coffee powder in a traditional Indian filter. The beverage is especially popular in the southern states of Tamil Nadu, Karnataka, Kerala and Andhra Pradesh. Outside India, a coffee drink prepared using a filter may be known as Filter Coffee or as Drip Coffee as the water passes through the grounds solely by gravity and not under pressure or in longer-term contact. Our coffees are always fresh and change throughout coffee seasons. We are dialing in all coffees daily by looking at various factors such as Brew Ratios or extracted Total Dissolved Solids (TDS). With the latter we make sure that our coffees are extracted at an optimal range of 18-22%.

It's not just a coffee....

It's a quality....

Coffee's quality is first determined by essentials such as type of plant, soil conditions, and growing altitude. It can be ruined at any step along the line. A coffee bean greedily absorbs odors and flavors. Too much moisture produces mold. A too-light roast produces undeveloped, bitter coffee, while over-roasted coffee resembles charcoal.





How do we judge a coffee's quality?

Coffee experts talk about four basic components that blend to create the perfect cup: aroma, body, acidity, and flavor. The aroma is familiar and obvious enough—that fragrance that often promises more than the taste delivers. Body refers to the feel or “weight” of the coffee in the mouth, how it rolls around the tongue and fills the throat on the way down. Acidity refers to a sparkle, brightness, a tang that adds zest to the cup. Finally, flavor is the evanescent, subtle taste that explodes in the mouth, and then lingers as a gustatory memory. Coffee is such a delicate fruit that almost

any difference in where and how it’s grown, picked, graded, sorted, processed, packaged, and shipped—even its botanical DNA—seems to make a marked difference in how it tastes in your cup. Understanding these differences is essential for learning how to choose the best beans, whether already roasted or those you plan to roast yourself.



Franchise Scope:

70-100Sq ft in a Prime Location is required.

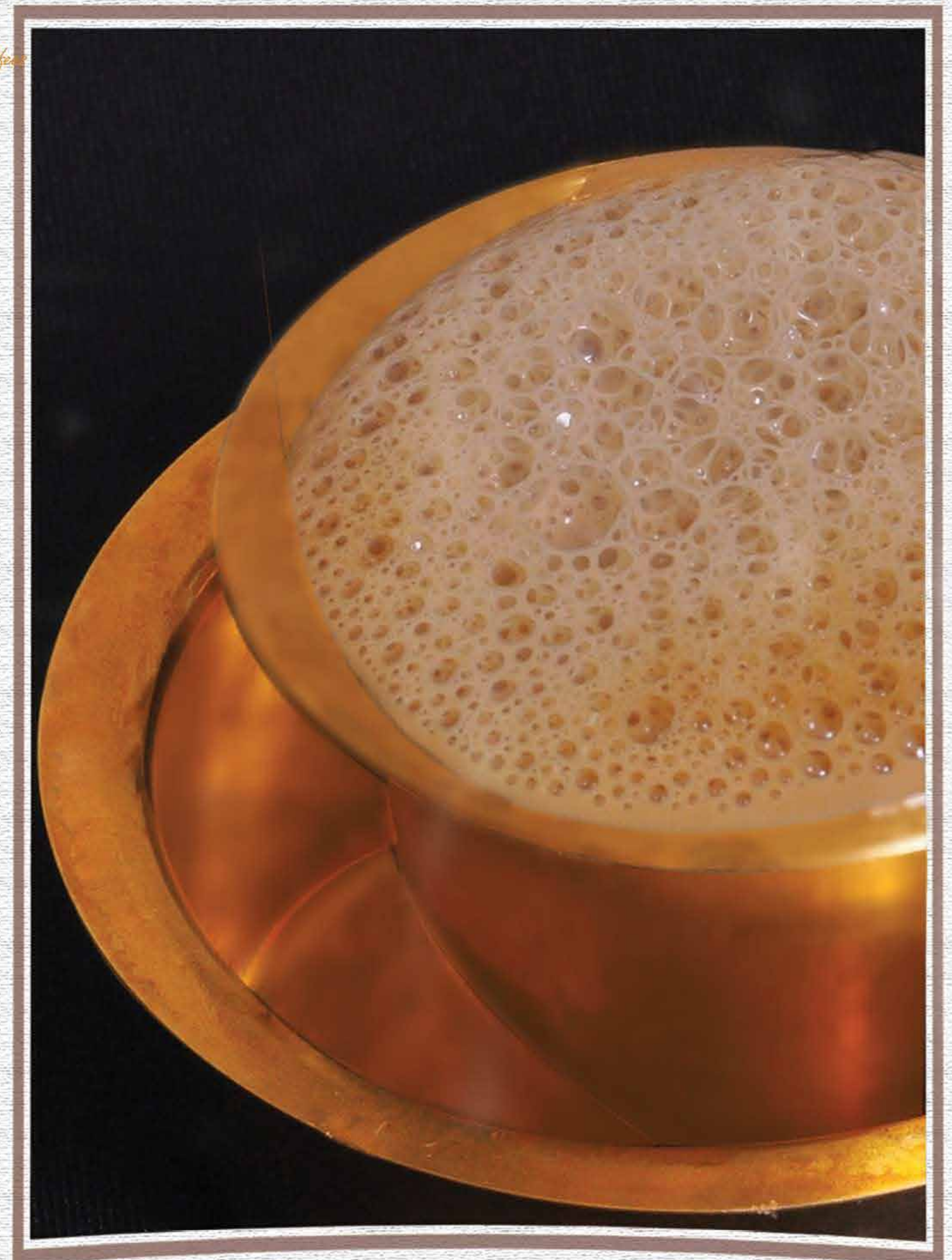
- A Minimum of 5000 and above foot falls should be guaranteed
- Visibility of the store must be ensured.
- 3Phase Electricity and water facility of in and out is essential.

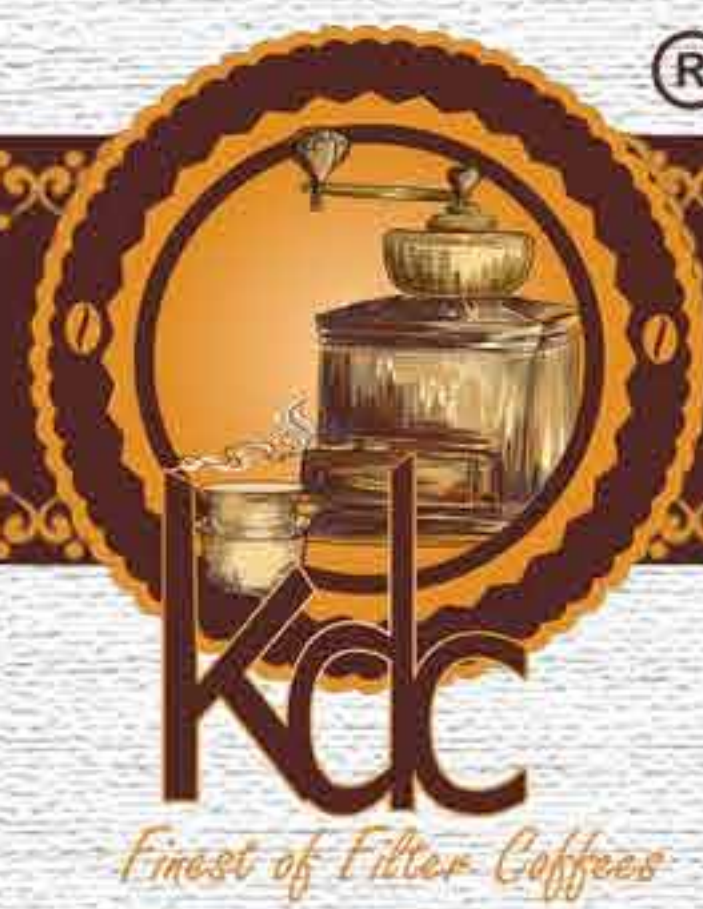
Franchisee Can choose a Build up Shop or an open Area. Both Shop interiors or Kiosk Fabrication will be done only by the company's establishment team under a separate cost.

Note: Kiosk placed on an open area generates a higher business income when compared with the shop.

Man Power

- Minimum Three Man power is required to operate the store
- experienced candidates are not required.
- Any trustworthy person with zero experience but with 100% interest can be hired.





Investment: ₹ 4 Lakh + ₹ 60,000 (G.S.T)

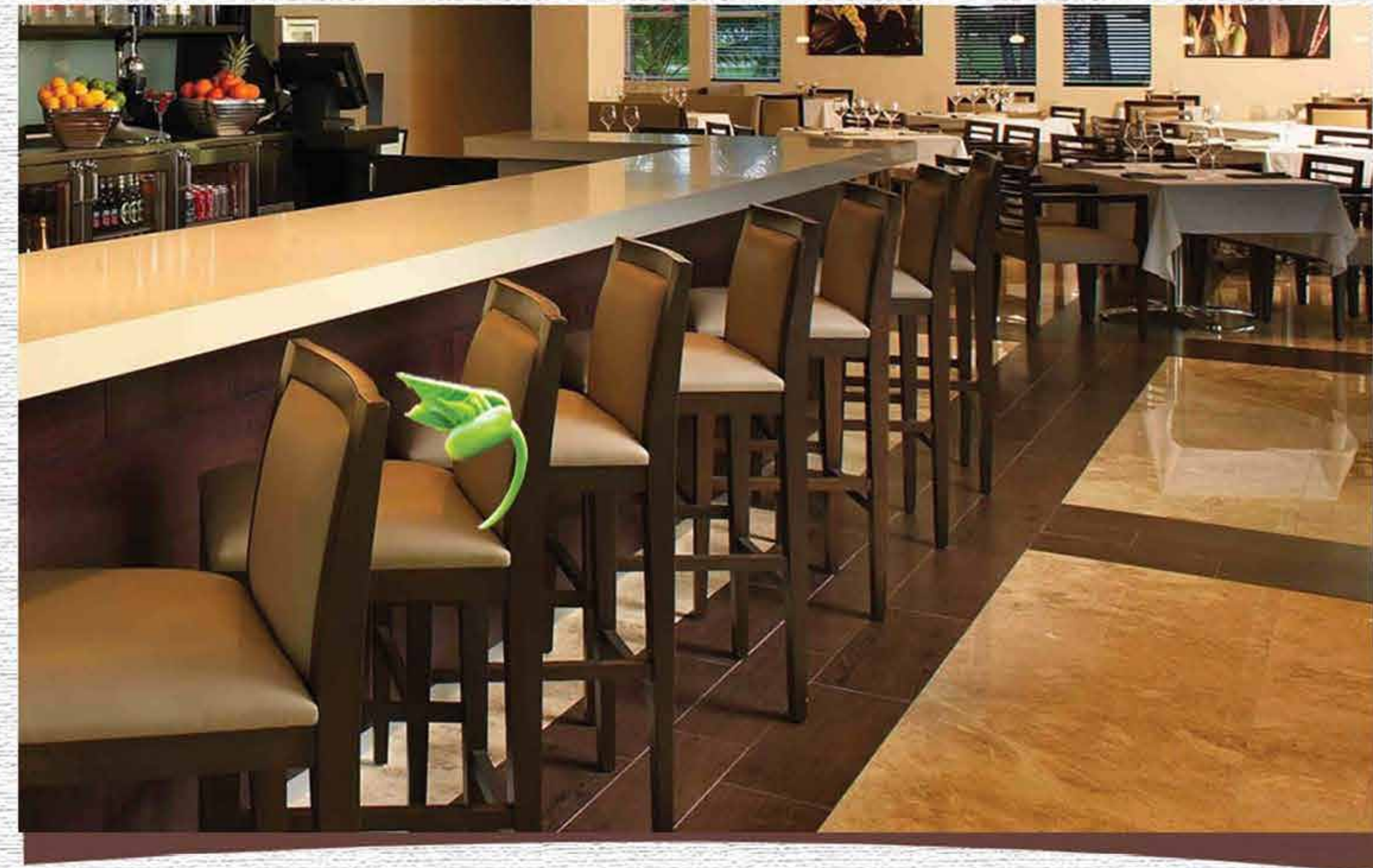
*this franchise fee is applicable only for south india.

The Fee Comprises of:

- Brand Fee
- Necessary Equipment's and utensils
- First Time Stocks
- On-Site Training

***Total Investment details are as follwed:**

- Café outlet ₹ 400000/- .
- Shop interiors or Kiosk *Fabrication ₹ 2.5L - ₹ 4L (Approx).
- Land Advance 1.5L (Approx)



* Based upon our previous operations.

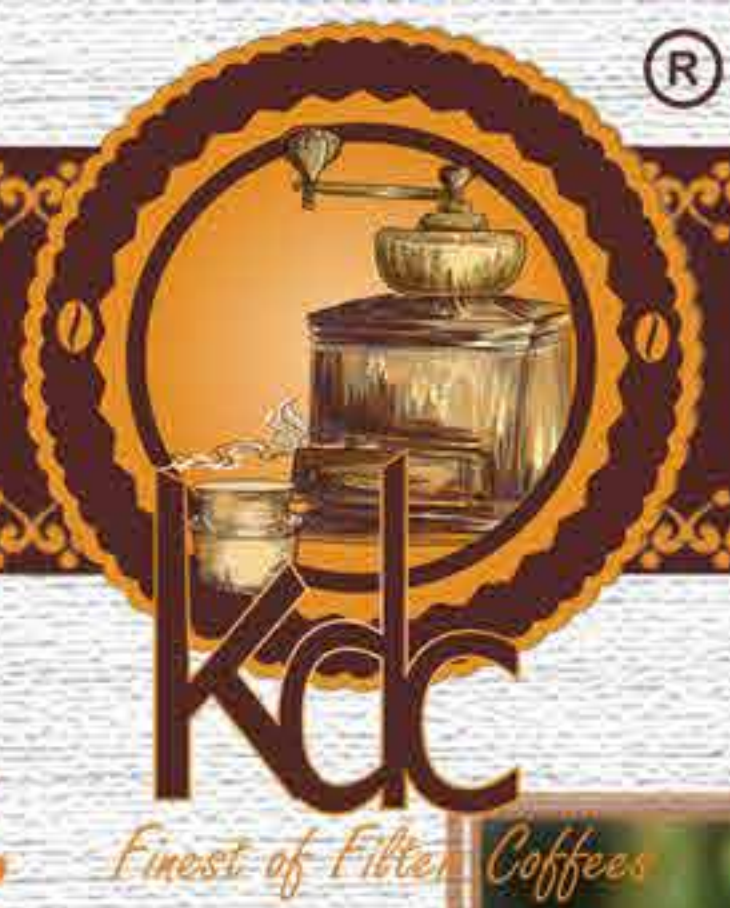
* Kindly note that Franchise fee is subjected to change without prior notice.

* Total investment are approximate figures and might vary depending on location.

* KDC runs its own R&D team so products may change to improvise its quality.







Let's break down the coffee plant.

Botanically, coffee is a shrub, part of the Rubiaceae family. Only three of the seventy-three classified species—Arabica, Robusta, and Liberica—have commercial significance in today's world market.

Filters

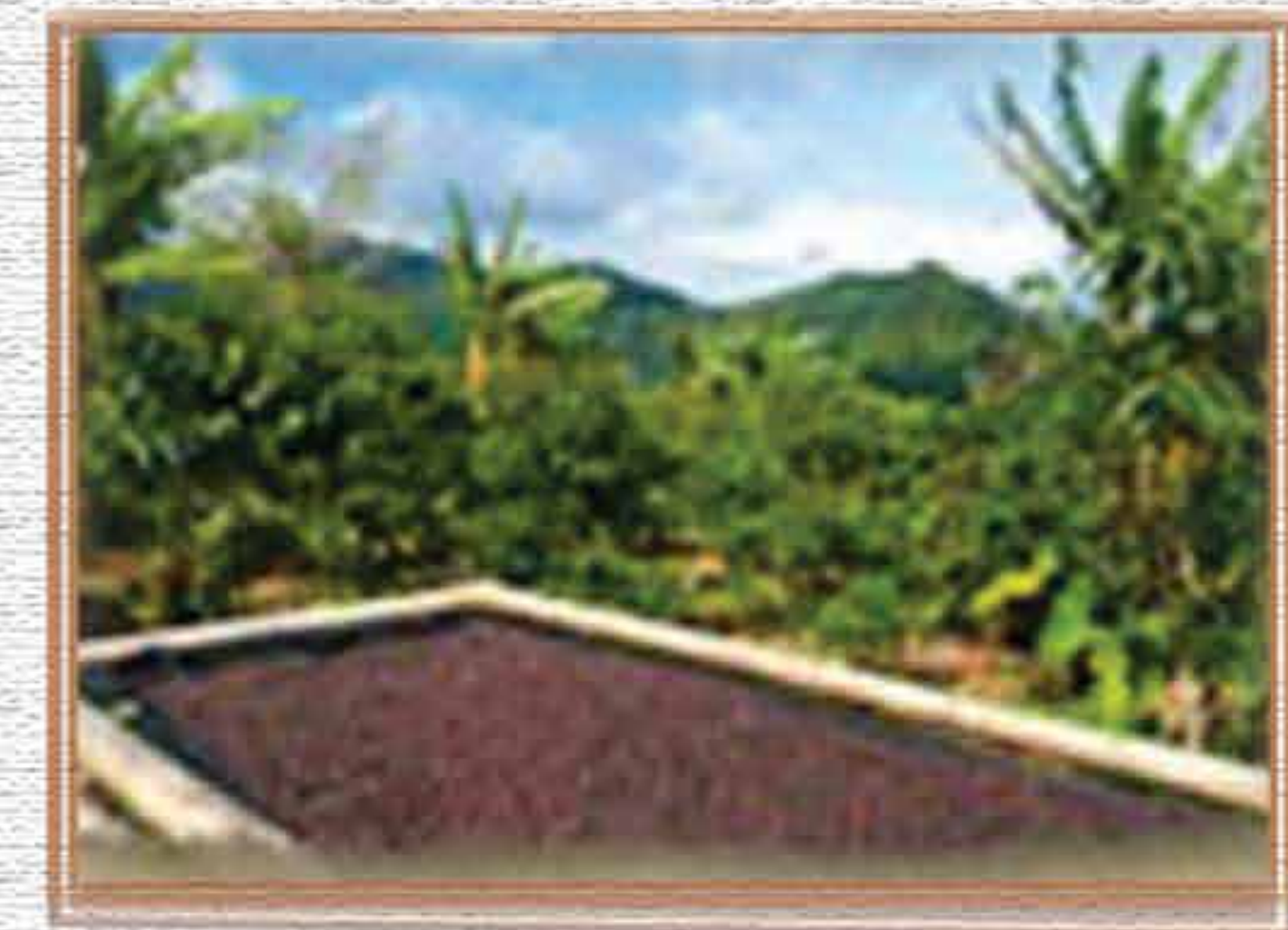
By design, coffee filters separate grounds from brewed coffee following brewing. All coffee brewing processes involve some sort of filtration. Even the earliest (and simplest) brewing methods—tossing loose grounds into a pot of boiling water—used “filtration” by carefully pouring off the coffee, keeping the grounds separate from the finished beverage.

Filters differ in their ability to remove all grounds and sediment from the brewed coffee. This influences the perception of coffee's taste, body, and texture. Some people prefer a super-clean, highly filtered beverage; others prefer one rich in sediment.

Filtration methods that allow particles to pass through to the finished brew will affect taste (and bitterness). The tiniest particles continue to extract in the finished beverage.

The best preparation would run like this:

The coffee cherries are selectively picked as they ripen. The same day they are picked, the outer skin is removed, exposing the pulp. The pulp-covered beans are then subject to controlled fermentation in tanks. The ferment-loosened, flabby pulp is then gently washed off the beans and they are dried, after which the last layers of skin, now dry and Crumbly are stripped from the bean by machine.





ALRIGHT BUT WHY SHOULD YOU JOIN WITH OUR VENTURE

A specialized team will work closely with you and your staff to create a strong foundation for your franchise business and help you with and expertise franchise strategy, sales, training and support.

Better Motivated entrepreneur

By choosing franchising as a means of business expansion, you can take benefit from our operators' ambition, energy and commitment to the business and its standards. As a franchisee, you will be more motivated and effective than a salaried manager.



Effective Quality Controls

Our Franchising is all about following a system. As all our franchisees are following the same system, customers throughout the network will receive the same high quality service, irrespective of location. They will always know what to expect from our brand, and that encourages loyalty.

A Dedicated Distribution Network

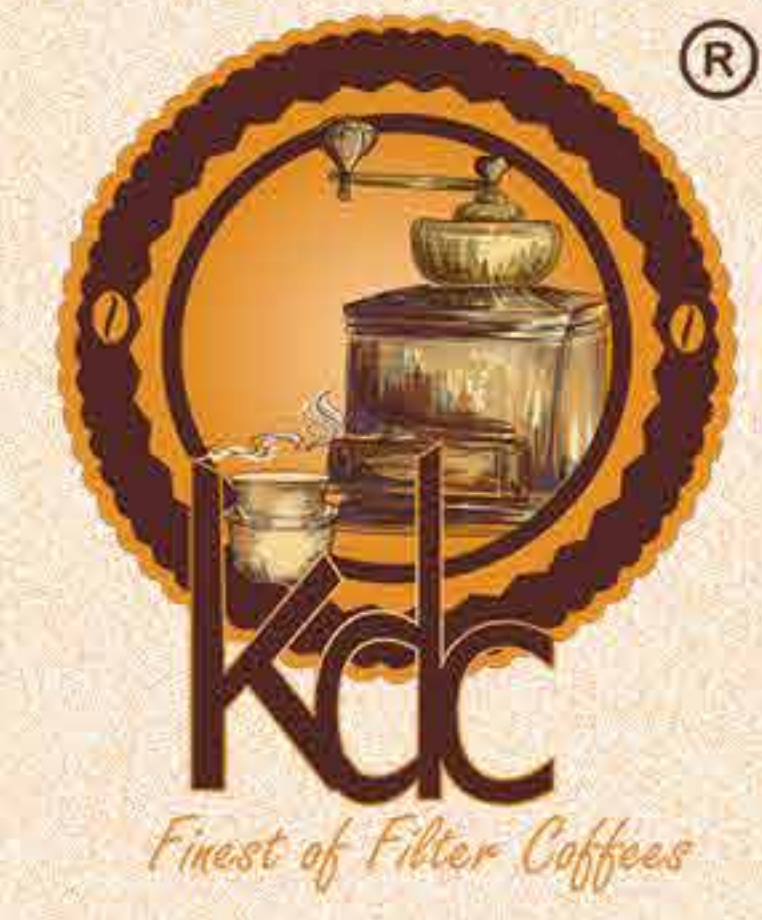
establishing the sales function of our business as a franchise operation provides both of us with a distribution network entirely focused on the supply of our product or service to customers.

Improved Profitability

The return on investment of our business can be higher as it expands through franchising. This is achieved because there is less capital employed.

With the right help and guidance from us, your chances of success are greatly improved - that's why you must always consult our franchise experts from the start.





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