

Double Coffee®
brewed properly.



DOUBLE SUCCESS™

BACKGROUND

The first Double Coffee® restaurant was opened in 2002 in Riga. This is where a few dedicated people combined their efforts creating the Double Coffee® brand and concept. The idea of a new establishment with a unique atmosphere appealed to the people living in Riga so much that the same year Double Coffee® won the title of the best restaurant in Riga and in Latvia both. Beside that Double Coffee Brand has received prestigious "Best Brand" award in the "Entertainment, leisure and catering in Latvia" category and also has earned an impressive 26th place among the fastest growing companies on the EUROPE'S 500 list.



Along with the growth of the chain, improvements to the menu and to interior design of the restaurants were being made. As a result the company has grown into a chain of trendy urban restaurants designed in accordance with the most advanced technologies, and offering a wide selection of food and drinks, the best coffee, cosy atmosphere and good service to the customers.




Double Coffee® it is a cosy unique atmosphere filled with the smell of coffee. A trendy modern design that delights the eye and creates a feeling of comfort. A large assortment of food and drinks tastefully presented in a newspaper-menu Double Coffee Times®. Polite, courteous and professional European-level service. Unlike the most coffee shops that, just like the fast-food restaurants, only have counter service, Double Coffee® has waiter service. Particular attention is being paid to interior design and space planning in Double Coffee®. The use of wood and metal, unique decoration items, quality materials, blends of warm shades of colors – all this creates a feeling of comfort, cosiness and respectability.

Thanks to Double Coffee successful design and concept our target audience are customers of different ages and finances, in Double Coffee you can have a quick breakfast or lunch, meet with your friends, have a lunch with your kids or you can have a business meeting.

CONCEPT

MENU



Double Coffee menu offers wide variety of different meals and beverages. We offer classic coffee and tea beverages, tasty cold drinks based on coffee, ice-cream, milk, juice and fruit. Also in Double Coffee you will find our special drinks that are created by our technologist.





Beside that we offer a wide variety of different meals, such as pancakes, salads, soups, pasta, main dishes and of course desserts. Delicious Double Coffee® breakfast offer is a great way to start a day!



The wide range of dishes and drinks is what helps Double Coffee® stand out among the competition. The main menu of the chain is updated every year. Double Coffee® also offers a large number of themed and seasonal menus.

DOUBLE COFFEE FRANCHISING



The development of the franchise system began in 2008, and in 2010 the first Double Coffee® franchise restaurant was opened. Each new Double Coffee® franchise restaurant has been rapidly gaining popularity among the customers who return to Double Coffee® again and again.

We provide our Franchisees with:

- Established brand and proven business model;
- Knowledge and experience of rapid growth in different markets;
- System standards: Technologies, manuals, handbooks, etc;
- Marketing tools;
- Strong training and support systems (initial and ongoing);



Double Coffee® Franchisee Support

- Evaluating the suitability of facilities and investments;
- Designing the menu and the technological plan for facilities;
- Professional training at headquarters and internships at Double Coffee outlets;
- Assistance in opening the outlet;
- Guidelines and materials for marketing and advertising;
- Extranet – the private network for Double Coffee franchisees;
- Timely support and consultations on all issues related to Double Coffee operations;
- New offers and campaigns;
- Indicators relating to the operations of Double Coffee outlets;
- Regular visits;





57 Brivibas 28,
Riga, Latvia LV-1010
Tel.: + 371 67297858
franchising@doublecoffee.com
www.doublecoffee.com