



COFFEE DÈ MADRID

Franchise Corporate Guidance





“We Don’t Just Serve Coffee, We Promise a Great Day.”

We know how valuable it is to start the day with the captivating aroma of freshly roasted coffee beans. Every cup we prepare is more than just a beverage—it is a special ritual that transforms the rush of your morning into a moment of calm or adds warmth and pleasure to a busy afternoon. As we expertly brew our carefully selected beans, we strive to deliver not only exceptional flavor and aroma but also the genuine hospitality that leaves a smile on your face. From the moment you step through our doors, our greatest purpose is to refresh your energy and help you continue your day happier than before. Because at Coffee de Madrid, we don’t just serve coffee—we promise a great day.

Introduction

Founded on Spain’s rich coffee heritage, Coffee de Madrid has grown into a dynamic brand with 63 stores across 11 cities in Türkiye, while also expanding into international markets. This success is driven by a strong corporate infrastructure and a commitment to operational excellence.

From operations management and barista training to food engineering, marketing, and logistics, our experienced team delivers professional support across every aspect of the business. We combine sustainable quality with a global vision, providing investors with a proven business model while ensuring that every guest enjoys the same exceptional experience.

Guided by our philosophy—“We Don’t Just Serve Coffee, We Promise a Great Day.”—we continue to redefine industry standards by blending trusted expertise with life’s most enjoyable moments.

Strategy

Our mission is to bring the distinctive flavors and warm hospitality of the Coffee de Madrid brand to every corner of the world. We welcome every guest with a genuine smile, and through our expertly crafted premium coffees and delicious desserts, we transform everyday moments into unforgettable experiences.

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Brand Culture



Openness & Transparency

At Coffee de Madrid, the foundation of our success and strong sense of belonging is the trust we share with one another. We embrace honesty and transparency in every aspect of our work, valuing innovative ideas and encouraging open communication throughout our organization. This strong culture of collaboration transforms teamwork into seamless harmony.

Innovation & Forward Thinking

We do not simply follow industry trends—we help shape them. Innovation is at the heart of everything we do, from the products we carefully craft to the exceptional service we provide our guests. By embracing creative thinking and seeking original solutions, we continuously elevate the coffee experience beyond expectations.

Quality Driven by Passion

For us, coffee is far more than a beverage—it is a passion reflected in every sip. At Coffee de Madrid, we are committed to delivering the highest quality in every cup. We carefully select the world's finest coffee beans, expertly roast them, and meticulously process them to create the distinctive Coffee de Madrid experience.

Guest-Centric Approach

Our guests have always been at the heart of our story. Their smiles and satisfaction represent our greatest achievement. Every guest who walks through our doors is welcomed with genuine warmth, and our mission is to provide an exceptional experience through personalized, sincere, and attentive service.

Respect for the Future & the Environment (Sustainability)

We believe that protecting tomorrow begins with the choices we make today. As an environmentally responsible brand, we support sustainable agriculture and eco-friendly production practices. We recognize that respecting nature is not only essential for producing outstanding coffee but also for preserving our shared future.

Continuous Development & Team Spirit

We believe that working together enables us to overcome every challenge and achieve our shared goals. We support one another as a team, united by a strong commitment to excellence. Through continuous training programs and outstanding career development opportunities, we empower our people to reach their full potential. Our corporate training teams remain closely connected with every employee, fostering a culture of continuous learning, professional growth, and collaboration.

COFFEE DÈ MADRID

Our Mission & Vision

Our Mission:

More Than Just a Coffee Break—A Lifestyle Destination.

Our mission is to transform ordinary moments into memorable experiences through innovative, high-quality products, becoming one of the industry's leading and most preferred coffee brands. By combining a premium café concept with an inviting atmosphere accessible to everyone, we create unique spaces where our guests can always feel comfortable, relaxed, and at home.

Every detail of our concept is thoughtfully designed around our core priorities: exceptional taste, uncompromising hygiene, and professional service. Coffee de Madrid locations are more than cafés—they are modern lifestyle destinations featuring high-speed fiber internet, ergonomic workspaces for productivity, comfortable seating areas that offer a peaceful escape from the pace of everyday life, and carefully selected music that enhances every moment.

Our knowledgeable and friendly team welcomes every guest with genuine hospitality, while our freshly prepared cakes, sandwiches, and bakery products create unforgettable flavors with every visit. We also warmly welcome our guests' four-legged companions, believing that the best coffee experiences are the ones shared together.



Our Vision:

Delivering a World-Class Experience Across the Globe.

As a proudly Turkish brand, Coffee de Madrid aspires to share its distinctive coffee culture and exceptional hospitality with the world. Our vision is to transform our unique guest experience into a globally recognized standard, becoming not only a leading national brand but also an internationally admired name that inspires the coffee industry.

Our greatest ambition is to preserve the strong, innovative, and centrally managed operational structure built by our expert teams while expanding our passion for coffee beyond borders. Through our robust quality control systems and rapidly growing franchise network, we are committed to delivering the same outstanding service, consistent quality, and genuine Coffee de Madrid warmth to every guest, wherever they are in the world.

By bringing together coffee lovers from diverse cultures around a shared passion for exceptional taste, we aim to establish a globally respected brand. Our vision extends beyond physical growth—we strive to become an industry leader that sets new standards, drives innovation, and serves as a benchmark for excellence in every market we enter.



Ankara

- Alacaatlı
- Ankamall
- Aşağı Eğlence
- Aydınlikevler
- Bahçelievler
- Beşevler
- Cubes
- Dikmen
- Dutluk
- Elvankent
- Emek
- Eryaman
- Etlik
- Gala
- Headquarters
- GMK Boulevard
- Gölbaşı
- Hacettepe University
- İncek
- Kalaba
- Koç Kule
- Konur
- Köroğlu (GOP)
- Lodumlu

- Maidan
- Merkez Ankara Konutları
- Metromall
- Nokta
- Olgunlar
- Ostim
- Ovacık
- Pursaklar
- Madrid
- Saraçoğlu
- Sincan
- Temelli Road
- Tepe Prime
- Turan Güneş
- Tunalı Hilmi Avenue
- Tunus Caddesi
- Twin Towers (Akkent)
- Vega Cadde Drive-Thru
- Vega Branches
- Velux
- Yaşamkent
- Yenikent
- Yıldırım Port
- Yüzüncüyıl

İstanbul

- Anatolium
- Kartal
- Metrociti
- Yenikapı

Muğla

- Bodrum
- Fethiye

Bursa

- İnegöl

İzmir

- Urla

İzmit

- Kocaeli Başiskele

Kırıkkale

- Yahşıyan

Kayseri

- Melikgazi

Aksaray

- Nora City Shopping Mall

Rize

- Merkez

Gümüşhane

- Kelkit

Zonguldak

- Kozlu

Mardin

- Artuklu

Irak

- Baghdad

Operational Support

Training & Human Resources Support

- Comprehensive franchise training program prior to store opening,
- Professional training for baristas, service staff, and store managers,
- Structured onboarding programs for new employees,
- Continuous training and development programs,
- Recruitment consulting and hiring support
- Ensuring operational standards are consistently implemented across the entire team.

Supply Chain & Systems Management

- Access to the advantages of centralized purchasing,
- Efficient procurement and supply chain management,
- Support for inventory management and waste control processes,
- Operational software and system implementation support,
- Standardized ordering, inventory, and reporting procedures.

Operations & Quality Management

- Pre-opening operational planning and store setup support,
- On-site operational assistance during the opening process,
- Regular store visits and operational audits,
- Service quality, product standards, and hygiene inspections,
- Monitoring the implementation of brand standards across all locations,
- Mystery shopper programs and performance evaluations,
- Operational performance reporting and continuous improvement planning.

Ongoing Franchise Support

- Direct access to the franchise operations team,
- Regular performance review meetings,
- Rapid support for operational challenges,
- Updates on industry developments and new operational practices,
- Continuous consulting services to support the sustainable growth of franchise investments.

Business Development & Sales Support

- Regular analysis of sales performance,
- Revenue enhancement strategies and sales recommendations,
- Marketing consultation for local promotional activities,
- Development of campaign and promotional plans,
- Management of new product launch processes,
- Evaluation of regional opportunities and growth strategies.

“Coffee de Madrid provides its franchise partners with more than just a brand; it delivers a robust business partnership driven by training, operations, business development, and growth.”

Strong Financial Model

Sustainable Product Profitability

Coffee de Madrid operates with product costs below industry averages through its centralized purchasing power, standardized recipes, and effective cost control systems.

- Total food and beverage cost is maintained at an average of 20%–30%.
- Beverage costs can be reduced to as low as 17% through operational efficiency.
- Standardized recipes ensure consistent product quality while maintaining long-term profitability.
- Centralized procurement provides cost advantages and stable pricing.

Fast Return on Investment

The Coffee de Madrid franchise model has been designed to provide investors with a rapid return on investment.

- Depending on the store location, investment amount, and operational performance, the average payback period ranges from 18 to 24 months.
- A strong brand identity and comprehensive operational support help minimize investment risks.
- A sustainable business model offers long-term revenue and growth potential.

Strong Profitability Potential

When the right location is selected and operational standards and brand procedures are consistently implemented, Coffee de Madrid stores offer strong profitability potential.

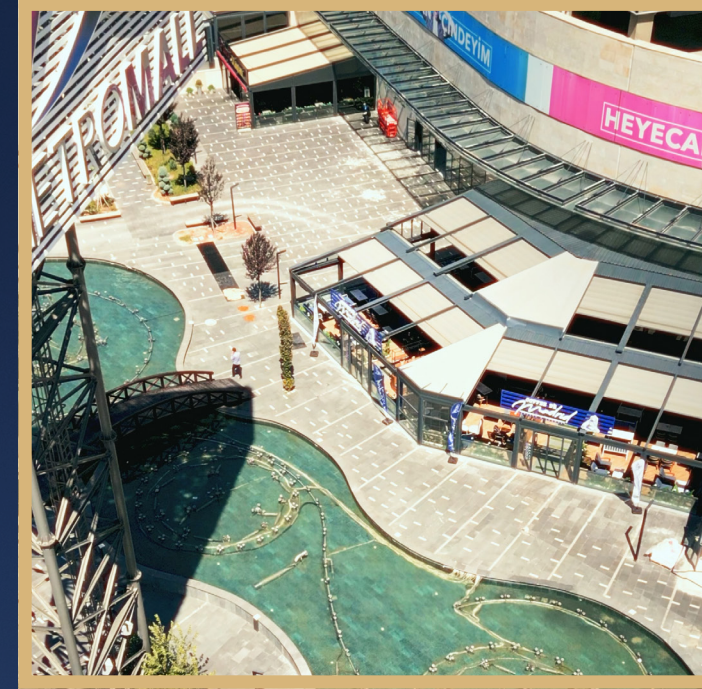
- An average net profit margin of approximately 35% is targeted after operating expenses, labor costs, and general business expenses.
- A well-balanced product portfolio supports high-margin beverage sales.
- A diverse product range that appeals to different dayparts helps maintain consistent revenue throughout the day.
- Operational efficiency and continuous performance monitoring ensure long-term profitability.

Key Financial Indicators

- Total Food & Beverage Cost: 20%–30%
- Beverage Cost: As low as 17%
- Net Profit Potential: Approximately 35%
- Average Return on Investment: 18–24 Months

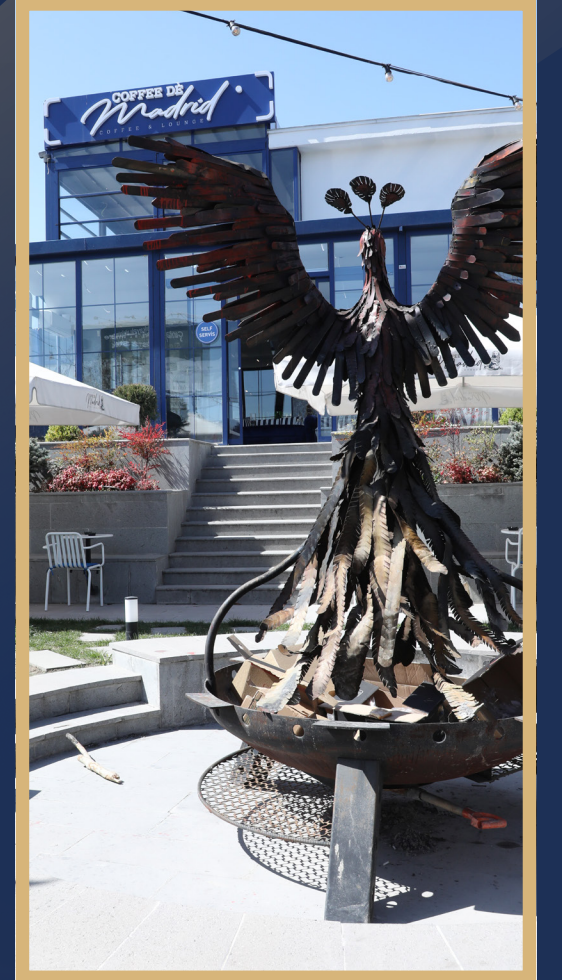
COFFEE DÈ MADRID

Branches



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ESPRESSO-BASED BEVERAGES

White Chocolate Mocha
Toffee Nut Latte
Salted Caramel Latte
Caffè Mocha
Caffè Latte
Flat White
Hazelnut Latte
Espresso
Cortado
Caramel Macchiato
Cappuccino
KitKat Latte
Spanish Latte
Americano
Matcha Latte
Maple Cream Latte
Tiramisu Latte
Boomer Latte
Harmony Latte
Biscoff Latte

OTHER HOT BEVERAGES

Traditional Turkish Tea
Herbal Tea Selection
Artisan Tea Collection
V60 Pour Over
Milk Filter Coffee
Black Filter Coffee
Chemex
Japanese Style Coffee
Milk
Hot Chocolate
Salep
Pistachio Latte
Chai Tea Latte
White Hot Chocolate
Turkish Coffee
Menengiç Coffee
Dibek Coffee

BUBBLE TEA

Cool Lime Matcha Bubble
Green Apple Berry Bubble
Madrid Glossy Bubble
Lemon Shadow

FRAPPES

Strawberry Frappe
Mocha Frappe
Chocolate Cream Frappe
Caramel Frappe
KitKat Frappe
Caramel Cream Frappe
Pistachio Cream Frappe
Hazelnut Frappe
Coffee Frappe

FRESH BEVERAGES

Lemonade
Deep Sea
Cool Madrid
Dragon Fruit
Mango Fruit
Cool Hibiscus
Cool Lime Apple Cream
Hibiscus Strawberry Cream

FROZEN BEVERAGES

Blackberry
Strawberry
Green Apple
Passion Fruit
Mango Berry

VEGAN BEVERAGES

Strawberry Oat Latte
Roasted Almond Oat Latte

COLD BEVERAGES

Bottled Water
Sparkling Water (750 ml)
Monster Energy
Sparkling Soda
Elite Smoothies
Schweppes
Elite Shot
Elite Fruit Juice (200 ml)
Teakina Iced Tea
PET Water (0.5 L)
PET Water (1 L)
Red Bull
Red Bull Twist
Pepsi
Pepsi Zero Sugar
Yedigün
7UP
Lipton Ice Tea Peach
Lipton Ice Tea Lemon
Pepsi Vanilla Cream
Pepsi Strawberry Cream
Lipton Ice Tea Sparkling Lemon
Lipton Ice Tea Sparkling Forest Fruits
Tropicana Fruit Juice
Beypazarı Mineral Water
San Benedetto

COUNTER PRODUCTS

Protein Bar
Fruit Bar
Lotus Biscoff
Honey Energy Bites
Assorted Jar Cookies
Fruit Mix
Assorted Jar Cookies
Milk Chocolate with Hazelnuts
Milk Chocolate with Pistachios
Milk Chocolate with Straw-berries
Dark Chocolate with Mixed Nuts
Crunchy Energy Bars
Crunchy Smoothie Bites
Wafer
Caramelitos
Ruby Dragees
Bitter Badem Dragees
Caramel Hazelnut Dragees
Long Chips
Wafer Coffret Box

DESSERTS

Tiramisu Cup
Lotus Cup
Blueberry Cup
Supangle
Lemon Cheesecake
Lotus Cheesecake
Mixed Berry Cheesecake
Oreo Cheesecake
San Sebastián Cheesecake
Sour Cherry Brownie
White Chocolate Brownie
KitKat Cake
Lotus Cake
Nutella Cake
Dakuaz Cake
Sour Cherry Chocolate Cake
Snickers Cake
Carrot Cake
Mixed Berry Cake
Orange Sugar-Free Cake
Cocostar Cake
Latte Cake
Honey Walnut Meringue
Wild Blueberry Muffin
Chocolate Muffin
Lemon Cake
Marble Cake
Cookie Pie
Creamy Hazelnut Cake
Chestnut Cake
Spanish Cake
Lemon Poppy Seed Cake
Profiterole Cup
Pistachio Dream Cake
Banana Dream Cake
Chocolate Orange Cake
Wild Blueberry Crepe Cake
Chocolate Chip Hazelnut Cookie
Triple Chocolate Cookie
Mosaic Cake

SANDWICHES & SAVORY ITEMS

Oat Mozzarella Sandwich
Assorted Roast Beef Sandwich
Smoked Eggplant Sandwich
BBQ Beef Sandwich
Cherry Cream Cheese Sandwich
Cajun Chicken Sandwich
Ham Sandwich
Four Cheese Sandwich
Teriyaki Chicken Sandwich
Mozzarella Sandwich
Turkey Bagel Sandwich
Dereotlu Pastry
Apple Pastry
Bowl Selection
Roast Beef Artisan Sandwich
Mixed Artisan Sandwich
Margherita Artisan Sandwich

ICED COFFEES

Iced White Chocolate Mocha
Iced Salted Caramel Latte
Iced Mocha
Iced Latte
Iced Americano
Iced Pistachio Latte
Iced Hazelnut Latte
Iced KitKat Latte
Iced Spanish Latte
Iced Matcha Latte
Iced Strawberry Matcha Latte
Iced Maple Matcha Latte
Iced Caramel Macchiato
Iced Black Filter Coffee
Iced Milk Filter Coffee
Iced Tiramisu Latte
Iced Toffee Nut Latte
Iced Biscoff Latte
Iced Maple Cream Latte
Iced Harmony Latte
Iced Boomer Latte

EXTRAS

Whipped Cream
Espresso Shot
Bubbles
Plant-Based Milk
Belgian Chocolate
Honey
Less Milk
Syrup
Hazelnut Powder
Dried Fruits
KitKat Sauce
Extra Thick Texture
Pistachio Powder

ICE CREAM

Plain
Dark Chocolate
Strawberry
Original
Pistachio
Orange
Stevia Plain
Stevia Chocolate
Stevia Fresh
Stevia Matcha
ArtStick Almond
ArtStick Ruby
ArtStick Caramel
ArtStick Dark Chocolate
ArtStick Strawberry

COFFEE DÈ MADRID

Franchise Support Services





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