



CAFÉ  
**VAN HOUTTE®**

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**NEW  
INNOVATIVE  
CONCEPT**

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# OUR HISTORY

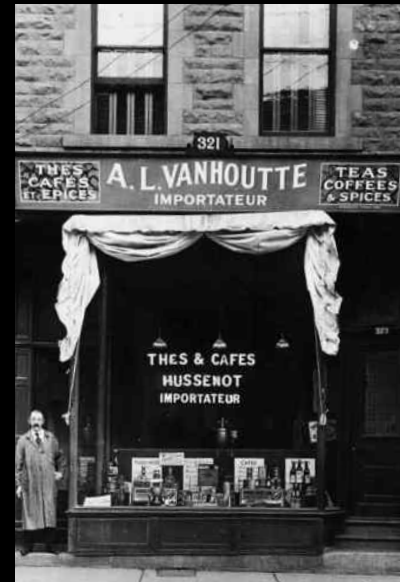
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Cafe Van Houtte is a Canadian-based company founded in 1919.

Started as an import shop, it became one of the first “Café” concepts in North America in 1975.

We celebrated our 100<sup>th</sup> anniversary in 2019.

Throughout the years, the café concept has evolved and expanded, becoming a ready-to eat destination, where our food is fresh and made on-site.



## OUR LATTE KNOW-HOW

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Coffee lovers are quickly won over by the exceptional quality of our highly sought after blends obtained through European roasting methods in small batches and from the best arabica coffee beans in the world. Our specialty beverages are carefully prepared by our baristas who are dedicated to providing the best coffee experience.



We only brew and serve Fairtrade  
Certified coffees in all Café Van Houtte.

## ARE YOU FAMILIAR WITH OUR ESPRESSO?

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Developed by our expert master roasters, the bold and smooth flavour of the Van Houtte Espresso Superiore appeals to the most discerning palates on the planet. Its woody notes and full-bodied intensity are a delightful part of this blend. It comes as no surprise that our baristas favour this superior quality espresso while preparing our delicious specialty coffees available in every Café Van Houtte.



## OUR COFFEE

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- All our coffee is 100% fairtrade.
- Our coffees are 100% sourced from the finest Arabica beans.
- We work with multiple coffee producers around the world in order to offer a varied choice of rich and flavourful coffees.
- We control our product from its source to the first sip.
- Our roasting is done in Montreal and we use traditional European small batch roasters in order to provide the most flavourful coffee.



## BARISTA PROGRAM

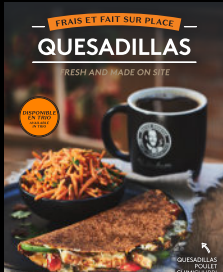
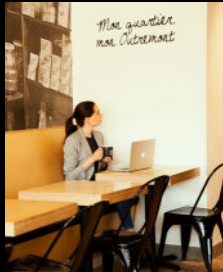
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We make sure to give the best training based on the industry standard and provide our employees with the best tools in order to create the **perfect** latte.

In-store training and constant education on our products are our signature.



# OUR IMAGE



# OUR PRODUCTS

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# NATIONAL FALL CAMPAIGN

(September to November) Supported by digital and traditional media





# NATIONAL WINTER CAMPAIGN

(November to February) Supported by digital and traditional media

**'TIS THE SEASON**

MARSHMALLOW AND TIRAMISU LATTE  
5<sup>69</sup> 6<sup>29</sup> 6<sup>69</sup>

HAZELNUT WHITE HOT CHOCOLATE (Macadamia Milk)  
5<sup>59</sup> 6<sup>19</sup> 6<sup>59</sup>

EGGNOG CHAI LATTE\*  
(Dairy-based)  
5<sup>49</sup> 6<sup>09</sup> 6<sup>49</sup>

EGGNOG GINGERBREAD LATTE (Dairy-based)  
5<sup>69</sup> 6<sup>29</sup> 6<sup>69</sup>

GINGERBREAD COLD BREW WITH COLD FOAM  
5<sup>69</sup> 6<sup>29</sup> 6<sup>69</sup>

\*Vegan

**'TIS THE SEASON**

12 oz

SOUP OR SALAD OF YOUR CHOICE

AVAILABLE IN TRIO  
15<sup>49</sup> +TAX

PULLED TURKEY AND BRIE PANINI\*  
9<sup>99</sup>

\*Served on maple, cranberry and pecan bread

3x THE POINTS ON TRIOS

**'TIS THE SEASON**

CORTADO

AVAILABLE IN DUO  
9<sup>99</sup> +TAX

TIRAMISU LOG  
6<sup>99</sup>

# NATIONAL SPRING CAMPAIGN

(February and March) Supported by digital and traditional media



# NATIONAL SUMMER CAMPAIGN

(April to August) Supported by digital and traditional media



# OUR NEWEST CONCEPT

## FRESH AND MADE ON SITE

Looking to grow our business across Canada



# AN INNOVATIVE CONCEPT INSPIRED BY LARGE EUROPEAN CHAINS...

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## TODAY'S CAFÉ VAN HOUTTE

Over the last 30 years, Café Van Houtte has grown significantly across Quebec. Today, there are more than 30 Café Van Houttes all over Quebec and Ontario. Consumers seeking a fresh and balanced menu, where everything is made on site using local products, will definitely find what they are looking for. We are committed to delivering a wide variety of superior quality coffees with rich aromas and distinctive flavours from all parts of the world, as well as a menu featuring pastries and muffins made fresh daily, crisp salads, a vast array of sandwiches, all generously garnished and prepared daily, hot meals and irresistible desserts. We are also extremely proud to serve and brew Fairtrade coffees.

## WHY USE A GRAB N' GO CONCEPT?

*“Van Houtte’s history has been marked by its desire to anticipate its customers’ needs”*

The idea behind it is quite simple – How to better serve customers who are busier than ever, while serving fresh products? Over 50 recipes were crafted wholeheartedly and were tested before being launched on the market. The final products were carefully selected, keeping in mind to only offer our loyal customers the best. Everything was designed to meet our ever changing society’s needs, where quality products can be eaten on the go. Café Van Houtte’s mission is to prepare hand-made products with natural foods. The company’s goal is to avoid additives and preservatives nowadays used in “prepared” and “quick” meals served everywhere.



# SUSTAINABILITY

Most of all our packaging is recyclable, compostable or biodegradable. Our reusable cup program provides a \$0.25 rebate on each visit.

**PRÉSENTEZ VOTRE TASSE RÉUTILISABLE ET OBTENEZ UN RABAIS DE 25¢ À CHAQUE VISITE !**  
FILL UP YOUR REUSABLE CUP & SAVE 25¢ EVERY TIME YOU VISIT OUR CAFÉS!





# OUR BRANDING



**CAFÉ VAN HOUTTE®**



**CAFÉ VAN HOUTTE®**







**UNIQUE DESIGN  
INNOVATIVE CONCEPT  
LOWER PROJECT COSTS**

**INTERESTED IN OPENING  
YOUR OWN CAFÉ?**

Contact us today at  
[info@cafevanhoutte.com](mailto:info@cafevanhoutte.com)

# OUR DRIVE-THRU CONCEPT

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- Innovation: We are always innovating our products and equipment in order to be the most efficient in customer service.
- Our technology is integrated with delivery and online ordering platforms.
- Perfect match for Grab 'N Go concepts and fast-paced services.



# CAFÉ VAN HOUTTE

**PROJECT COSTS FROM  
\$200 000 TO \$450 000\***

Our Café Van Houtte embodies a heritage that makes us extremely proud and continues to delight its clients' palate by serving top quality and delicious products.

**INTERESTED IN OPENING  
YOUR OWN CAFÉ?**

Contact us today at  
[info@cafevanhoutte.com](mailto:info@cafevanhoutte.com)

## **\*INCLUDED**

Franchise fee included in the project costs	\$30 000
All Plans	\$12 500
Comprehensive training	\$10 000
Term of franchise	10 years
Project costs	Between \$200 000 to \$450 000
Personal investment	30% of project costs
Royalties	5% + 3% for publicity





*A.L. Van Houtte*

#CAFEVANHOUTTE



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