



SCHÄRF COFFEESHOP GMBH
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Press information

TRADITIONAL VIENNESE COFFEEHOUSE CULTURE MEETS MODERN COFFEE-TO-GO TRENDS

The Austrian Franchise System „The Coffeeshop Company“ stands for a perfect coffee experience coupled with a comfortable, balanced atmosphere and ambience and presents itself as a new interpretation of the classic Viennese Coffeehouse tradition, which was included in the UNESCO list of "intangible cultural heritage" in 2011.

Established in 1999 our hugely successful international franchise concept is today represented by more than 250 outlets across 5 continents, with an organic growth and constant expansion into new markets.

Through our unique combination of quality and sustainability, humanity, communication and dialogue, Coffeeshop Company wants to appeal to the senses of customers and offers a multitude of unforgettable taste experiences and moments.

The benefits of being a Coffeeshop Company franchisee:

- **OUR HERITAGE:** As part of the Scharf Group of Companies, a traditional Austrian family business, the Coffeeshop Company benefits from over 60 years of expertise in all areas of coffee, beverage and culinary competence.
- **OUR LIFESTYLE:** The classic Viennese coffee culture meets modern coffee-to-go trends: we stand for a perfect artisan coffee experience coupled with a warm and welcoming ambience and striking architecture.
- **OUR GLOBAL NETWORK:** The Coffeeshop Company offers an international brand network which unites quality, passion and expertise in every stage of its value chain.
- **OUR QUALITY & SERVICE:** We maintain highest quality standards in every step of creating a perfect cup of coffee – premium coffee quality, patented espresso machines & professional customer service.



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- **OUR BEVERAGE & FOOD COMPETENCE:** The Coffeeshop Company provides a broad range of high quality beverage & food products, serving the gastronomic desires of a broader audience; quick and easy preparation & fresh ingredients are guaranteed.
- **OUR STATE-OF-THE-ART BACKEND SUPPORT:** Our concepts are fitted individually for your gastronomic success and characterize themselves through extreme high-quality standards. We provide high-standard technical support to all partners – with an individual account in an integrated, modular online platform for branch operations and data management.
- **OUR TRAINING & DEVELOPMENT:** Take your chance and be on course for achieving gastronomical excellence and success. We offer a high-level knowledge transfer. Permanent education and training, motivation and enthusiasm are part of the Coffeeshop Company's core values.

