



FRANCHISE [®] PROPOSAL

COLD 'N BREW
PT. Cemerlang Nusantara Bersama

coldnbrew@gmail.com

[@coldnbrew](https://www.instagram.com/coldnbrew)

coldnbrew.id

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BRAND STORY

The logo for Cold N Brew features the words "COLD N BREW" in a bold, white, sans-serif font. The letter "N" is enclosed within a white circle. A small, brown, stylized coffee bean is positioned at the top of the circle, partially overlapping the letter "N".

COLD N BREW

With the massive development of coffee shops today, it is difficult to differentiate a coffee shop from one and another since they have the same product to offer. There is another thing that needs to be considered so it can be the X factor or become the differentiator from a coffee shop.

One of the most essential things to be considered is the quality. Quality will always be the influential factor which distinguishes one brand from another. An excellent quality can be realized from good management. It does not only pay attention to the products, but also other things such as the quality of the human resources, tools, standard operating procedures, etc.

BRAND STORY

There are a lot of things that can be valued as a differentiator or the X factor, such as a good quality of service, affordable price, a good place and proper facilities. These can be built as a good ambience and will also be an additional point.

As a coffee shop, Cold 'N Brew tries to offer more than just a place to drink coffee. Not only offering good quality coffee with an affordable price, Cold 'N Brew also pays attention to other things like hospitality, from good and warm service.

Seeing the development nowadays, coffee shops are not just a place to drink coffee, but also as an alternative place to accommodate an individual or a group of people to work or socialize. With proper place and facilities, Cold 'N Brew wants to answer those needs by becoming the alternative co-working space for individuals or groups.

With the combination of all factors above, like the quality of coffee, affordable price, good services, also good and proper place and facilities as a coworking space, it will create a positive ambience that can be people's favorite.



OUR MENU[®]

Coffee • Non-Coffee • Foods

OUR MENU

SPECIAL COLDBREW

Cold Brew Original	25 K
Cold Brew Berry	27 K
Cold Brew Lemon	27 K
Cold Brew Strawberry	27 K
Cold Brew White	27 K

COFFEE BASED

	HOT	ICED
Espresso	15 K	-
Americano	23 K	25 K
Piccolo Coffee	25 K	-
Caffe Latte	27 K	29 K
Cappuccino	27 K	29 K
Caramel Macchiato	31 K	33 K
Hazelnut Latte	31 K	33 K
Mocha Latte	31 K	33 K
Vanilla Latte	31 K	33 K
Salted Caramel Latte	31 K	33 K
Creme Brulee	31 K	33 K

ADDITIONAL

Espresso	7 K	Caramel	7 K	Vanilla	7 K	Oreo Crumbs	7 K
Jelly	7 K	Hazelnut	7 K	Pandan	7 K	Regal Crumbs	7 K
Ice Cream	7 K	Chocolate	7 K	Salted Caramel	7 K	Caramel Sauce	7 K

BEATS YOUR DAY

	HOT	ICED
Affogato	-	25 K
Dilema	23 K	25 K
Dilema Jelly	-	32 K
Dilema Pandan	27 K	29 K

FILTER COFFEE

	HOT	ICED
Regular Beans	29 K	31 K
Special Beans	35 K	37 K

UPGRADE

100% Arabica Nutcake Blend	+ 10 K
Oatmilk	+ 7 K
Full Size	+ 7 K

OUR MENU

SPECIAL BLEND

Avocado Coffee	35 K
Cookies N Cream	35 K

TEA BASED

	HOT	ICED
Black Tea	-	15 K
Lemon Tea	19 k	21 K
Lychee Tea	-	31 K
Strawberry Lychee Tea	-	31 K
Chamomile Tea	21 K	-
English Breakfast Tea	21 K	-
Earl Grey Tea	21 K	-
Jasmine Tea	21 K	-

MILK BASED

	HOT	ICED	BLEND
Chocolate	29 K	31 K	35 K
Matcha	29 K	31 K	35 K
Red Velvet	29 K	31 K	35 K
Taro	29 K	31 K	35 K

OTHER

Mineral Water	7 K
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ARTISAN TISANE

Scarlet Hibiscus	27 K
Butterfly Galaxy	27 K
Ivory Apple	27 K
Golden Cardamom	27 K
Orche Rosemary	27 K

TROPICAL JUICE

Dragon Pine	29 K
Mango Breeze	29 K
Karisa	29 K
Minary	29 K
Violet Purple	29 K

MOCKTAIL

Pineberry Co Mocktail	29 K
Virgin Mojito	33 K
Lychee Mojito	33 K
Strawberry Lychee Mojito	33 K

OUR MENU

LITE BITES

French Fries	25 K
Potato Wedges	25 K
Banana Fritters	25 K
Croquette Combo	35 K
Rissoles Combo	35 K
Tori No Karage	31 K
Chicken Wings	31 K
CNB Sampler	39 K

CROISSANT SERIES

Plain	15 K
Almond Cream	23 K
Sausage	25 K
Cheese	19 K
Beef 'N Cheese	27 K
Pain Au Chocolate	19 K
Pain Au Raisin	21 K
Choco Almond	23 K
Choco Danish	23 K
Choco Bicolor	19 K
Oreo Bicolor	23 K
Strawberry Cromboloni	21 K
Blueberry Cromboloni	21 K

SWEET CAKE

Crunchy Cookie	25 K
Tiramisu Cake	35 K
Dark Devil Cake	35 K
Baked Cheesecake	35 K
Oreo Milles Crepes	35 K
Red Velvet Milles Crepes	35 K

MAIN COURSE

Spaghetti Carbonara	35 K
Spaghetti Aglio Olio	35 K
Spaghetti Bolognese	35 K
Spaghetti Spicy Tuna	35 K
Brown Sauce Katsu French Fries	45 K
Brown Sauce Katsu rice	43 K
BBQ Steak French Fries	45 K
BBQ Steak rice	43 K
Yakiniku Gyudon	55 K
Teriyaki Gyudon	55 K

Additional

Butter 7 K

Eggs 7 K

Rice 7 K

Extra Sauce 7 K

OUTLETS

OUTLET REQUIREMENTS

Location

Located in a crowd / strategic area.

Minimum Space

500 m2 minimum space required.

Water & Electricity

3 x 11.000 watt (33.000 watt) minimum power
Proper toiletries



EXISTING OUTLETS

2016

VETERAN
Surakarta

Jl. Veteran No.136
Gajahan, Kec. Ps. Kliwon

2019

WAHIDIN
Surakarta

Jl. Dr. Wahidin No. 15 A
Penumping, Laweyan

2020

KLATEN
Klaten

Jl. Pemuda No. 292
Mlinjon, Klaten

2021

UNS
Surakarta

Jl. Ir. Sutami No. 104
Pucangsawit, Jebres

PARANGTRITIS
Yogyakarta

Jl. Parangtritis No. 139
Brontokusuman, Mergangsan

DEMANGAN
Yogyakarta

Jl. Demangan Baru No. 18
Caturtunggal, Sleman

FAJAR INDAH
Surakarta

Jl. Laksda Adisucipto No.51
Jajar, Laweyan

2022

D.I. PANJAITAN
Semarang

Jl. D.I. Panjaitan No. 9A
Miroto, Semarang Tengah

SOLO BALAPAN
Surakarta

Jl. Hasanudin No. 129
Punggawan, Banjarsari

MAJAPAHIT
Semarang

Jl. Brigjen Sudiarto No.305
Gemah, Pedurungan

2023

SRAGEN
Sragen

Jl. Sukowati No.455, Dusun Kebayanan
Widodo 2, Nglorog

MEDAN
Sumatra Utara

Jl. Abdullah Lubis No.77,
Merdeka, Medan Baru

TAWANGMANGU
Karanganyar

Jl. Tembus Alternatif, Dawuhan,
Blumbang, Karanganyar

JEMURSARI
Surabaya

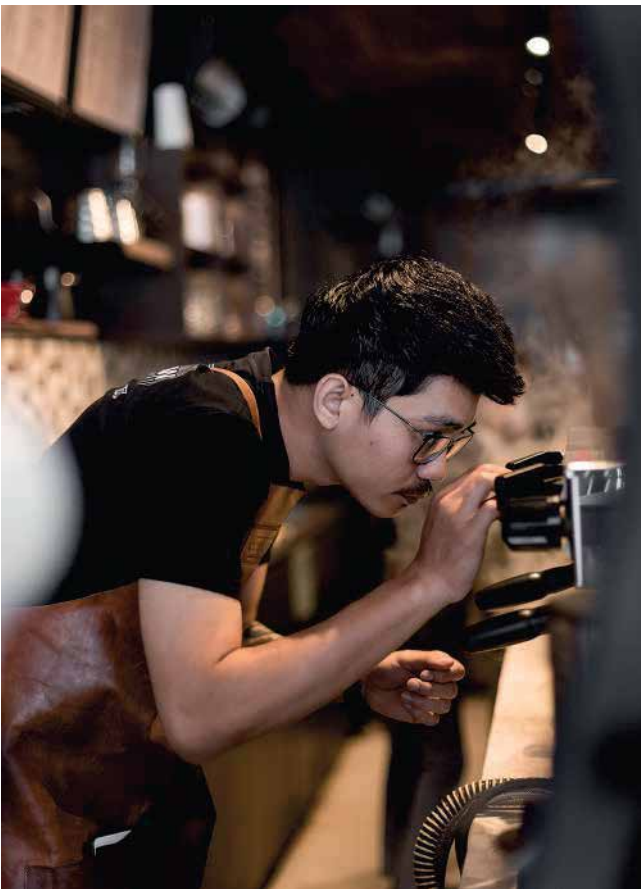
Jl. Raya Jemursari No.82,
Jemur Wonosari, Wonocolo

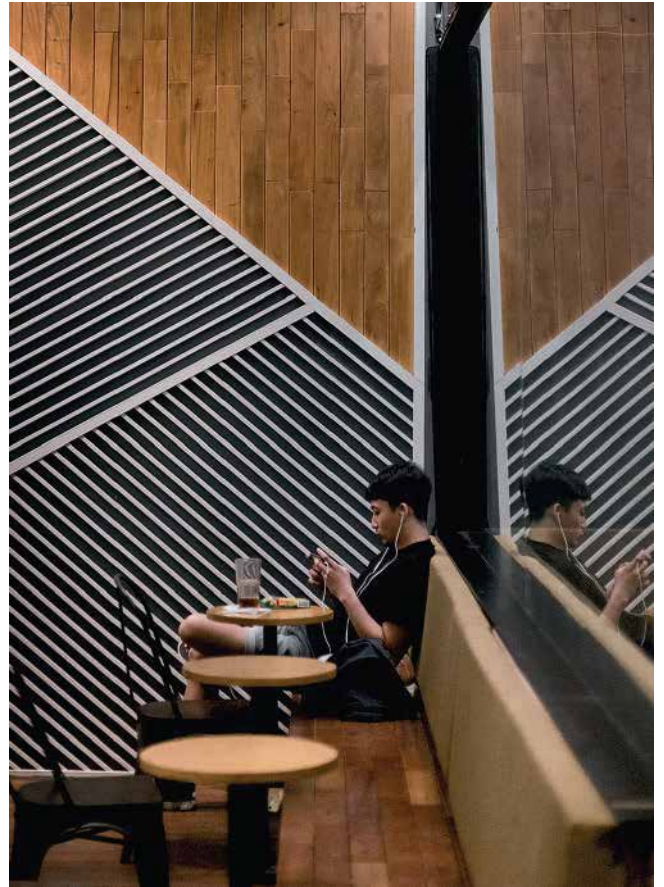
TINGKIR
Salatiga

Jl. Raya Salatiga-Solo A, RT.04/RW.04,
Cebongan, Argomulyo

VETERAN BRANCH

Jl. Veteran No.136
Gajahan, Pasar Kliwon
Surakarta, Central Java





WAHIDIN BRANCH

Jl. Dr. Wahidin No. 15 A
Penumping, Laweyan
Surakarta, Central Java





KLATEN BRANCH

Jl. Pemuda No. 292, Mlinjon
Klaten , Central Java





UNS BRANCH

Jl. Ir. Sutami no. 104
Pucangsawit, Kecamatan Jebres
Surakarta, Central Java





PARANGTRITIS BRANCH

Jl. Parangtritis no. 139
Brontokusuman, Kec. Mergangsan
Yogyakarta, Central Java





DEMANGAN BRANCH

Jl. Demangan Baru no. 18
Caturtunggal Kecamatan Sleman
Yogyakarta, Central Java





FAJAR INDAH BRANCH

Jl. Laksda Adi Sucipto no. 51
Jajar, Kec. Laweyan
Surakarta, Central Java





D.I. PANJAITAN BRANCH

Jl. D.I. Panjaitan No. 9A
Miroto, Kec. Semarang Tengah
Semarang, Central Java

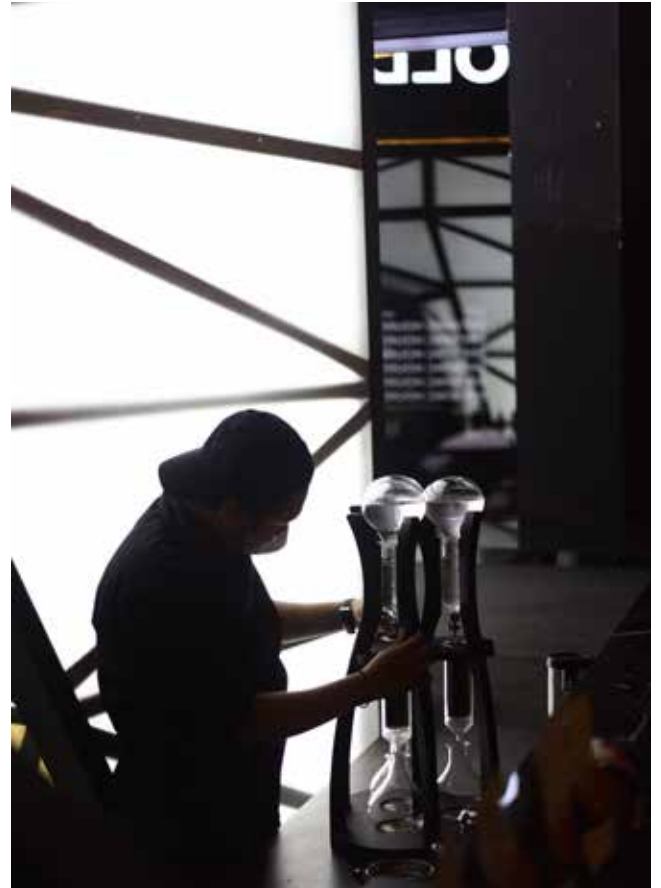




SOLO BALAPAN BRANCH

Jl. Hasanudin No. 129
Punggawan, Kec. Banjarsari
Surakarta, Central Java

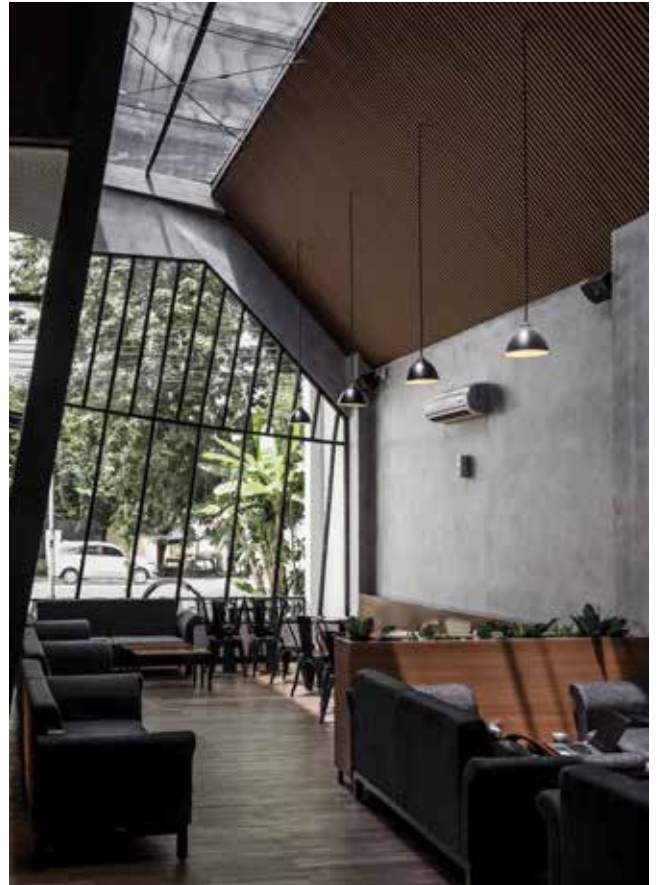




MAJAPAHIT BRANCH

Jl. Brigjen Sudiarto No.305
Gemah, Kec. Pedurungan
Semarang Central Java





SRAGEN BRANCH

Jl. Sukowati No.455
Dusun Kebayanan Widodo 2, Nglorog
Sragen, Central Java





MEDAN BRANCH

Jl. Abdullah Lubis No.77
Merdeka, Kec. Medan Baru
Medan, North Sumatra





TAWANGMANGU BRANCH

Jl. Tembus Alternatif, Dawuhan
Blumbang, Kec. Karanganyar
Tawangmangu, Central Java





JEMURSARI BRANCH

Jl. Raya Jemursari No.82
Jemur Wonosari, Kec. Wonocolo
Surabaya, East Java





TINGKIR BRANCH

Jl. Raya Salatiga-Solo
Cebongan, Kec. Argomulyo
Salatiga, Central Java





MORE OUTLETS SOON

Surabaya

Yogyakarta

Medan

Solo Baru

Palembang

Bali

Bandung

Purwokerto

...

Jakarta

Madiun



OUR ADVANTAGES

OUR ADVANTAGES

- 01 Product Quality**
Using best quality of coffee beans
- 02 Proper Place and Facilities**
fascinating interior design and a cozy place for the customers
- 03 Reasonable Price**
affordable price for good quality beans
- 04 Friendly Service**
We always give the best and warm service for customers
- 05 Private Roasting**
Exclusive roasting process to keep the best quality of our product
- 06 International Standard Machine**
Using international standard machinery to make a good taste of coffee



INVESTMENT & FINANCIAL PROJECTION



INVESTMENT

Investment
IDR 2.500.000.000*

Franchise Fee
IDR 350.000.000 for 5 years

Bar Equipment + Raw Material
IDR 450.000.000

Building Renovation
IDR 1.600.000.000*

**Indoor: IDR 3.000.000 / meter
Outdoor: IDR 1.000.000 / meter*

Electric Generator
IDR 100.000.000

**location rent excluded, around 500m2*

PROFIT & LOSS PROJECTION

ITEM	LOW	MID	HIGH
Sales	IDR 300.000.000	IDR 400.000.000	IDR 500.000.000
NETT PROFIT	IDR 93.000.000	IDR 140.000.000	IDR 200.000.000
Investment Assumption	IDR 2.500.000.000	IDR 2.500.000.000	IDR 2.500.000.000
BEP (months)	27	18	13

*PROFIT & LOSS FORECAST

HOW TO JOIN US

- 01** Location submission by partner
- 02** Franchise fee payment
- 03** Location Survey dan Approval
- 04** Partnership cooperation contract
- 05** Settlement
- 06** **3 Months Preparation**
3D Render image, Renovation, Recruitment, tools & equipment shopping
- 07** Staff Training
- 08** Opening Day



BE A PART OF US [®]

COLD 'N BREW BUSSINES DEVELOPMENT

coldnbrew.bd@gmail.com | 0821 1697 7688

COLD 'N BREW

| PT. Cemerlang Nusantara Bersama

| Est. 2016

Jl. Veteran No. 136, Gajahan
Kec. Ps. Kliwon, Surakarta
Jawa Tengah - 57156

**COLD 'N
BREW** [®]