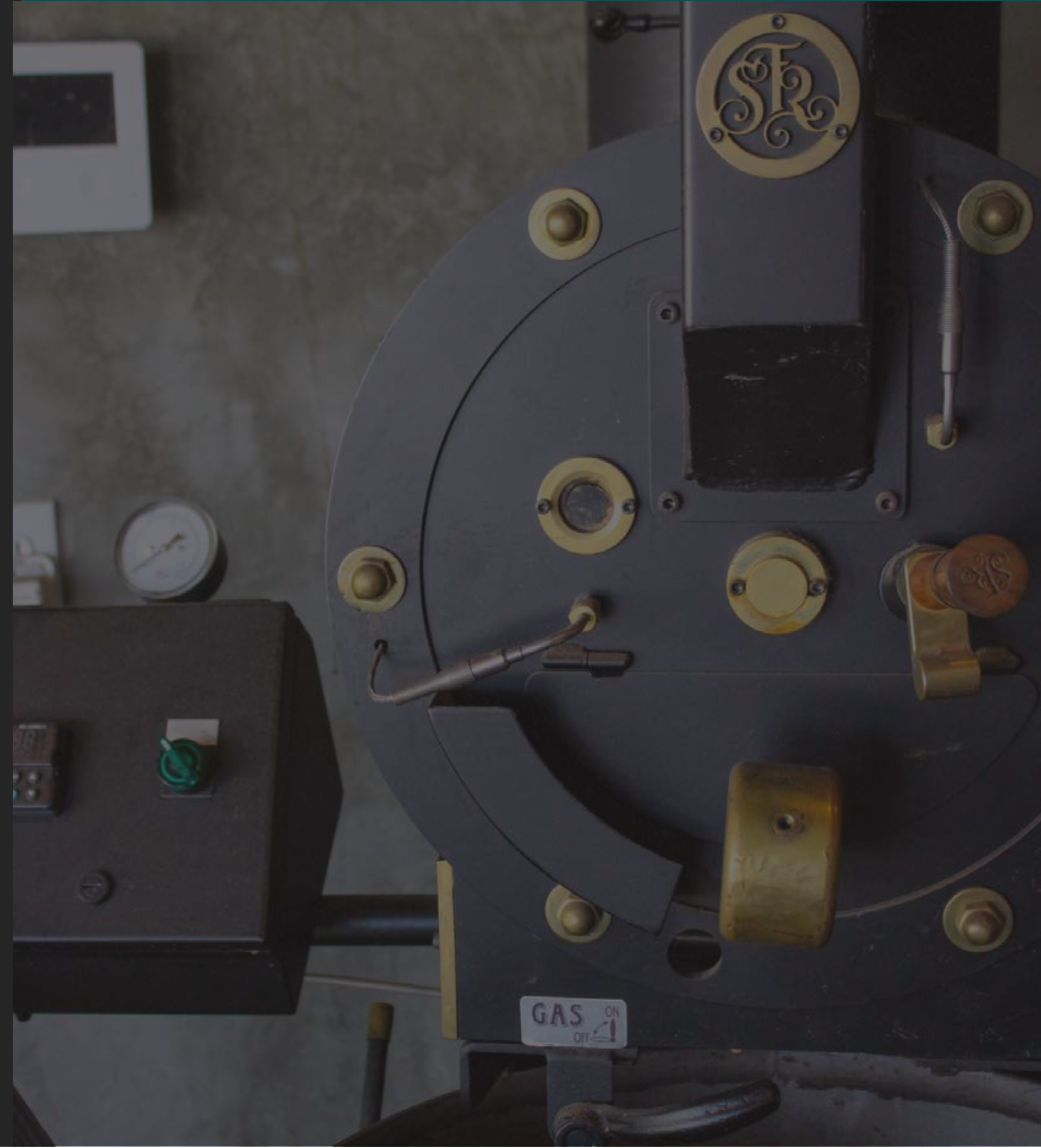




LUCE AVENUE COFFEE ROASTERS

Through humble dedication to coffee excellence,
we strive to foster the specialty coffee culture in our community.





Welcome

Founded in November 2017, Luce Avenue Coffee Roasters is committed to excellent customer service provided by passionate and creative coffee enthusiasts as well as premium roasted specialty coffees.

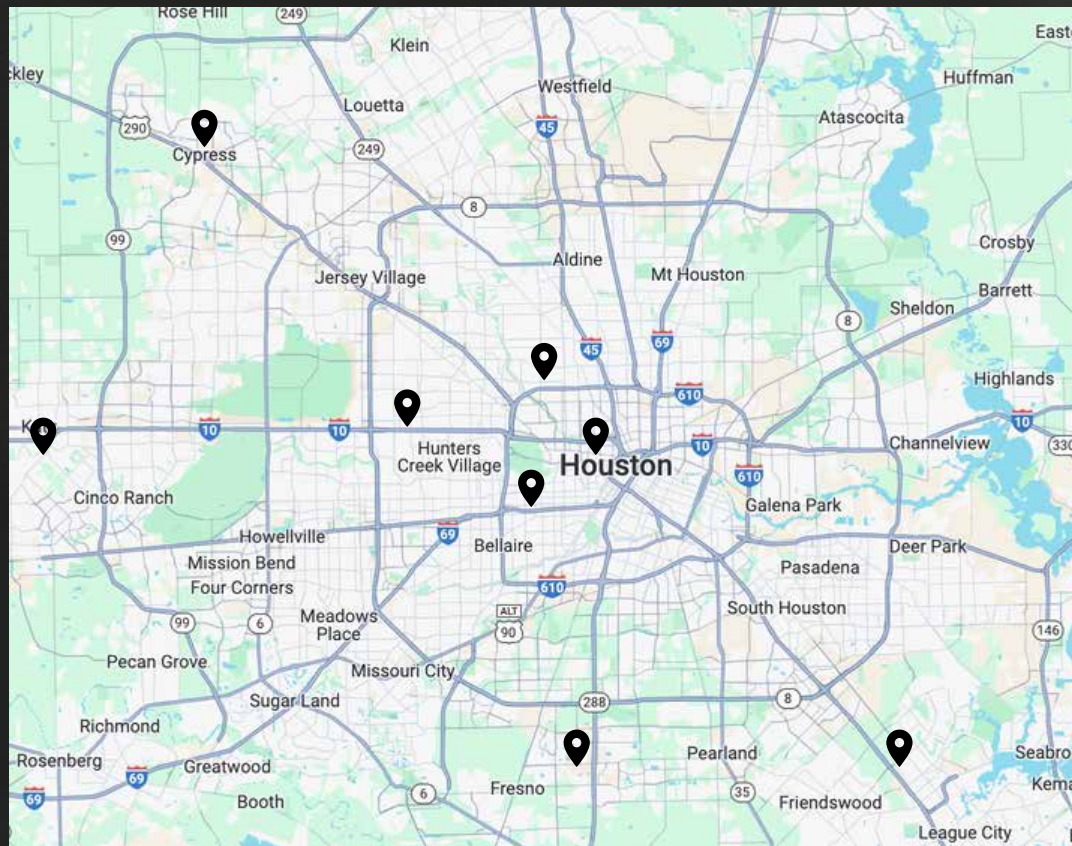
Our beverages are perfectly balanced by our CQI certified Q graders and our baristas have extensive knowledge of the menu to be able to listen and respond to our guests.





Welcome

Growing not only as a business but as coffee professionals, Luce Avenue Coffee Roasters strives to elevate the field of speciality coffee by crafting each drink with passion and precision.



As of today, Luce Avenue Coffee Roasters proudly operates in Houston, Cypress, Pearland, and the Heights —with plans underway to expand our footprint to serve additional communities across the region.

By 2026, Luce Avenue Coffee Roaster's will launch one of the largest roasting facilities in Houston, further strengthening our commitment to quality and growth in the specialty coffee industry.



What Sets Us Apart

Vision

"to elevate the field of specialty coffee by crafting each drink with passion and precision."

Strengths

Authorized SCA Trainers
education

Support System

Q grader

On-site pre-opening and opening supervision and assistance

Excellent customer service with 40% of customers returning

Products

Beans roasted in-house

Specialty Coffee Beverages

Cup of Excellence



Franchise With Us

Specialty coffee sales are increasing by 20% per year and account for nearly 8% of the 18 billion dollar U.S. coffee market.

sourced from <https://www.e-importz.com/coffee-statistics.php>

In 2025, the average American is expected to spend approximately \$325 per person on coffee.

Sourced from <https://www.coffeedasher.com/coffee-consumption-statistics/>

In 2025, it is expected that 21% of coffee sold will be in out-of-home venues.

sourced from <https://www.statista.com/outlook/cmo/hot-drinks/coffee/worldwide>

By 2030, Luce Avenue Coffee Roasters expects to expand to multiple different cities and states to open more than 50 locations.



Franchise With Us

Average Sales: Annual Increase 5-15%

Labor Cost: 15% of gross sales

Franchise fee: \$30,000

Estimated start-up costs: Approx. \$175,000-\$412,000

Royalty: 6%

Marketing: 2%

Retail space must be approximately 900-2,000 sqft, located in an in-line or end-cap site of a retail shopping center, in high traffic urban and suburban areas with a great daytime population.



Franchise Process

These steps to be completed in approximately one months time

Application

Contact us to submit an application, business plan, initial site selection, and provide financial plan

Interview & Evaluation

Once the application and business plan is approved, we will contact you to provide and review our Franchise Disclosure Document.

Review

Revise business plan, review FDD, conduct any due diligence.

Executive Agreement

If all criteria are met, you will receive a franchise and sign an ADA or FA!



Franchise Process

These steps to be completed in approximately 6-10 months time

Grand Opening

Finalize lease and construction
Complete team member training
Advertise!
Store opening!

Training

Our ASTs will offer training on general coffee knowledge, barista skills, and operations for up to 2 persons. Any additional training is offered for a separate fee.

Certifications must be completed at least 30 days prior to Grand Opening.



Contact Info

Apply on our website
lucecoffeeasters.com

For any additional information, contact
us at:

Hong Luu
Assistant of Administration
info@lucecoffeeasters.com