

Franchising...
A rainbow of opportunity

Yes, dreams can come true! Now, an enjoyable business in the Hawaiian sun can be yours as a **Hawaii's Java Kai** franchisee. A growing number of Americans are turning to franchising to realize their dreams of independence and career fulfillment.

What is franchising?

It's a way of being your own boss. In franchising, you're in business for yourself, but you're never by yourself. As a Hawaii's Java Kai franchisee, you can be a part of our great tradition of superb coffees, delicious foods and charming gifts, provided in a fun, family atmosphere that reflects the charm and "aloha" spirit of our beloved Hawaii.



Owners Brent and Jennifer Hickman

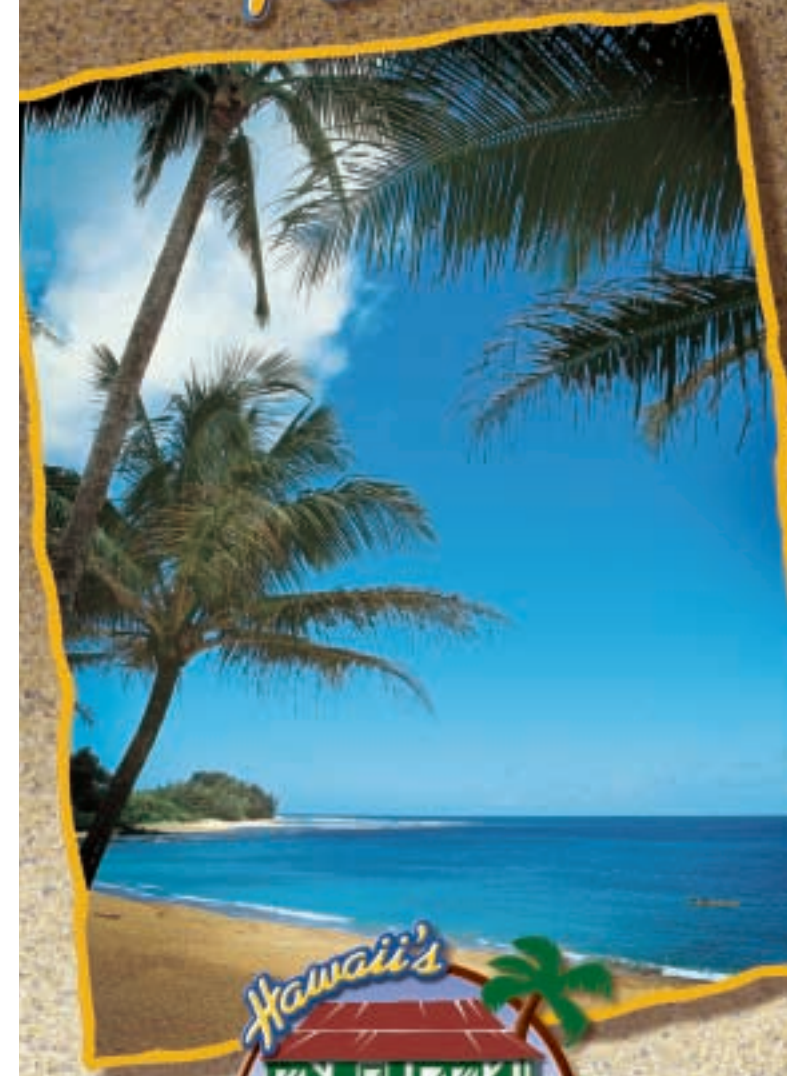


PLACE
STAMP
HERE

**Hawaii's
Java Kai**
Coffee by the Sea
2955 Aukele St. #C
Lihue, HI 96766

**Hawaii's
Java Kai**
Coffee by the Sea
2955 Aukele St. #C
Lihue, HI 96766

*Taste A Great
Opportunity from...
Paradise*



*What's one of the best things about paradise?
It's a heavenly cup of coffee at...*



Aloha!

We are Jennifer and Brent Hickman, a husband and wife entrepreneurial team... and the proud owners of **Hawaii's Java Kai**, a popular coffee restaurant on the beautiful Hawaiian island of Kauai.

A few years ago, we decided dreams really do come true if you have the will to make them happen. We opened our first coffee restaurant in a charming 1920s plantation building on Kauai, just a few short blocks from picturesque Hanalei Bay. ("Kai" in Hawaiian means "by the sea" and "java," of course, is another name for coffee – thus the origin of our name.) Customers loved our superb coffees, delicious pastries, scrumptious breakfast items and charming gifts – as well as our efficient, friendly, "aloha" service. Our business grew rapidly.

Today, we now have many beautiful unique locations in Hawaii. Due to our growth – and the excellent growth potential in the specialty coffee industry – we are expanding our operations. And we warmly invite you to join us as a **Hawaii's Java Kai** restaurant franchisee!

If you're seeking a career that offers out-standing growth potential, personal satisfaction and fun... if you'd love a charming restaurant business where you would serve customers some of the world's most delicious coffees, **Hawaii's Java Kai** just might be the timely opportunity you've been looking for.



Systems of support

We're eager to have you join us as a **Hawaii's Java Kai** franchisee. In return for your investment, you'll share in all of our recipes, insights and expertise. You'll enjoy a comprehensive training program covering inventory management and ordering, accounting, marketing and advertising, employee hiring and training, as well as intensive instruction in the practical "front-of-store" operations for beverage and light food preparation. And you'll learn the techniques and the appreciation of "all things coffee" – brewing, custom roasting, aroma, body and charm of one of the world's most enduring, popular beverages. Best of all, it doesn't stop there. Our instructional assistance is ongoing. You can count on us for support, both today and tomorrow.



An industry with energy

The coffee retailing industry is relatively new. But its track record is an impressive one. According to Specialty Coffee Retailer magazine, from the period 1995 to 1999, average store sizes have increased. More importantly, sales have increased as well. Yes, coffee is a trusted pick-me-up for customer and retailer alike!

*Taste the FUN!
Interested? It's time to get brewin!*

We'd be delighted to furnish you with more information on this exciting franchise opportunity. Just complete and return the attached reply card, or contact us at **888-452-8244** or **www.tastethefun.com** for a speedy reply.

Taste the fun... TODAY!

Mahalo!



Name _____

Address _____

City _____ State _____ Zip _____

Day phone _____ Evening phone _____

Fax _____ E-mail _____

Yes!

I'm interested in learning more about the Hawaii's Java Kai franchise opportunity. Please contact me as soon as possible!
(Please fill out this form using a ball point pen, detach and mail to the address show)