

Saxbys Coffee®, LLC
401 Parkway Drive
Broomall, PA 19008



Office 484.472.6100
Fax 610.356.4868
www.SaxbysCoffee.com

Saxbys acquired by MVP Capital

Philadelphia, PA

Saxbys Coffee, 2012 “One to Watch” according to QSR Magazine, is prepared for vigorous franchise growth following its recent acquisition by Radnor, PA based MVP Capital.

“Saxbys is a really exciting opportunity, the brand has achieved great consumer loyalty in a short time, combined with strong until level economics we believe Saxbys has unlimited growth potential” “Nick and his team have done a great job developing the Saxbys brand” said Paul Friel CEO of the new management team at Saxbys Coffee LLC

In addition to Co-Founder Nick Bayer and the core Saxbys team, the company is able to combine forces with the new team members that have deep experience in retail and franchising. “We look forward to working with Nick Bayer and the Saxbys team to further develop the franchise program, we believe Saxbys is a great investment for multi unit franchisees and shows strong growth potential” said Saxbys board member Rocco Fiorentino, also an International Franchise Association board member with a variety of executive retail experience with Manhattan Bagel, Krispy Kreme and Swiss Farm Stores.

Fueled by the resources and expertise of its new ownership, Saxbys is poised to add 100 units in the next 3 years. “What attracted us to Saxbys was the devout following of its customers, the great franchisee base and the exceptional opportunity for growth,” said Ryan Northington, Partner at MVP Capital.

“Since the day we opened our first Saxbys, there’s always been tremendous interest from consumers and prospective franchisees,” said Nick Bayer, Co-Founder “Now with the additional resources, experience and support provided by MVP Capital, we feel strongly that everything is in place for Saxbys to grow aggressively.”

Company management says recent brand initiatives, such as the promotion of the award-winning Saxbys Fro-Yo (frozen yogurt) program, introduction of all natural fresh fruit smoothies and a made to order breakfast sandwich program have further strengthened both franchisee performance, but also Saxbys’ marketplace potential.

Consistently named “Best Coffee” and “Best Coffeehouse” in the 30 communities it serves, Saxbys enjoys a strong presence in Philadelphia, Washington D.C., Southern Ohio and Dallas markets, as well as throughout college campuses. Known for high quality coffee, specialty drinks, all natural Saxbys Fro-Yo and fresh fruit smoothies, Saxbys diverse product menu is

MORE VARIETY

BETTER TASTE

THE WAY COFFEE SHOULD BE

complemented by unwavering customer service and contemporary cafes that are designed uniquely for the neighborhoods they serve.