

# 眞 MANABE 鍋 珈琲館



Yuyuan Manabe Café and the second storey into a training centre. There are now more than 100 franchise shops in Shanghai, with 40 other branches in cities including Beijing, Tianjin, Dalian, Hangzhou, Chengdu, Ningbo, Jinhua, Yiwu, Taiyuan, Changsha, Nanning, Nantong, Shijiazhuang, Nanjing, Chongqing, Xiamen and Jinan.

## ACHIEVEMENTS

Manabe's coffee beans are carefully selected from around the world. They go through a unique and rigorous roasting process before being carefully brewed and served to customers, who may enjoy their coffee in a lively environment.

Judging from the inflow of customers, it is apparent that Manabe's exceptional coffee and refined café culture have earned the trust of java drinkers.

level of society in the coffee market through its refined coffee culture.

## THE PRODUCT

All the beans used in Manabe Cafés are personally selected and purchased from around the world by company president Mr Manabe. The premium quality beans from Brazil, Columbia and other places are roasted only at the Manabe factory to ensure quality. In order to guarantee proper roasting, the factory only uses charcoal from a type of oak tree found deep in the mountains of Kishu in Japan. This charcoal produces a powerful and long-lasting flame that brings out the full flavour of the beans without leaving a burnt taste, thus ensuring high quality.

For certain types of beans, Manabe offers both Japanese and Italian style coffee. Japanese coffee emphasises the manual brewing process through percolation to bring out a fresh, clear coffee flavour. Italian coffee, on the other hand, uses specialised machines to produce strong espresso that can be topped with milk and froth to release an alluring creamy coffee aroma.

In addition to coffee, Manabe serves a variety of food so that customers can savour a meal or snack while enjoying their coffee. The menu includes healthy breakfasts, ready made sandwiches, delicious pastries and exquisite set meals. Great care is revealed in every coffee and meal served at the café.

## RECENT DEVELOPMENTS

Manabe Cafés always seem full when you peer through the glass windows of any one of its

## THE MARKET

Since its establishment in Japan in 1970 by Mr Kunio Manabe, the son of a successful Hokkaido businessman, Manabe has become the largest café chain in Japan, rapidly expanding to become a symbol of coffee culture.

In 1992, Manabe Café officially entered the Taiwan market, bringing life to the Taiwanese café

scene with its refined coffee culture. There are now more than 80 Manabe Cafés in Taiwan, with even more on the rise, making it one of the region's largest and most complete café chains.

In September 1997, Manabe Café set up its China headquarters in Shanghai, creating an unforgettable brand image with its sincere, professional and positive culture and service, as embodied by its motto, "A coffee cup of sincerity". Due to its rapid expansion and business needs, on August 8, 2002 the company moved to a seven-storey building at 1037 Yuyuan Street in Shanghai. The first storey was turned into a

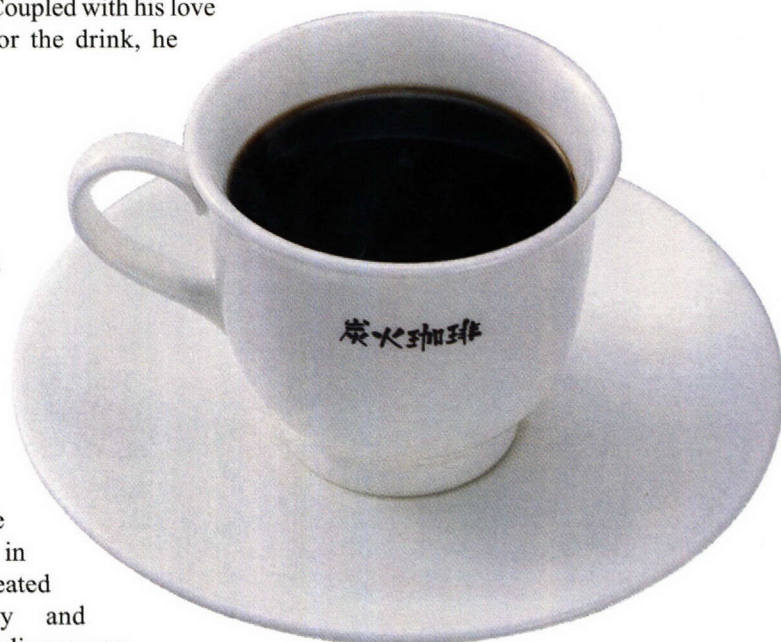


## HISTORY

In 1970s Japan, Mr Manabe accumulated a vast knowledge of coffee through roasting coffee beans. Coupled with his love for the drink, he

decided to cultivate a "coffee culture" in Japan and started Manabe Café.

Now, there are over 500 Manabe Cafés in Japan and more than 80 franchise outlets in Taiwan, a symbol of Asian coffee culture. Since entering the China market in 1998, Manabe Café has created an image of sincerity and professionalism, hoping to enliven a new







branches along the busy streets of Shanghai. Drinking coffee is no longer a leisure affair or an activity exclusively for the white collar set. It is increasingly becoming a lifestyle for Chinese from all walks of life.

Cultural attraction is the charm of the market. With its coffee culture, Manabe has managed to stand out in the coffee market. It is flooding the country with the aroma of coffee and a sincere and elegant atmosphere. Manabe is now the most popular café with the best prospects in the country.

### PROMOTION

Manabe is a café chain that is largely Japanese in style, promoting its idea of "A coffee cup of sincerity". The café gives one a feeling of comfort and youthful vibrancy, of being a place full of the brand's unique coffee culture. Its oval shaped logo is derived from the letter C in the word "coffee", while the curve in the oval is meant to resemble an illustration of coffee with milk,

representing the "interaction" between the café and its customers. Green is used to evoke the green of coffee plantations, convey the idea of benefiting from the earth and emphasising nature, cleanness, brightness and gracefulness.

Those interested in investing in the chain are provided with assistance in setting up the franchise company, the shop, training, human resources, operation and marketing help, merchandising plan, purchasing and logistics, promotional material and analysis among other things.

There are three Manabe marketing principles: spreading the coffee culture by introducing the authentic culture of coffee; popularizing coffee; aiming for long-term business continuity. Its cafés use the Arabica coffee bean, brought in

only after being sampled by a taster. They are roasted with Japan's best long-burning charcoal, which adds a light woody aroma to the coffee flavour, and brewed using unbleached filters before being served in imported Wedgwood bone china. Customers at Manabe Café are first served with a glass of ice water to clear their palette before they enjoy a cup of good coffee. From bean type, selection, roasting, grinding, brewing, selection of tea ware to even the service offered, the entire process is a result of an accumulation

of experience and experimentation to create a distinct culture of coffee. This is the unique thing about Manabe know-how.

When it comes to service, the success of the shop depends largely on its "members". With an aim to "nurture talent", the company has a comprehensive training plan which covers recruitment and the training of new employees and existing employees. The constant introduction of value added product, the open, comfortable and casual café environment together with its professional and sincere service have won support and recognition of the consumers.

### BRAND VALUES

Manabe, founded by Mr Kunio Manabe, one of the four great coffee graders in the world, is an internationally known brand.

Manually brewing its coffee through percolation, the café chain has won consumer recognition with its elegance and affordability.

Manabe Café provides full waiter service with five-star dining service, aiming to achieve total customer satisfaction.

Its target market is the white-collar community, which has a taste for high quality and high value. For those who want to enjoy premium coffee, Manabe Café is the choice.



### THINGS YOU DIDN'T KNOW ABOUT MANABE

- Every cup of Manabe coffee is served in English Wedgwood, Japanese Noritake and other famous imported bone china ware
- The founder of Manabe Café, Mr Kunio Manabe, is one of the four great coffee graders in the world