



TQSR Group acquires Coffeeshop Company®

Vienna / NEUSIEDL, 01.02.2021: The Austrian quick-service restaurant provider TQSR Group strategically expanded its brand portfolio with the acquisition of Coffeeshop Company®. TQSR Group has been the master franchisee of BURGER KING® in Austria since 2015 and currently operates 26 of Austria's 54 BURGER KING® stores. The addition of the established Austrian coffee shop chain, which operates domestically and internationally, follows TQSR Group's acquisition of the well-known Austrian food brand Rosenberger® in April 2019

Coffeeshop Company® – Home in Vienna

Coffeeshop Company®, originally owned by the Schärf family, was founded in 1999 with a store in downtown Vienna. With more than 160 stores (10 in Austria), it is one of the largest coffee shop chains in the world.

Coffeeshop Company® provides a premium coffee experience in a cosy atmosphere. The internationally successful franchise system combines traditional Viennese coffee culture with the modern "coffee to go" trend. Its mission statement is "Home in Vienna," driven by its Viennese roots. The beverage selection meets every customer's taste with high-quality coffee drinks, premium hot chocolate, an assortment of teas (including iced tea), smoothies, shakes and organic lemonades. Customers have enjoyed the premium coffee quality and friendly service for more than two decades.

Over the past few years, Marco Schärf has expanded and improved the Coffeeshop Company® brand both domestically and internationally. But according to Mr. Schärf, it is time to pass the company on to TQSR Group to enable future development of the brand. "With its in-depth experience in the restaurant industry, TQSR was our preferred partner for the acquisition", Mr. Schärf noted.

Marco Schärf and the Traditional Brand Schärf®

Mr. Schärf will stay with the Coffeeshop Company® in an advisory capacity in addition to focusing on Schärf & Sons GmbH (a family-owned company of which he is a shareholder). In this capacity, he will use his experience to expand and develop the traditional brand Schärf® and work on complex matters revolving around coffee and coffee stores. Additionally, Mr. Schärf advises coffee chains with an international focus.

Acquisition by TQSR Group

The acquisition will close at the beginning of February with both company-operated stores and the international franchising business being transferred to the TQSR Group.

The due diligence process during Q4 2020 has been conducted quickly and efficiently. Hartmut Graf, CEO of the TQSR Group, stated: "I want to thank Marco Schärf and his team for the frictionless transitional process." No disclosures were made regarding the purchase price. Going forward, the Coffeeshop Company®, together with BURGER KING® and Rosenberger®, will be operated from TQSR's headquarter in the Vienna Twin Towers.

Expansion in Austria and World Wide

With the acquisition of the brand and related franchise rights, new opportunities will arise for TQSR.

Mr. Graf noted that: "With Coffeeshop Company®, we are acquiring a profitable and modern coffee shop concept that will be modernized in a targeted manner, especially with respect to digitalization and expansion in Austria and internationally." Most employees of the company have been retained and additional jobs will be created in the course of the expansion.

Coffeeshop Company® will also play an important role in connection with the new multi-brand highway restaurant concept Rosehill Foodpark®. "Coffeeshop Company's® high-quality and diverse coffee assortment is the ideal supplement to our existing brands BURGER KING® and Rosenberger®", Mr. Graf explained. All Rosenberger locations will be converted into Rosehill Foodpark® by 2024, each of them including a Coffeeshop Company® unit.

Besides Rosehill Foodpark®, TQSR plans to build five to ten new Coffeeshop Company® locations annually in Austria.