Welcome
to Amberdo!

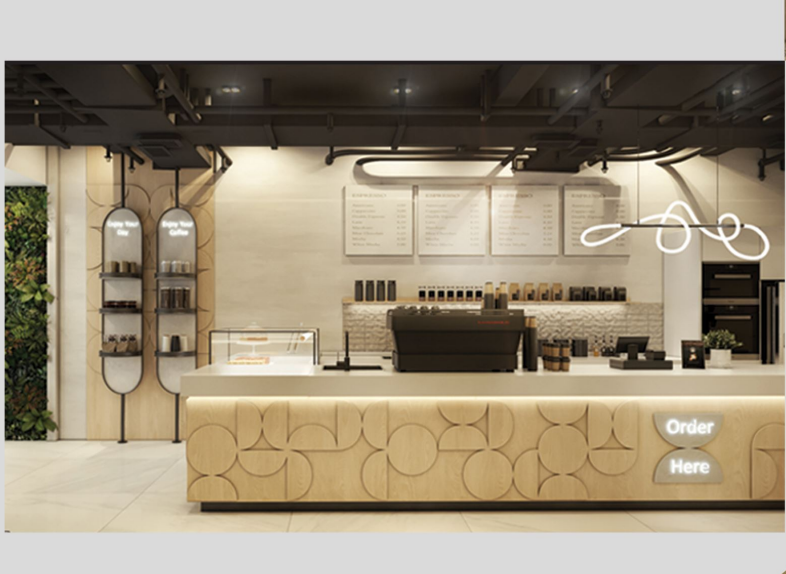
The Foundation of Our Operations

At Amberdo Café, serving customers is not just a duty it is the essence and heartbeat of our activities. Customers may forget what they ordered, but they will never forget how they were treated or how valued they felt.

Warm, consistent service with genuine care creates a lasting impression and builds customer loyalty. Every interaction with a guest is an opportunity to make a positive impact and enhance the café's reputation.

About Us

Our menu has been carefully curated based on three criteria: simplicity, seasonality, and high quality. Each item is selected with customer demand, operational feasibility, and a commitment to using fresh, local ingredients in mind.



We believe great taste starts with great choices. Our aim is to offer options that satisfy customers while keeping behind-the-counter work simple and efficient.

About the Founders

Amberdo Café & Bakery was founded by **Mozhdeh Shekarisaz** and **Ahmad Ayoubipour,** two individuals with backgrounds in business management and a shared interest in creating a warm and welcoming space to enjoy high-quality drinks and desserts. The idea for Amberdo emerged from their personal experiences and a desire to offer something different a place where quality, calm, and human connection take priority.

From the very beginning, their focus has been on gradual growth, maintaining high standards, and creating opportunities for others interested in this field. Today, Amberdo is the result of a collective team effort, growing with their guidance and support.

Our Mission

Our main objective is to provide flawless service that makes every guest feel welcome and valued. Whether it's their first or hundredth visit, we strive to exceed expectations with kindness, efficiency, and genuine attention. We aim to turn every visit into a memorable experience that encourages them to return.

Our Vision

Our vision is to become one of Canada's most beloved cafés a place where people come together to create unforgettable moments with those they care about. We are constantly exploring new ways to bring fresh, inspiring experiences to your table.

Our Values

At "Amberdo," we adhere to several core principles that reflect in everything we do from the products we create to the service we provide:

- **High Quality:** We strive daily to offer the best products with the highest quality. Fresh, natural ingredients are our top priority.
- **Innovation:** We're always on the lookout for new flavors and experiences to share with you. At "Amberdo," we never stop exploring creative ideas and innovative concepts.
- **Warm Atmosphere:** Creating a welcoming and comfortable space is at the heart of what we do. We want you to feel at ease and enjoy every moment with your loved ones.
- **Social Responsibility:** We care deeply about the environment. From choosing ingredients to packaging and service, sustainability and minimizing our environmental impact are always at the forefront of our decisions.

Our Services

- **Cafe:**
At "Amberdo," you can enjoy a wide variety of hot and cold beverages. From handcrafted, specialty coffees to delicious teas and refreshing smoothies, everything is made with care and the finest ingredients.
- **Special Services:**
We offer online delivery, so you can have your favorite products delivered wherever and whenever you want. Additionally, we provide special discounts and seasonal offers, ensuring you always have a reason to enjoy our unique flavors.
- **Cafe Atmosphere:**
The ambiance at "Amberdo" is calm and inviting. It's the perfect place to relax, read, or even get some work done. The beautiful decor and soothing music make the environment even more enjoyable.

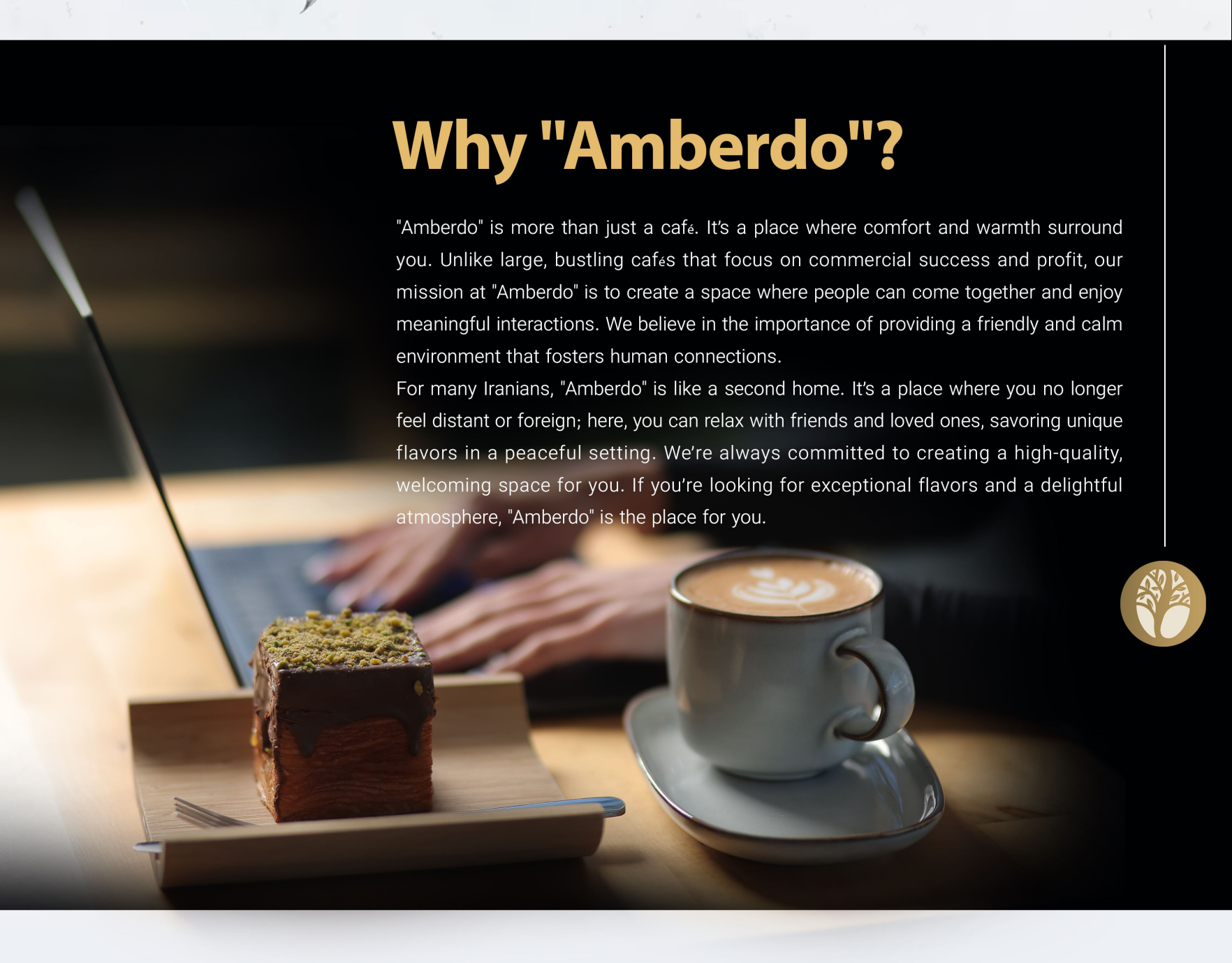
Our Menu

- **Handcrafted Coffees:**
Specialty coffees made from the finest beans, offering unique flavors. From espresso to lattes and mochas, each cup is prepared with precision and expertise.

- **Teas and Herbal Infusions:**
Fresh teas and herbal infusions with distinct flavors, perfect for those moments of relaxation.

- **Shakes and Smoothies:**
Fruit shakes and fresh smoothies that give you energy, ideal for any time of year.

- **Desserts and Cakes:**
Delicious and unique cakes and desserts that can perfectly complement your experience at "Amberdo" café.



Why "Amberdo"?

"Amberdo" is more than just a café. It's a place where comfort and warmth surround you. Unlike large, bustling cafés that focus on commercial success and profit, our mission at "Amberdo" is to create a space where people can come together and enjoy meaningful interactions. We believe in the importance of providing a friendly and calm environment that fosters human connections.

For many Iranians, "Amberdo" is like a second home. It's a place where you no longer feel distant or foreign; here, you can relax with friends and loved ones, savoring unique flavors in a peaceful setting. We're always committed to creating a high-quality, welcoming space for you. If you're looking for exceptional flavors and a delightful atmosphere, "Amberdo" is the place for you.

Our Achievements

In a short period, "Amberdo" has managed to capture the attention of many customers and become a beloved brand. Our constant effort has been to provide you with the best services and offer an unparalleled café and bakery experience. These successes are the result of the hard work and dedication of the "Amberdo" team.

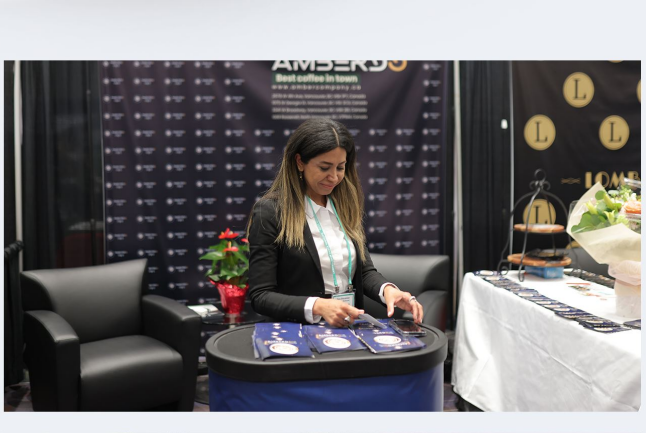
Amberdo Café at the 2024 Vancouver Franchise Expo

We are proud to announce that Amberdo Café & Bakery participated in the 2024 Vancouver Franchise Expo, one of Canada's premier events for franchise development and business networking.

Our presence at this prestigious event allowed us to introduce the Amberdo brand to a broader audience of aspiring entrepreneurs, investors, and industry professionals. We showcased our unique concept, commitment to quality, and franchise opportunities across British Columbia and beyond.

Visitors had the chance to experience our signature drinks and desserts, learn about our business model, and explore how to become part of the Amberdo family through franchising.

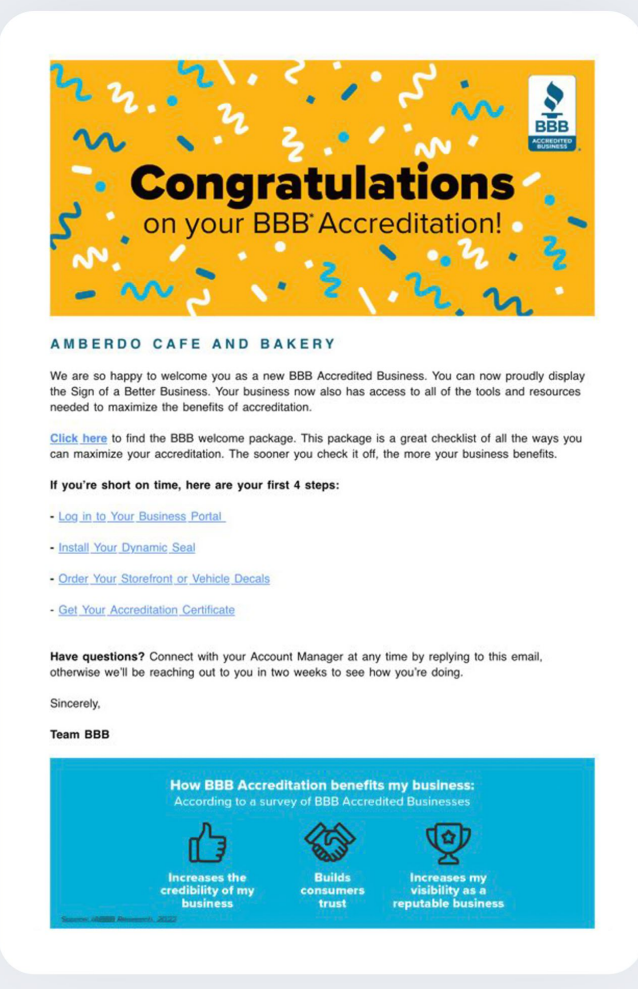
We extend our sincere thanks to everyone who visited our booth and expressed interest in growing with us. The Expo was an exciting step in our expansion journey, and we look forward to welcoming new partners who share our vision of building warm, community-focused café spaces across Canada.



ACCREDITED BUSINESS BBB

BBB Accredited

Amberdo Café & Bakery is now proudly accredited by the Better Business Bureau (BBB), a recognition that reflects our dedication to integrity, transparency, and customer trust. This milestone not only highlights our mission to serve exceptional coffee, pastries, and treats, but also reinforces our role as a reputable business in Vancouver's Kitsilano community.



Congratulations on your BBB® Accreditation!

AMBERDO CAFE AND BAKERY

We are so happy to welcome you as a new BBB Accredited Business. You can now proudly display the Sign of a Better Business. Your business now also has access to all of the tools and resources needed to maximize the benefits of accreditation.

Click here to find the BBB welcome package. This package is a great checklist of all the ways you can maximize your accreditation. The sooner you check it off, the more your business benefits.

If you're short on time, here are your first 4 steps:

- Log in to Your Business Portal
- Install Your Dynamic Seal
- Order Your Storefront or Vehicle Decals
- Get Your Accreditation Certificate

Have questions? Connect with your Account Manager at any time by replying to this email, otherwise we'll be reaching out to you in two weeks to see how you're doing.

Sincerely,

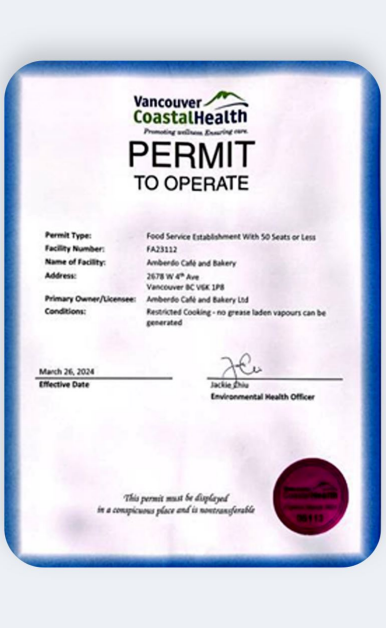
Team BBB

How BBB Accreditation benefits my business:
According to a survey of BBB Accredited Businesses

Increases the credibility of my business
Builds consumers trust
Increases my visibility as a reputable business

Health & Licensing

- **Health Permit:** Fully licensed under Vancouver Coastal Health, compliant with all restaurant and food service regulations.
- **Business License:** Active City of Vancouver license renewed for 2025.
- **Company Registration:** Amberdo Café and Bakery Ltd. incorporated in British Columbia since April 3, 2023.



Vancouver CoastalHealth

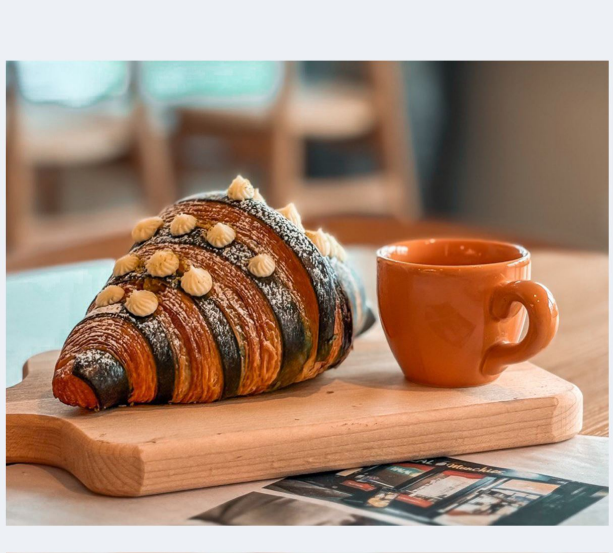
PERMIT
TO OPERATE

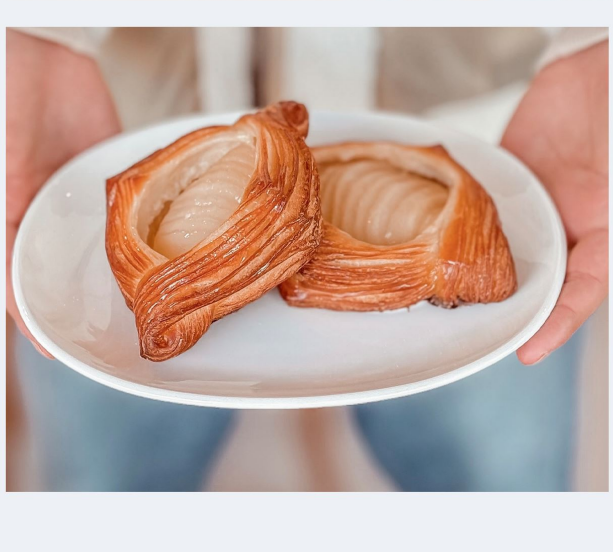
Permit Type:	Food Service Establishment With 50 Seats or Less
Facility Number:	FA23112
Name of Facility:	Amberdo Cafe and Bakery
Address:	2678 W 4th Ave Vancouver BC V6K 1PK
Primary Owner/Licensee:	Amberdo Cafe and Bakery Ltd
Conditions:	Restricted Cooking - no grease laden vapours can be generated

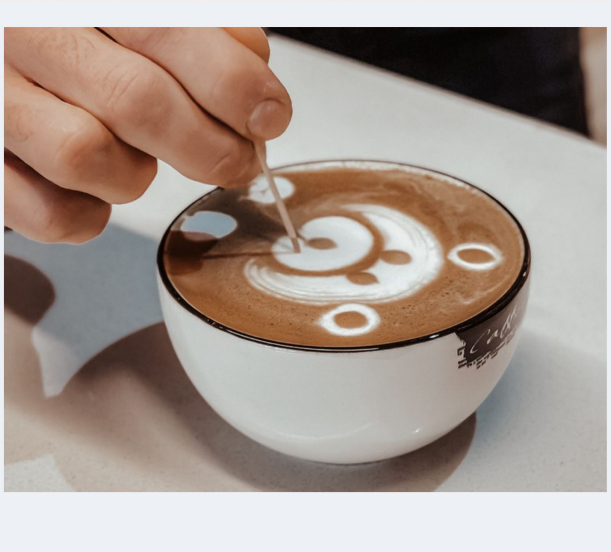
March 26, 2024
Effective Date

Environmental Health Officer

This permit must be displayed in a conspicuous place and is non-transferable

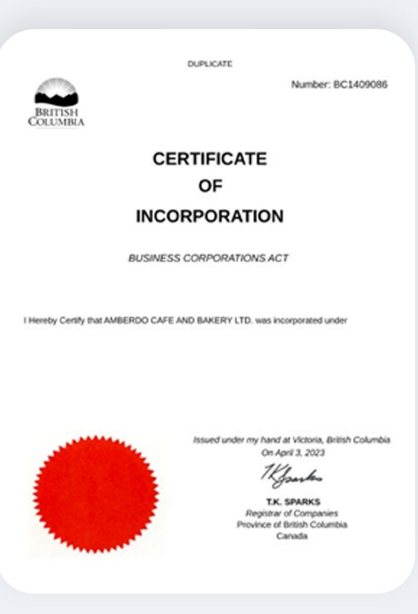






Company Registration Certificate

Amberdo Café and Bakery proudly announces that the company AMBERDO CAFE AND BAKERY LTD. was officially registered on April 3, 2023. This registration certificate confirms the establishment of our company in the province of British Columbia, Canada



DUPLICATE

Number: BC1409086

BRITISH COLUMBIA

CERTIFICATE
OF
INCORPORATION

BUSINESS CORPORATIONS ACT

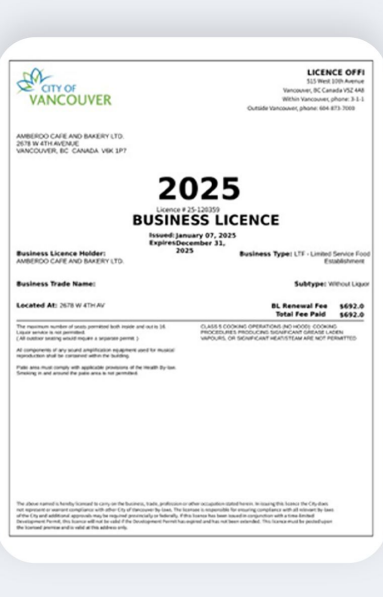
I Hereby Certify that AMBERDO CAFE AND BAKERY LTD. was incorporated under

Issued under my hand at Victoria, British Columbia
On April 3, 2023

T.K. SPARKS
Registrar of Companies
Province of British Columbia
Canada

Official Business License – 2025

Amberdo Café and Bakery is licensed by the City of Vancouver to operate legally throughout the 2025 calendar year (January to December). The business has maintained a valid license since its establishment, renewing it annually in accordance with city regulations.



CITY OF VANCOUVER

LICENCE OFFI

AMBERDO CAFE AND BAKERY LTD.

2025
BUSINESS LICENCE

Issued January 07, 2025
Expires December 31, 2025

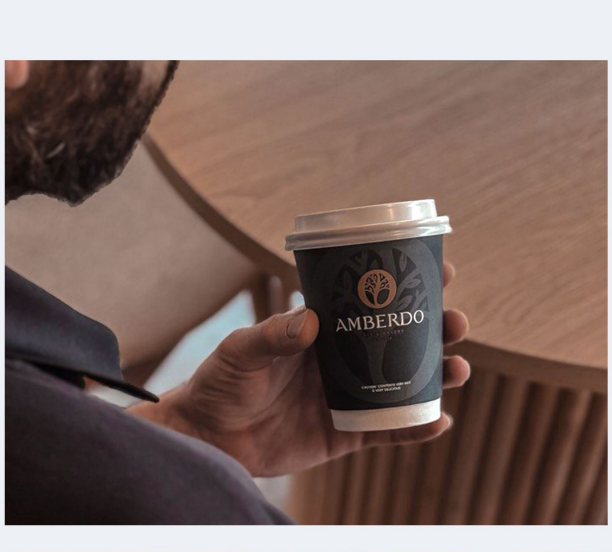
Business Licence Holder: AMBERDO CAFE AND BAKERY LTD.

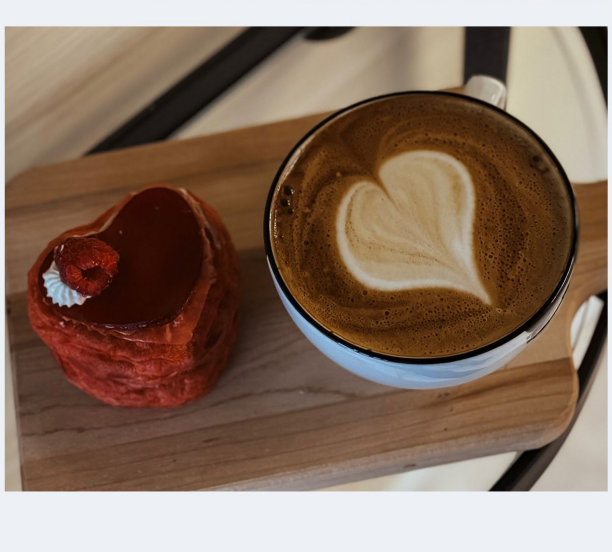
Business Type: LTF - Limited Service Food Establishment

Business Trade Name:

Subtype: Without Liquor

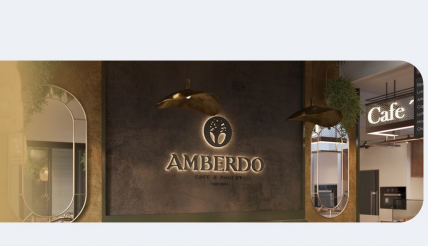
BL Renewal Fee $692.0
Total Fee Paid $692.0



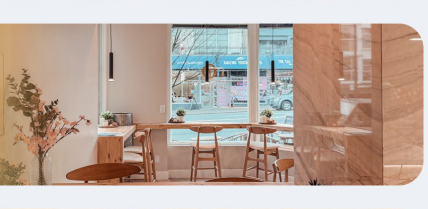


CONTACT US

- Main Branch (Kitsilano)
2678 W 4th Ave, Vancouver, BC V6K 1PK

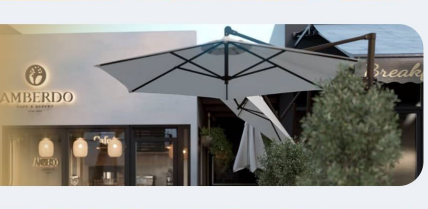


- North Vancouver Branch
1089 Roosevelt Crescent, North Vancouver, BC V7P 1M4

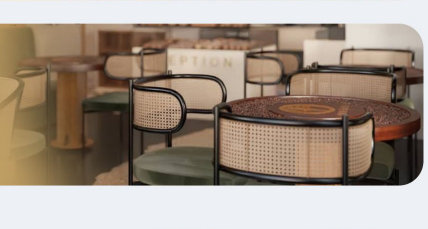


- Davie Street Branch
1105 Davie Street, Vancouver, BC V6E 1N2

- Bute Street Branch
1209 Bute Street, Vancouver, BC V6E 1Z4



- Broadway Branch
3341 W Broadway, Vancouver, BC V6R 2B1



Email:	Website:	Instagram:	Youtube:	TikTok:
info@amberdocafe.ca	www.amberdocafe.ca	@amberdo_cafe	amberdocafe	amberdo_cafe

Our Expectations from Staff

Every team member plays a key role in the café's success. We expect:

- **Flexibility:** The ability to adapt to changing circumstances and work shifts.
- **Team Spirit:** Cooperation and support for colleagues to create a positive work environment.
- **Initiative and Responsibility:** Anticipating needs, working without direct orders, and continuously striving to improve processes.

The Value of Excellent Service

Why should we go beyond customer expectations?
Because:

- It increases customer satisfaction and loyalty.
- It leads to positive feedback and word-of-mouth promotion.
- It creates a more enjoyable, energetic workplace.
- It sets Amberdo Café apart in a competitive market.

Branch Ownership Requirements

- Passion for coffee and commitment to delivering exceptional customer experiences.
- Financial stability and willingness to invest in the Partnership opportunity.
- Strong leadership skills and dedication to upholding Amberdo values and standards.
- Ability to follow established systems and procedures while also bringing creativity and innovation to your café.

Join Us Today!

Don't miss out on the opportunity to be part of something special. Take the first step towards owning your own successful café by contacting us today.

Together, let's brew success with **Amberdo Cafe & Bakery** branch ownership!

Franchise Services List for Food Service (Amberdo Dine-in)

	Investment amount (thousand CAD)		
Services and products	400-500$	700-1.000.000$	over 1,000,000$
Conducting resident advisor meetings in Canada to select the most valuable business based on the applicant's needs.	✓	✓	✓
Selecting a business lawyer, entering into a contract with them, and cooperating until the business shares are transferred.	✓	✓	✓
Contracting with a Canadian realtor and cooperating until the closing of the business premises (if required)	✓	✓	✓
Obtaining a business license from the place of business activity's city in Canada	✓	✓	✓
Recruitment, employment and contracting of personnel in accordance with the employment standards of the province of Canada and the relevant province, as determined by equity and justice, and training of personnel in line with standards to achieve goals in the absence of the client.	✓	✓	✓
Contracting with a CPA-approved accountant for bookkeeping, including recording, paying expenses and recording invoices	✓	✓	✓
Conducting marketing and branding activities for the business	✓	✓	✓
Conducting marketing and branding process for the business	✓	✓	✓
Exclusive update of visual brand identity (logo,.... and etc.)	✓	✓	✓
Location and Google Maps	✓	✓	✓

Franchise Services List for Food Service (Amberdo Dine-in)

	Investment amount (thousand CAD)		
Services and products	400-500$	700-1.000.000$	over 1,000,000$
Material Design, furniture and decoration	Own – Well quality	Own – High quality	Own – Luxe quality
The quality of office hardware infrastructure equipment	Well quality	High quality	Ultra quality
Transfer or maintenance of utilities and .... such as water, electricity, gas, internet, parking, etc.	✓	✓	✓
Obtaining a fire safety certificate from the relevant municipality	✓	✓	✓
Holding specialized training courses in order to get familiar with business content (before the applicant's visit).	✓	✓	✓
Holding educational workshops on financial markets and the Canadian insurance system:	✓	✓	✓
3 sessions with experts in the field	✓	✓	✓
Delivery of business documents in an electronic and physical archive	3 weeks	2 month	2 months above
Business phone line, voip and fax in the desired province	4 telephone lines, fax	6 telephone lines, fax	6 telephone lines, fax

Franchise Services List for Food Service (Amberdo Dine-in)

	Investment amount (thousand CAD)		
Services and products	400-500$	700-1.000.000$	over 1,000,000$
Design and Implementation	2D-Sketchup	CAD-3D	CAD-3D-Animation Detailed Design
Materials	current standard	Natural Stone and timber from Canada and the United States	European and American Top Brand Franchise Decorative Materials
Recruitment of Event Staffing to hold an event	-	✓	✓
Recruitment team for kitchen operations department	✓	✓	✓
Contracting with Distributor	Snow cap-Bosa	Sysco-Snow cap	Sysco-GFS-Snow cap-Yen Brothers
Hot Drinks Menu	Different Types of Tea and Coffee	Different Types of Tea, Coffee and latte art	Different Types of Tea, Coffee and latte art
Cold Drinks and Cocktails Menu	-	World's Most Popular Beverages and Design Techniques	World's Most Popular Beverages and Design Techniques
Cold Drink and Cocktail Menu Licenses	-	✓	✓
Main Course Menu Design	✓	✓	✓
Appetizer and Salad Menu Design	✓	✓	✓

Franchise Services List for Food Service (Amberdo Dine-in)

	Investment amount (thousand CAD)		
Services and products	400-500$	700-1.000.000$	over 1,000,000$
Design of a Dessert Menu and Special Offers		✓	✓
Customer seating	12	30	60
Health certificate	✓	✓	✓
Leisure activities	-	Featuring live music from Canada's best bands	Featuring live music from Canada's best bands
Sales tracking system	✓	✓	✓
audio system	Bose	Bose/JBL	Bose/JBL - mixer turntable
computer system	Windows	Mac-iPad-iPod	Mac-iPad-iPod
Choosing the appropriate property and Signing a contract	Well Zoning	High Zoning	Ultara high Zoning
kitchen equipment	Standard	Top Brands (Rational - Turbo Chef ...)	Top Brands (Rational - Turbo Chef ...) , High Performance
Signing a contract through online sales registratio	1	3	5
Operational support	1 weeks after training	2 weeks after training	4 weeks after training
property size	Min 70 M	Min 90 M	Min 120 M
Menu recipe instructions	electronical instructions	All instructions electronically , manual, with illustrations	All instructions electronically , manual, with illustrations
Seasonal menu design	-	A two-season program	12 months
Profitability	2000-5000	4000 -10000	6000$- 12000$

Franchise Services List for Food Service (Amberdo Grab and Go)

	Investment amount (thousand CAD)		
Services and products	150-250$	250-320$	320-400$
Conducting resident advisor meetings in Canada to select the most valuable business based on the applicant's needs.	✓	✓	✓
Selecting a business lawyer, entering into a contract with them, and cooperating until the business shares are transferred.	✓	✓	✓
Contracting with a Canadian realtor and cooperating until the closing of the business premises (if required)	✓	✓	✓
Obtaining a business license from the place of business activity's city in Canada	✓	✓	✓
Recruitment, employment and contracting of personnel in accordance with the employment standards of the province of Canada and the relevant province, as determined by equity and justice, and training of personnel in line with standards to achieve goals in the absence of the client.	✓	✓	✓
Contracting with a CPA-approved accountant for bookkeeping, including recording, paying expenses and recording invoices	✓	✓	✓
Conducting marketing and branding activities for the business	✓	✓	✓
Conducting marketing and branding process for the business	✓	✓	✓
Exclusive update of visual brand identity (logo,.... and etc.)	✓	✓	✓
Location and Google Maps	✓	✓	✓

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Transfer or maintenance of utilities and .... such as water, electricity, gas, internet, parking, etc.	✓	✓	✓
Obtaining a fire safety certificate from the relevant municipality	✓	✓	✓
Holding specialized training courses in order to get familiar with business content (before the applicant's visit).	✓	✓	✓
Holding educational workshops on financial markets and the Canadian insurance system:	✓	✓	✓
3 sessions with experts in the field	✓	✓	✓
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Cold Drinks and Cocktails Menu	-	World's Most Popular Beverages and Design Techniques	World's Most Popular Beverages and Design Techniques
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Main Course Menu Design	✓	✓	✓
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kitchen equipment	Standard	Top Brands (Rational - Turbo Chef ...)	Top Brands (Rational - Turbo Chef ...) , High Performance
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Operational support	1 weeks after training	2 weeks after training	4 weeks after training
property size	Min 70 M	Min 90 M	Min 120 M
Menu recipe instructions	electronical instructions	All instructions electronically , manual, with illustrations	All instructions electronically , manual, with illustrations
Seasonal menu design	-	A two-season program	12 months
Profitability	2000-5000	4000 -10000	6000$- 12000$

CUSTOMER REVIEWS & COMMUNITY LOVE

"I ordered a custom cake for my daughter's birthday and it was beyond perfect delicious, beautiful, and exactly what we wanted."
– Ali R., North Vancouver

"Amberdo isn't just a café it's therapy in a cup. I come here every week to reset."
– Tara M., Vancouver

"As a remote worker, I'm constantly looking for places that feel like a second home. Amberdo nails it every time."
– Jonathan L., Kitsilano

"Being Iranian, it's rare to find a place that blends Western service quality with Middle Eastern hospitality Amberdo gets it just right."
– Sahar D., Coquitlam