



**We create delicious
memories**

www.toproasters.com

 / top.roasters



TOP ROASTERS

PREMIUM COFFEE

ABOUT US



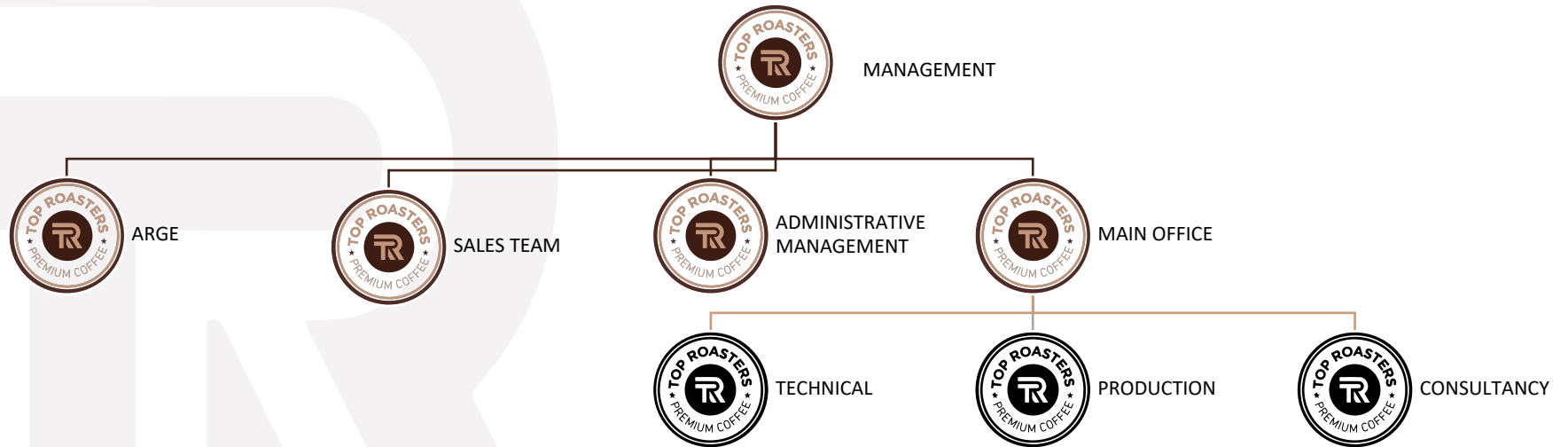
As the Top Roasters family, we are honored to present you our coffee, which we carefully roast from the best Arabica beans, with our Historical Sultanahmet Coffee brand, in order to keep the coffee culture that has been going on for centuries. All of our products that we added to the Top Roasters family in this adventure that we started with a boutique production approach are produced within the framework of the same quality understanding. We also have a responsibility to introduce Turkish coffee to the world, and we act with the aim of making the right production for our products.



TOP ROASTERS

PREMIUM COFFEE

COMPANY ORGANIZATION CHART





TOP ROASTERS

PREMIUM COFFEE

MARKETING AND SALES

01



Performing sales by directly visiting the E.D.T (out-of-home consumption) points of the sales team.

02



Realization of sales through dealers, sub-dealers and wholesalers throughout Turkey.

03



Realization of contract manufacturing for companies' private brands.

04



Realization of direct sales to Gross markets and Chain markets.

05



Dijital platformlardan ve internet sitesi üzerinden satışların gerçekleştirilmesi



TOP ROASTERS

PREMIUM COFFEE

MARKETING AND SALES

- We provide service to 250 different points throughout Turkey, excluding e-commerce.
- Our annual production capacity has reached 60 tons in our facility located in Istanbul Ataşehir.
- Our company, which has reached an annual turnover of approximately 3 million TL when we include the average machinery and equipment sales, has continued to grow steadily even in the challenging period we are in.
- Our brand, Tarihi Sultan Ahmet Kahvecisi, is on the shelves in markets across Turkey.
- All kinds of support that the cafe business needs, especially coffee products, machines and equipment, is provided by us.
- In our barista academy, all the details, including coffee, are taught practically in the company of our professional baristas.



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PREMIUM COFFEE

OUR PRODUCTS

- ⦿ Espresso Blends
- ⦿ Filter Coffee Blends
- ⦿ Turkish Coffee Varieties
- ⦿ Flavored Coffees
- ⦿ Cold Brew
- ⦿ Singel Orgin (Local Coffees)
- ⦿ Beverage Powders
- ⦿ Syrups





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PREMIUM COFFEE

OUR DEALERS



- İSTANBUL
- BALIKESİR
- BOLU
- KONYA
- ANTALYA
- SAMSUN
- ERZİNCAN



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OUR FRANCHISE BRANCHES



- İSTANBUL
- MUĞLA
- BOLU



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PREMIUM COFFEE

OUR SERVICES



Wholesale and
retail



Custom contract
manufacturing
for your brand



Sales of machinery
and equipment
specific to your
business



Barista Academy and
training programs for
your staff



Consultancy
services



Top Roasters Cafe
options in the
franchise system



Turnkey cafe setup
under your own
brand



Technical service
support



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PREMIUM COFFEE

FRANCHISE WORK PLAN



APPLICATION

The applications of our dealer candidates are received through the application form, which is the first step of being a TOP ROASTERS member.



PRE-INTERVIEW AND INVITATION

Our franchising team communicates with our dealer candidates and conducts a preliminary interview and gives preliminary information about our franchising system. Candidates who are evaluated positively are invited to our center and a face-to-face interview is provided.



PRELIMINARY PROTOCOL AND LOCATION

A preliminary protocol is signed with our candidates, whose preliminary interview is positive, that starts the dealership process. Then, by giving information about our location criteria, the most suitable place for our dealer candidates is decided together.



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FRANCHISE WORK PLAN



AGREEMENT

Our dealership contract is prepared and mutually signed, together with the documents requested for the franchising contract from our dealer candidate.



ARCHITECTURAL PROJECT

In accordance with the concept, our architectural team prepares and presents the design of the store in 3D and the construction begins.



PERSONNEL RECRUITMENT AND TRAINING

Near the completion of construction, our operations team recruits all personnel. It completes the theoretical training first, and then the practical training, and makes it ready for the opening of the branch.

Why US?

TOP ROASTERS
PREMIUM
COFFEE
COLD BREW



TOP ROASTERS

PREMIUM COFFEE

OUR DIFFERENCE

- ⦿ Quality and standard production
- ⦿ Boutique production made with a professional understanding
- ⦿ Quality and affordable products
- ⦿ Strong technical service structure
- ⦿ Barista Academy, training with award-winning peacekeepers who are experts in their fields
- ⦿ Quick problem resolution with customer analysis
- ⦿ Experienced active sales team





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TARİHİ SULTANAHMET KAHVECİSİ

- ① The product we have produced for our retail customer channel





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COLD BREW

- Cold Brew is brewed with cold water, different from traditional brews. Premium customers are targeted by selling them in glass bottles.



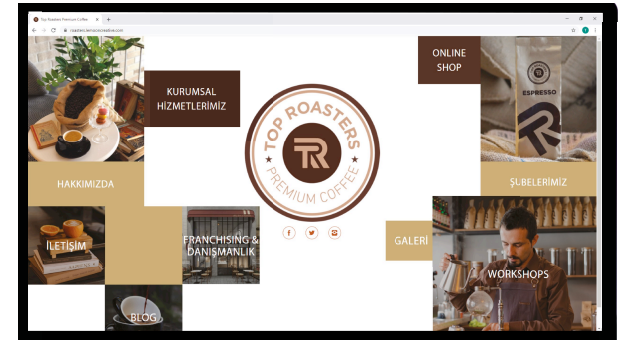


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OUR WEBSITE

- With our presence on our website and other commercial sites, we act and update our website in order to sell more effectively. In the previous infrastructure of our site, there was no multi-language support. We are transitioning to a visually better and multi-lang infrastructure.



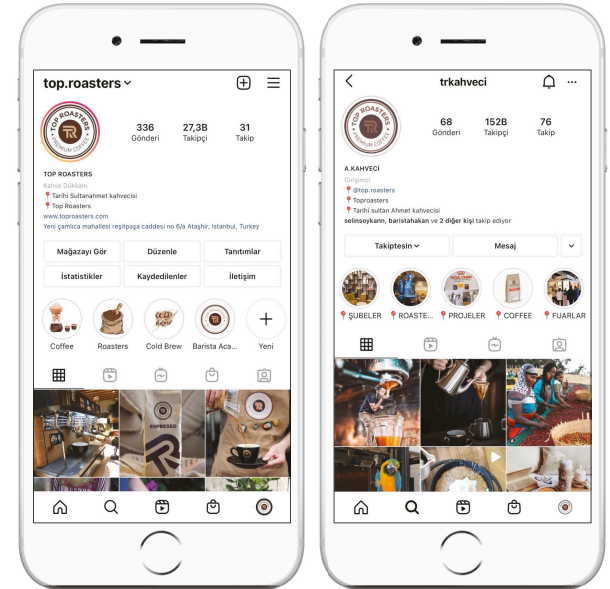


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PREMIUM COFFEE

SOCIAL MEDIA

- ⦿ Although we are a new company, we have 30,000 followers.
- ⦿ Our barista has 107 thousand followers.
- ⦿ 80% of our followers are from the Arabian Peninsula and there is a serious demand from the region.
- ⦿ This is how we met our Erzincan dealer and our Riyadh franchise point.



Our Future Plans

The background of the slide is a close-up, slightly blurred image of a coffee bag. The bag is made of a light-colored, textured material, possibly burlap or canvas, and is filled with dark coffee beans. A white label is attached to the front of the bag, featuring a circular logo with the letters 'TR' inside. Below the logo, the text on the label reads 'TOP ROASTERS', 'PREMIUM COFFEE', and 'COLD BREW' in a clean, sans-serif font. The entire image is overlaid with a semi-transparent orange-brown filter.

TOP ROASTERS
PREMIUM
COFFEE
COLD BREW



TOP ROASTERS

PREMIUM COFFEE

GREEN COFFEE IMPORT

- Green coffee is the unroasted, raw form of the coffee we know. Compared to coffee, which loses its nutritional value during roasting, it is also rich in antioxidants in its raw form.





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PREMIUM COFFEE

FRANCHISE MODELS

- ⑩ It is a cafe concept where seating groups are more intense and you can easily reach quality time and quality products.
 - ⑩ 100 – 175 m²
 - ⑩ Hot and cold drinks
 - ⑩ Hot and cold foods
 - ⑩ Desserts
 - ⑩ Retail areas
 - ⑩ Sitting groups where you can spend a pleasant and comfortable time for a long time
 - ⑩ Desk groups where you can work on your computer, hold meetings and talks



**COFFEE
SHOP
CONCEPT**

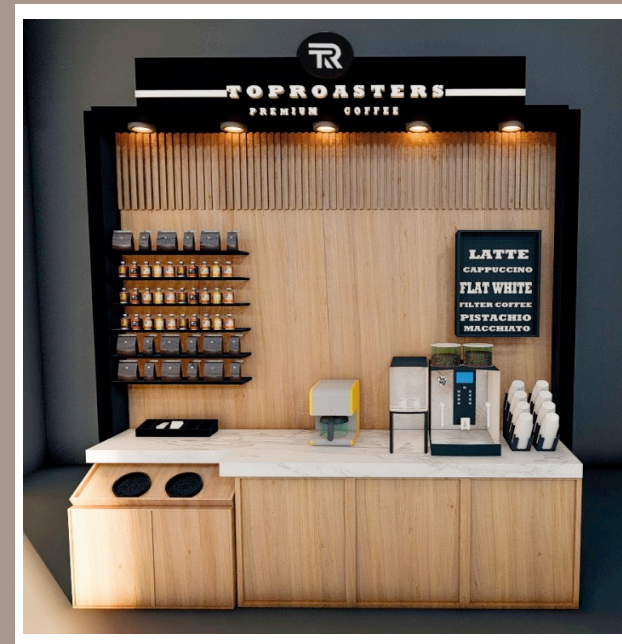


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PREMIUM COFFEE

FRANCHISE MODELS

- ① 3 – 5 m²
- ② Hot and cold drinks
- ③ Quick and easy access to quality and taste



COFFEE
STATION
CONCEPT



TOP ROASTERS

PREMIUM COFFEE

FRANCHISE MODELS

- 10 – 20 m²
- Hot and cold drinks
- Hot and cold foods
- Desserts
- Disposable kitchen utensils
- Quick and easy access to quality and taste



**COFFEE
CORNER
CONCEPT**



Thank You



Where are we?

Yeni Çamlıca Mah. Reşit Paşa Cad.
No:6 Ataşehir/İstanbul



Call Us

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Contact Us

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