



MARKET

Made from a unique secret recipe, Cinnabon World Famous Cinnamon Rolls are the freshest, most delicious cinnamon rolls you'll ever eat. Once you've tasted one, you'll realise that nothing else even comes close.

In the quest for the world's finest cinnamon to use in their Cinnabon World Famous Cinnamon Rolls, their buyers traveled the spice-growing regions of the globe to find the very best, most flavourful cinnamon. They finally discovered it high in the mountains of Indonesia. This special cinnamon is very carefully prepared, using their exclusive temperature-controlled grinding process which preserves the precious volatile oils and enhances the warm, sweet, cinnamon taste and aroma. The result is Legendary Makara Cinnamon, available only from Cinnabon.

To create moist, light dough delicious enough to wrap around their rich, brown sugar and cinnamon filling, they use top-quality ingredients including farm-fresh eggs and pure vegetable margarine. Once out of the oven the rolls are covered with their secret-recipe, cream cheese frosting and served to you hot and fresh. In a world of passing fads a fresh-baked Cinnabon cinnamon roll is an old-fashioned reward that remains one of life's greatest pleasures.

Baked Fresh Before Your Eyes

A great part of the enduring appeal of cinnamon rolls is the delicious, mouth-watering aroma that wafts from the oven while they are baking. That's why Cinnabon prepare and bake Cinnabon cinnamon rolls throughout the day in their bakeries, right before your eyes. The mixing, rolling and rising of the dough, as well as the final assembly and baking of the fresh cinnamon rolls, are all part of the unique and entertaining Cinnabon bakery experience that makes every visit a special delight.

Sixty Minutes Fresh
Because Cinnabon
bake them fresh all day
long on their premises,



they guarantee that every Cinnabon cinnamon roll served and eaten in their bakeries is no more than 60 minutes out of the oven.

ACHIEVEMENTS

Cinnabon Egypt received two prestigious awards in 2006 at Focus Brands International Conference; the first award was The Highest International Sales Award, 2005, 2006, 2007 for first position and the second award was the International Franchise Partner of the Year 2006.



The awards were given in recognition of Cinnabon Egypt's commitment to its brand and its effort in making it one of the most successful brands in the market, as well as its high efficiency in running the business.

HISTORY

In 1985 Rich and Greg Komen, of Restaurants Unlimited, wanted to create "the world's greatest cinnamon roll" for a new concept they were developing. They hired local food maven Jerilyn Brusseau and, after three months and hundreds of kitchen experiments, the team perfected the Cinnabon recipe. In just two decades the

Cinnabon brand has grown into a worldwide phenomenon with unparalleled crave appeal. Cinnabon Inc. opened its first bakery on December 5, 1985 at Sea Tac Mall in Seattle and served Cinnabon Classic cinnamon rolls to thousands of guests eagerly waiting to indulge

themselves. They watched bakery employees turn moist, light dough made with farm fresh eggs and pure vegetable oil into fresh, aromatic cinnamon rolls topped with rich, cream cheese frosting and infused with the company's signature cinnamon and brown sugar filling.



In order to make the world's greatest cinnamon rolls, Cinnabon buyers traveled the spice-growing regions of the globe to find the best, most flavourful cinnamon. They finally discovered cassia trees high in the mountains of Indonesia and used the bark to create the legendary Makara Cinnamon. This special spice is carefully prepared,

using an exclusive temperature-controlled grinding process, which preserves the precious volatile oils and enhances the warm, sweet cinnamon aroma and taste.

Guests fell in love with the smell and flavour of the Cinnabon Classic cinnamon roll and the company began expanding its menu in late 1987 with the Minibon, a smaller version of the Classic roll. In 1988 Cinnabon launched its first proprietary beverage, the MochaLatta Chill, which remains, even today, one of the most popular products on the menu. Following the success of these items Cinnabon continued to broaden its offerings by introducing the Caramel Pecanbon, the award-winning CinnabonStix, CinnaPacks and, most recently, the Chillattas line of frozen blended beverages and Cinnabon Bites bite-size treats.

As the product line expanded, so did the company's domestic and international presence. The first franchised bakery opened in August 1986 in a suburb of Philadelphia, Pennsylvania at King of Prussia Mall. On the coattails of that bakery, the brand expanded internationally to Vancouver, British Columbia, Canada in April 1987. Cinnabon's rapid expansion and diversification efforts also led to opportunities in non-mall venues, beginning in 1991 with the company's first airport bakery, located at Detroit's Wayne County Airport. Entry onto military bases (Elmendorf Air Force Base -

September 1999), theme parks (Universal Studios Florida - June 2001), casinos (Harrah's Laughlin - August 2001) and universities (Virginia Tech University - August 2002) soon followed.



Today Cinnabon operates more than 760 franchised bakeries in over 30 countries worldwide, primarily in high traffic venues such as shopping malls, airports, train stations and travel plazas. From Bahrain to Venezuela, and just about everywhere in between, the aroma, quality and freshness of Cinnabon products never change. And thanks to the brand's extensive line of indulgent treats Cinnabon "WoWIs" guests and regularly earns well deserved praise.

PRODUCT

United Beverage and Food Company is currently focusing on building a solid Cinnabon culture within Egyptian society by opening the first Cinnabon "World Famous Cinnamon Rolls" in City Centre in 2003 and the Middle East's first Cinnabon Bakery Café in Mohandessin.

UBF has, in less than a year, proven to be one of the leading experts in the food and beverage industry in Egypt.

Now there are 24 Cinnabon outlets in the most prominent locations in Egypt, eighteen stores in Cairo, five in Alexandria and one in Hurgahda with an aggressive plan to reach a total of 50 outlets by the end of 2013.

RECENT DEVELOPMENTS

1985
Opens first bakery, located at Sea Tac Mall in Seattle, WA on December 4, and sells Cinnabon Classic cinnamon rolls for \$1.29

1986
Opens first franchised bakery, located at King of Prussia Mall in suburb of Philadelphia, PA

1987
Introduces Minibons, miniature versions of the Cinnabon Classic cinnamon roll; Launches CinnaPacks, a to-go box of six Classic rolls;

Opens first international bakery, located in Vancouver, British Columbia

1988
Launches MochaLatta Chills, an indulgent chocolate coffee beverage

1989
Opens 50th bakery, located in Trumbull, CT

2005
Cinnabon opened its first bakery in Iraq, located at Camp Victory North in Baghdad. In the same year it launched Chillattas, a line of blended frozen beverages available in fruit

and nonfruit flavours. Cinnabon also launched Cinnabon Bites, a bite-sized version of the Classic roll and celebrated its 20th anniversary.

2006
Launches new blend of richer, more aromatic, and more flavourful blend of coffee;

2007
Launches domestic gift card programme.

2008
Launches online store featuring a variety of licensed products and gift sets

2009
saw Cinnabon ranked number 114 in Entrepreneur magazine's 2009 Franchise 500 as well as being ranked number 136 in Restaurant & Institutions magazine's Top 400 Chains list

PROMOTION

After 25 years of making their world famous cinnamon roll, Cinnabon are kicking off the next 25 years by introducing the world's best cupcake!

They brought back the creator of their famous Classic Roll to develop their new cupcake product line and, after testing 556 different recipes, each one containing the same secret ingredient, they have created a high quality treat, well worthy of the Cinnabon name. Baked fresh daily, they're perfect for parties, gifts or any time you need to put a little frosting on your day. If you haven't seen Cinnabon Cupcakes just yet, they should be near you soon.

Cinnabon cupcakes - Anything else is just a CupFake™.

BRAND VALUES

Cinnabon serve the sweetest rewards. Cinnabon's values and ethos are summed up in the points drummed into every member of staff-

- Act guest first
- We are clean and attractive
- We are fast
- We always deliver high quality
- We enjoy working here
- Act as a team
- Support the front line



- Listen, then lead
- Do the right thing
- Make a profit
- Make a difference

www.cinnabon.com



Things you didn't know about Cinnabon

Named the number one restaurant chain in the USA by an ePinions online poll.

Proclaimed the number five Top Sugary Seduction by The Food Network.

Though comedian Jerry Seinfeld hasn't officially pledged his vows to Cinnabon, one Rock Hill, South Carolina groom professed his love for his wife in 1999 by ordering the World's Tallest Cinnabon for their wedding cake. This blissful indulgence towered nearly four feet tall, weighed 105 pounds (including 40 pounds of dough, 35 pounds of Makara Cinnamon, 20 pounds of margarine, and 10 pounds of cream cheese), and used 200 Cinnabon Classic rolls. Broadcasts of the cake construction aired on CNN and local TV stations, reaching nearly 75 million viewers..

