



# Boost Coffee & Energy

COMMERCIAL REAL ESTATE STRATEGY

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# Experienced Leadership with Proven Track Record

## Mike Murray

Mike has extensive Planet Fitness development experience, developing in 6 states and multiple exits. He also runs a family office business and has done several real estate developments.

## Joe Herlihy

Joe has franchisor experience with PLNT, The Good Feet Store and also has run multiple franchisee areas with Mike in FL and GA.

## Bill Asbell

Bill developed and sold a portfolio of Planet Fitness locations in VA. He led all aspects of development, finance and led a successful exit.

## Will Steiner

Will is an experienced commercial real estate investor, developer and helped Mike with PLNT locations in WI, FL and CA.

## Kyle Blumenthal

Director of Operations with experience leading high-end coffee shops and roasters in LA, CA,: Mad Lab Coffee, Smoky Hollow Roasters, Blue Butterfly Café, and Tilt Coffee.

## Mike Cornetet

Mike is a seasoned marketing executive with over 20 years of experience driving growth, brand strategy, and demand generation. He helps organizations strengthen positioning, expand market share, and accelerate revenue growth.

## PROVEN TRACK RECORD

**Planet Fitness:** 70+ units successfully developed across multiple states with proven exits

**The Good Feet Franchise:** Extensive retail franchise experience

**Real Estate Development:** Multiple successful real estate developments and family office operations

**Franchisor Experience:** Deep understanding of both franchisee and franchisor operations

**Successful Exits:** Proven ability to build, operate, and successfully exit franchise portfolios

**Reliable Store Operators:** Kyle brings hands-on operational expertise from managing high-end coffee shops and roasters in competitive Los Angeles market

# Massive Market with Strong Tailwinds

Elevated Coffee and Energy Product Offerings

## Coffee Market

- US coffee market valued at **\$91 billion** in 2025
- Expected to grow at **6% CAGR** through 2034

## Energy Drink Market

- US energy drink market worth **\$25 billion** in 2024
- Growing at **8.2% annually** - fastest growing beverage category

## Drive-Thru Segment

- Drive-thru sales represent **55% +** of coffee shop revenue
- Consumer preference for convenience driving **sustained growth**





# Long Term Growth Thesis

## CAGR

Old: -2.43%

New: 18.84%

## Old Brands

Starbucks

Dunkin

McDonald's

Tim Horton

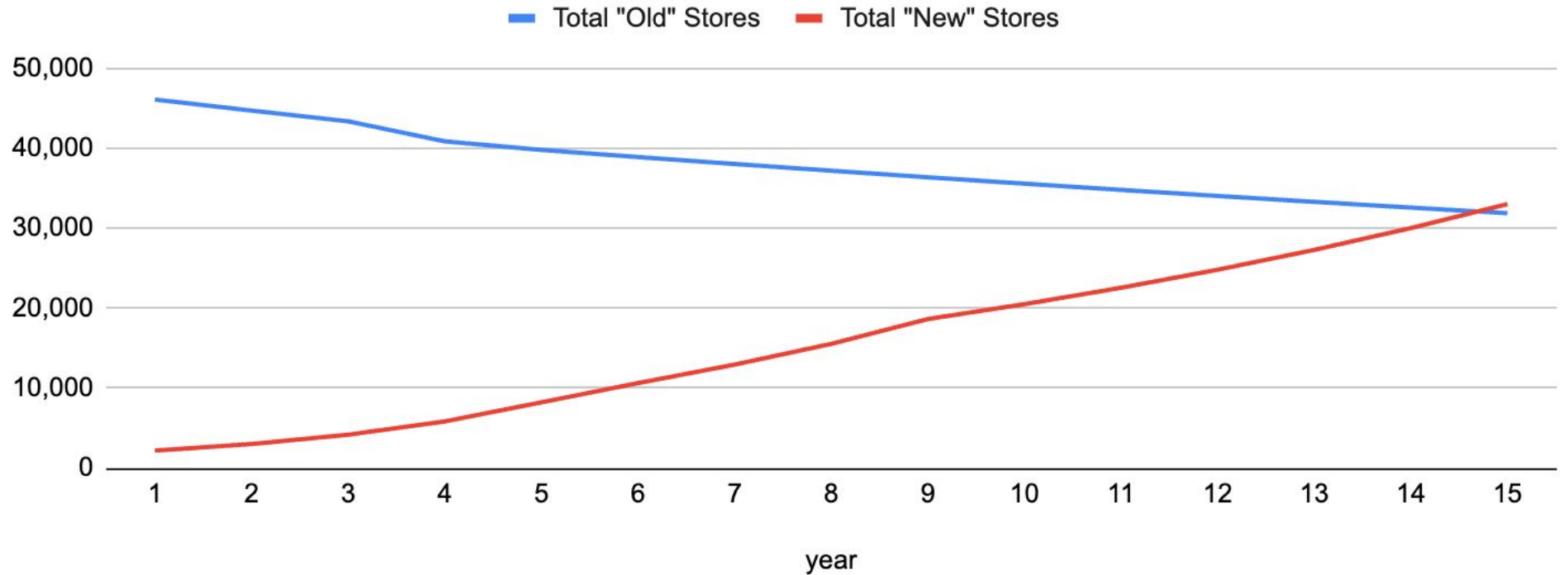
## New Brands

Dutch Bros

7Brew

Boost and Others

Hypothesis: Old and New will converge ~15 years around 32,000 stores each



# Competitive Landscape Analysis

## Traditional Coffee Giants

**Starbucks** - 17,000+ US stores, premium

**Dunkin'** - 9500 US stores, convenience

**Market Position:** Established but limited energy drink offerings, slower innovation cycles, higher overhead costs, lower margins

## Emerging Drive-Thru Concepts

**Dutch Bros** - 1000+ locations, West and South focus

**7Brew** - 500+ locations, rapid expansion

**Blackrock Coffee** - Northwest regional, 100+ locations, 60% traditional 40% drive through only

**Market Position:** Fast-growing but primarily coffee-focused, limited clean energy drink integration

## Market Gap & Evolution Hypothesis

**Traditional coffee giants** (Starbucks + Dunkin') total ~40,000 US stores, while **new drive-thru concepts** have under 2,000 locations combined. We predict these markets will merge over the next 15 years as consumers demand both convenience and health-conscious options.

**No major player has successfully combined premium coffee with clean, healthy energy drinks** in a streamlined drive-thru format targeting health aware consumers - creating an opportunity for Boost.

# Boost's Unique Market Position

**First-to-Market Advantage in Premium Coffee + Clean Energy Segment**

## Market Opportunity

Consumers are actively seeking **healthier alternatives** to traditional energy drinks and want **convenient access** to both premium coffee and clean energy options.

**No major competitor** has successfully captured this dual-category market, creating a significant **white space opportunity** for Boost Coffee.

**73%**

Consumers Want Healthier Energy Options

**\$47B**

Combined Coffee + Energy Market Size

## Dual Category Leadership

Only concept combining **premium coffee** with **clean energy and protein drinks** in one streamlined menu, capturing both morning coffee and all-day energy markets.

## Health Conscious Positioning

Proprietary, Clean energy drinks with **natural ingredients** and **protein options**, targeting growing wellness trend that competitors haven't addressed.

## All-Day Revenue Opportunity

Coffee drives **morning traffic**, energy drinks capture **afternoon/evening customers**, maximizing location utilization throughout operating hours.

## First-Mover Advantage

Entering market before major competitors recognize the opportunity, allowing **prime location acquisition** and **brand establishment**.

# Target Market Evolution

## Traditional Coffee Market



- Age **50+** demographic
- **Basic coffee** + donuts/pastries
- Price-focused purchasing
- **Morning-only** consumption
- Traditional brand loyalty
- **Limited health consciousness**

From  
Traditional  
Coffee  
Drinkers to  
Health  
Conscious  
Energy  
Consumers



**Market  
Evolution**

## Boost Coffee Target Market



- Age **18-50** demographic
- **Premium coffee** + clean energy drinks
- **All-day** consumption and mostly cold drinks
- **Protein & wellness-oriented**
- Quality and **health-focused**

# Preferred Locations & Site Specifications

## Site Requirements

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- Primary Site Type: Outparcels
- Lot Size: 12K- half acre
- Building Size: 600-800 sq ft modular
- Dual-Lane Drive-Thru Design

## Target Demographics

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- High Traffic Corridors
- Focus on Gen Z and Millennial consumer
- Business Districts





# Flexible Partnership Opportunities

## Purchase Opportunities

- **Land Purchase:** We acquire ideal outparcel sites for development
- **Build-to-Suit:** Complete development and construction management
- **Fast Closing:** 30-60 day closing timeline with financing in place

**60-90**

Days to Close

**\$2.5 M+**

Annual Revenue Target

## Ground Lease Opportunities

- **Long Term Lease:** 10 year initial term with renewal options
- **Rent Structure:** Market dependent

**Open to Both Purchase and Ground Lease Structures**

# Unit Level Economics at a Glance

**\$2.2 MM**

Target AUV

**\$800K-1.25M**

Investment Range

**25-33%**

Target Net Operating margin

**2025**

Launch Year

**3 years**

Payback Period



## Strategic Site Selection

**Selection Primary Focus** - Outparcels - Maximum visibility and accessibility.

**Lot Size** - 12K to half acre outparcels - Optimal for dual-lane drive-thru operations

**High-Traffic Corridors** - Strategic positioning in growth markets

**Target Demographics** - young demographics, high traffic, middle income and up

## Development Timeline

First Location: Yulee, FL **2025**

Next Targets: West Jacksonville, St Augustine and Palm Coast, FL **2025-2026**

Target Next Region: Intermountain West **2026-2027**

Site Selection to Opening **6-9 Months**

# National Expansion Roadmap

## Growth Trajectory

