

THE FORMULA

The
“*WOW*”
Story

Betz & Associates, Inc.

The Business



In 2003, John & Anne Betz opened their first Starbucks Licensed store in the Trump Plaza, on the Atlantic City Boardwalk in New Jersey. One year later, two more Starbucks stores were opened in the Tropicana Hotel and Casino and in the Beach Resort town of Margate, New Jersey. In 2010, the expansion with the Brand continued with adding another Starbucks to the Tropicana Property in the Dynamic Quarter, the unique retail development that created a new model for AC. Most recently in November 2013, a fifth Starbucks store was added in Ocean City, NJ. Based on our philosophy of providing each and every Guest with an Excellent Product coupled with Exceptional Guest Relations, these Starbucks stores have been extremely successful and have become the foundation of Our Family Business.

John spent 12 ½ years with MCI, his first job out of College. He held various sales and sales manager positions, consistently ranking in the top 2% of the Company in Sales performance. In his last responsibility with MCI, John managed the national account program for the MCI Delaware office with 15 direct reports. His program accounted for over 75 million in annual revenue. John left MCI in 1996 to focus full-time on the family business and begin to leverage the exceptional relationships developed with the area property management companies. His experience in the Food Retail business began with Auntie Anne's stores and expanded with Kohr Bros Frozen Custard, Johnson's Popcorn, and Tony Luke's. John's focus is now fully on developing opportunities with Starbucks Branded Solutions. John's contract negotiation skills and in-depth planning regiments have contributed significantly to the success and growth of the family business.

A Bio on Betz



The Betz Formula

From the beginning, when we opened our first store **Our Commitment** has been to **People**. Our philosophy has simple components:

- Make the Guest say **WOW!**
WOW, Great Product!
WOW Great Service!
WOW Clean Store!
- As owners, we have two **Guests** and they are on both sides of the counter.
- If you want your **Guests** to feel like **Kings & Queens**, **Treat Your Crew Like Royalty**.



The Team

Our Team consists of a group of **Dynamic People**. They take their responsibility to the Business & to their Team to heart. Our General Managers are the foundation of our success. They set the tone for the store & have the challenging job of *“keeping it all going”*.

Our team cares a tremendous amount about the Guest experience. I feel it is necessary and enjoyable to work right along side them. Our Team is committed to making our Guests feel appreciated & valued. Our Team takes serving personally.

There is an incredible amount of respect for the Managers & Crew on our Team. Retail in general is an extremely difficult business. Operating a Starbucks takes retail to another level. We have a menu that mimics a full service restaurant and the product is expected to be presented nearly immediately.

We work with each other as a Team, striving to exceed the expectations of our Guests.

We truly believe there is **no limit** to the **degree of quality** you can **add** to **any product**, including an **exceptional product** like Starbucks.



Starbucks



About 2 years ago Starbucks asked me to work with them to focus on the Health Care industry. Because of the size of the opportunity at hand, I decided to take on a partner. After an extensive search for the right person, one of my dear friends from High School proved to be the best choice, Pierce Keating. Pierce is the principal of his family Construction Company, Daniel J. Keating, Inc. The Ocean City store is the first store of our Partnership. With the vitality of this Partnership, we've been able to expand our possible venues for a Starbucks Coffee location to Health Care facilities. Early in 2014, The Partnership signed an agreement with Atlantic Health Systems of North Jersey to develop Starbucks Branded Solutions, featuring Starbucks licensed stores and Apple A Day Café which is a "We Proudly Serve" venue. There will be a total of 7 locations in their Health Care facilities.