



**Forbes**  
FEATURED COMPANY

# Citizens

NOTABLE INVESTORS

**Randi Zuckerberg**   
Facebook, Hug

  
**\$37M**  
Lifetime Sales

## INVEST IN CITIZENS COFFEE

**\$0 to \$37M revenue; one of the fastest growing specialty Cafe & CPG brands winning the U.S market**

[invest-in-  
citizens.com/in-store](http://invest-in-citizens.com/in-store)

New York, NY



Notable Angel

Food & Beverage

Retail

Brick & Mortar

Restaurant

## Highlights

**Notable Angel**

Raised \$25k or more from a

**\$1M+ Revenue**

Earned over the last 12 months

- 1 Lifetime revenues of \$37M+
- 2 Per-store sales higher than Starbucks
- 3 Backed by notable angel investors including Randi Zuckerberg.
- 4 \$4.9M in 2024 revenue.
- 5 Best in class team with decades of experience with high growth brands
- 6 Featured in Forbes, Vogue. Rated by Eater as a top brunch spot in NYC, #1 brunch in Houston.
- 7 Previously over-subscribed a \$1.5M community round.
- 8 Locations across New York, Houston and Austin. Pipeline of 40 locations nationwide

## Featured Investors



Randi Zuckerberg [in](#)

[Follow](#)

Randi Zuckerberg is a tech media entrepreneur, investor, and bestselling author, best known for her early work at Facebook and as the founder of Zuckerberg Media. She focuses on supporting startups at the intersection of technology and creativity, with a

“My family and I go to Citizens all the time! I’m really proud to be an advisor and I can’t wait to see where they take Citizens!”



Ozgur Guneri in  
Syndicate Lead

Follow

Invested \$200,000

“My journey with Citizens began at their Montrose location in Houston, where the warm atmosphere, exceptional staff, and delicious food immediately stood out to me. This experience led me to meet the founders, and I was impressed by how their diverse backgrounds and analytical approach shape their vision. They are thoughtful and strategic, ensuring that every decision aligns with their commitment to quality and community. What excites me even more is their continuous growth and expansion, from opening new locations to bringing in talented new team members who share their vision. This careful, considered approach to growth is a key factor in their success, and I’m proud to be part of their journey. I look forward to seeing what the future holds for Citizens!”



Other investors include [Sean Davis](#)

## Our Team



**Justin Giuffrida** Co-founder & CEO

Justin has been featured in Forbes, Gothamist and Voave on the success & growth of Citizens. The



company itself has also been featured in The New York Times.



### Andrew Geisel Co-founder & VP of Growth

Andrew graduated from Griffith University; Australias leading design university; Using his architecture skill set, he leads development to build best in class real estate pipelines across the US market.

## Bringing Australian cafes to America

### What is the concept?

Citizens is an Australian breakfast restaurant on a mission to become the top breakfast brand in the country; offering chef-driven breakfast menus, specialty roasted coffee, and craft cocktails. Breakfast is now the fastest-growing segment in the U.S. restaurant industry and with current locations in NY and Texas, and a CPG channel distributing coffee pods, beans, and K-Cups into grocery stores, homes and offices.



- Specialty Coffee Market set to double to \$51.4B by 2030



## Our brand pillars





#1

TOP RATED BRUNCH IN HOUSTON



EATER

"THE BEST BRUNCH SPOTS IN NYC"



#1

MOST REVIEWED AUS BREAKFAST  
IN NYC

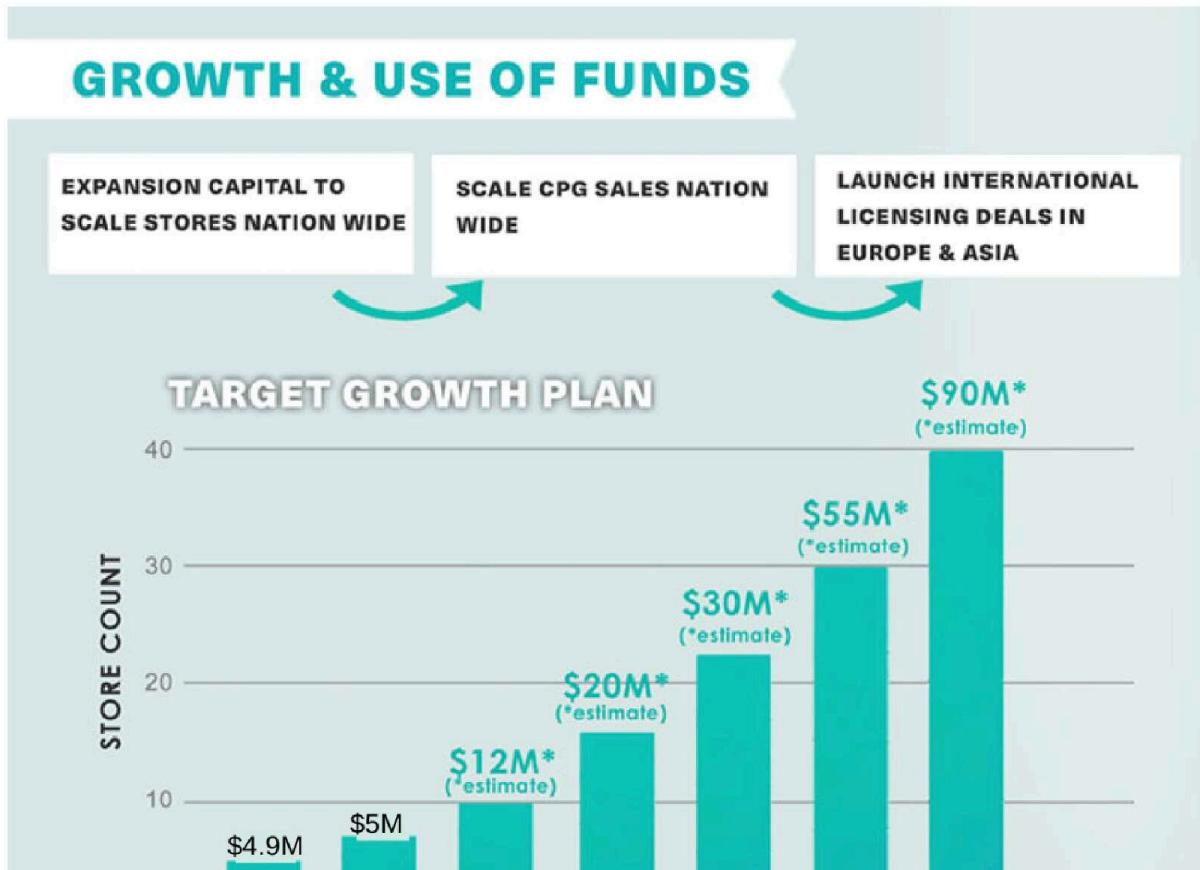




## Our Vision - Pathway to Citizens At Scale

After years of developing and refining our model, tweaking our menu and optimizing our operations, we're beginning our journey of scale with a focus on expanding in the NY and TX markets.

In 2024 we opened our Houston location; our first store launch outside of NYC. The response to this has been amazing, hitting an annual run rate of over \$2 million. Off the back of this success, we now look to both expand our Houston market, as well as deepen our foothold into Texas with launches into the Austin & Dallas market.





FINANCING:

2024: SERIES-A \$3M

2028: SERIES-B \$8M

NEW MARKETS:

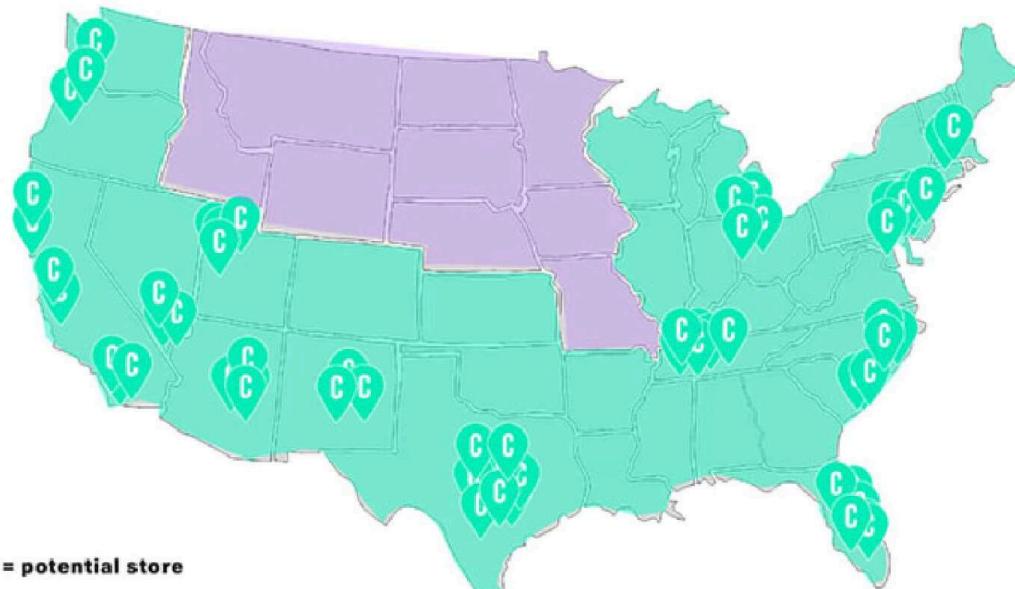
AUSTIN

DALLAS

DC/ PHILADELPHIA



## Our vision for the future...



= potential store



= grocery & wholesale product distribution



= direct to consumer distribution

*Forward-looking projections are not guaranteed.*

## Following in the footsteps of IPO brands:

Citizens has a goal to grow its business profitably, use free cash flow as well as strategic capital injections to fuel our growth over the next 5 years. At this point, the company is projecting to have 40 stores across the country, producing \$100 million in revenue by 2029 across our restaurants, retail and wholesale channels. Upon completing our projected growth pipeline, we hope to follow public brands who have successfully executed an IPO.



**STARBUCKS - 3000+ stores**

**VALUATION: \$112B**



**BLUE BOTTLE - 90+ stores**

**VALUATION: \$700M+ (TRANSACTED)**



**LA COLOMBE - 30+ stores**

**VALUATION: \$900M+ (TRANSACTED)**



Using series A funding, Citizens plans to reach 40 stores by 2029

*Forward-looking projections are not guaranteed.*

## Our business model

The concept was born in Australia, the global leaders in specialty cafes, inspired by wellness-forward lifestyle, craft coffee, and embracing technology and innovation. Citizen's management team has proven experience from Australia's

management team has proven experience from Australia's leading brands in scaling the concept.

## Industry Leading 'Store Level' Profitability of 18%

The breakfast restaurant industry is an extremely profitable sector due to its high customer demand, cost-effective ingredients, and quick service model. Breakfast items like eggs, pancakes, and coffee have low food costs but can be sold at attractive price points, leading to strong profit margins.\*

Additionally, breakfast service typically involves faster table turnover, allowing for more customers to be served in a shorter time frame. This combination of low overhead costs and high volume sales makes breakfast restaurants a lucrative opportunity in the food and beverage industry.

## Our traction

Citizens successfully completed an oversubscribed \$1.2M crowd raise on Republic in 2021, which saw notable angels such as Randi Zuckerberg (Facebook, Zuckerberg Media, Hugg) and Sean Davis (MLS Captain) join Citizens as advisors.

**Forbes**  
Nov 18, 2019, 10:00am EST | 3,957 views  
Destination Brunch: Australian Brunch Makers Waves in NYC

**GOTHAM**  
These Two Aussies Are Dominating the Brunch Scene in New York City  
By Jordi Lippe-McGraw | September 4, 2019 | EAT & DRINK

**Dining Makes**

**QSR**  
How One NYC Café Plans Customers Into Owners

**FOX 26 HOUSTON**  
FIRST LOOK: CITIZENS OF MONTROSE

First look at Citizens of Montrose in Houston

**AD**  
ARCHITECTURAL DIGEST  
The 23 Most Beautifully Designed Modern Coffee Shops

**BROADSHEET**  
A New York-Based Australian-Owned Café Co About to Go Mainstream in the US – And The Have Found an Unusual Way to Fund Their Ex

**DEPARTURES**  
Meet the Australian Duo Taking Over New York's Coffee Culture

**FINANCIAL REVIEW**  
Exclusive  
Millennial Aussies put NYC cafe up for historic crowdfund

## Real reviews from yelp



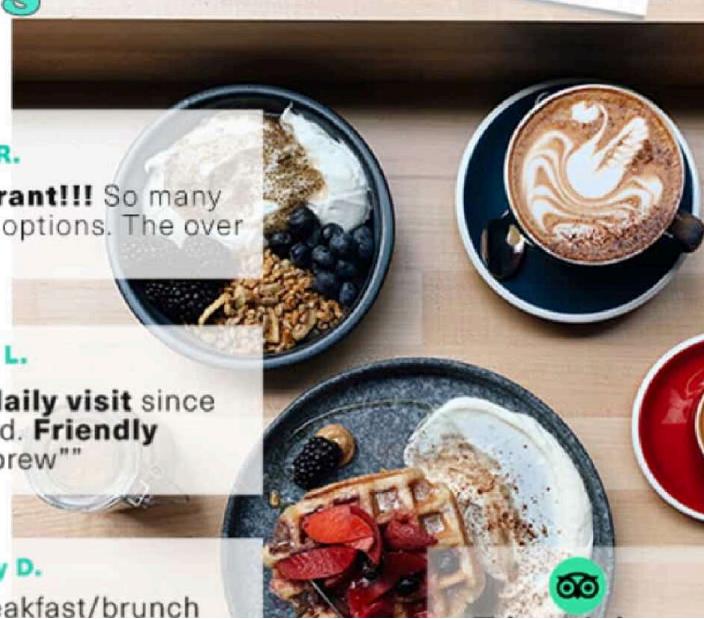
**I am in love with this restaurant!!!** So many **healthy vegan** and non vegan options. The overnight oats were **spectacular!**



This place has been an almost **daily visit** since they opened in the neighborhood. **Friendly staff members**, excellent cold brew"



**A go-to Australian** inspired breakfast/brunch



spot with **great coffee drinks** as well as beer, wine, and cocktails. **There's NOT one bad thing** on the menu.



- Michelle W.

This has to be one of the **best brunch spot ever!** I came last week and it was **such a cute spot** to have brunch. I don't know why I've never been!! They have tons of vegan/vg/gf options too"



## Why invest?

Over the past 8 years, we have spent our lives building this company and enjoying the ride along the way. We're developed as restaurant operators, but more importantly, have grown as people on our journey to see Citizens become one of the top breakfast brands in the country. We are excited to see where we can take this company, and to have you on the journey with us.





Jusin Giuffrida (left), Andrew Geisel (right)

**“We’re so excited to share this journey  
with you all – nothing brings us more joy  
than to do what we love and have fun doing  
it.”**

**-Andrew Geisel, Co-Founder**