

## Reborn Coffee secures \$1.7 Mn master license deal with Arjomand Group

17 July 2025 | News

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Reborn Coffee, a leader in the speciality coffee market, announced it has entered into a master licensing agreement valued at \$1.7 million with the Arjomand Group, a prominent regional partner with significant influence across the Middle East, Europe, Eastern Europe, and MENA territories.

Under the terms of the agreement, Arjomand Group will lead the development of Reborn Coffee-branded retail locations and product lines throughout high-growth markets across the Middle East, Europe, and MENA regions. The deal supports Reborn's broader global expansion strategy by combining regional expertise with brand-driven scalability.

To promote sustained growth and long-term alignment, the agreement includes a milestone-based payment structure. A licensing fee will be paid upon execution. This phased approach reflects the long-term nature of the partnership and underscores both parties' commitment to expanding Reborn Coffee's footprint across key international markets.

"This agreement with the Arjomand Group is more than a financial milestone – it is a strategic inflexion point for our brand," said Jay Kim, CEO of Reborn Coffee. "With their operational reach and regional expertise, we're entering new markets with a powerful partner that shares our vision of building a lifestyle-driven, premium coffee brand."