



GET MOVING with CAFE2U

Cafe2U, the world's largest mobile coffee franchise system, has been confirmed as Australia's fastest growing coffee franchise by *BRW* magazines 'Fastest Franchises' for 2011. This is the third consecutive year that the Sydney based mobile coffee franchise has appeared on the prestigious list.

Add to this the bronze medal awarded at the 2010 CSR Golden Bean Roasting competition and Cafe2U seems to be brewing success across the board. Cafe2U is the only mobile coffee franchise in Australia to be recognised in this competition.

Derek Black, Managing Director of Cafe2U believes the company's success comes from the superior product they offer as well as the attractive incentives and support the company has to offer.

"What differentiates Cafe2U from the other coffee franchises, for example, is the introduction of the 'Acceleration Package'. This includes an experienced Franchise Development Manager to help launch the business alongside the new franchisee in their own exclusive territory. Cafe2U builds a customer run that delivers a minimum of \$500 per day before the new franchisee operates solo.

New franchisee Ann Corton, Cafe2U Smithfield, NSW couldn't be more pleased with her decision to buy a Cafe2U franchise.

After 18 years in the hospitality industry, Ann was looking for a change. She was tired of working long hours, nights and most holidays.

"It started with a conversation and a bit of hope and a dream," said Ann.

Ann stated that it was quite a long process in making the decision. She said Cafe2U also has quite an extensive interview process to make sure that you are the right sort of candidate for their franchise.

"Cafe2U was happy to have me, but they didn't rush me to proceed.

"I got to ride with an actual franchisee and ask any questions I wanted prior to purchasing the franchise."

She went for a week of training at the headquarters in NSW. It was a very comprehensive training week, concentrating on both the practical side and the theory behind the business. It was also a great opportunity to ask lots of questions.

Once she had completed her training, Ann was ready to start her business.

"The support from Cafe2U was awesome. When I launched, I had a Franchise Development Manager come with me for the first two weeks. He was my shadow, helping me to establish my run and find my customers. At first he was very hands on and did most things and then

gradually you start doing everything."

Ann is now running her business on her own and is thrilled.

"I love what I do. Every morning I wake up and realise it is up to me to choose my own attitude. When I see my customers I greet them and smile. It may be the only smile they see all day.

"My first customer is at six in the morning and my last customer is at one in the afternoon. I make 34 stops every day – Monday to Friday. I am busy but I am home every night. Personally, I haven't had to advertise. I find that the van itself, the website and word of mouth is enough.

"I do work some weekend events, but these are cream on the cake. My husband has actually been to every single weekend event with me. Sometimes my brother and his daughter come with us too."

Cafe2U is the largest mobile coffee franchise system in the world, with over 175 successful franchises already operating in Australia, the UK, Ireland and the USA.

For further information on Cafe2U franchise opportunities contact:

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