



## Cafe2U

### INVESTMENT LEVEL:

£11,999

### WEBSITE:

www.cafe2u.co.uk

### EMAIL:

franchises@cafe2u.co.uk

### PHONE:

08456 4447084

### FRANCHISE CLASSIFICATION:

Mobile coffee

### What the franchisees say:

'The support, training, and sense of belonging I have received from the Cafe2U team has been fantastic. Winning Cafe2U Franchisee of the Year has taken this to an even higher level!' *Tracey – Thorpe Park, Leeds*

'I'm my own boss at last and it feels good to be in control of my destiny.'  
*Darren – Ealing, London*

'The personal touches I have received from Cafe2U have been excellent, from my enquiry right through to my training, set-up and ongoing support.' *Suzy – Northampton*

## Cafe culture

Cafe2U, with over 30 franchises in the UK, has reached the magic 100. With ambitions to double in 2008 do you have what it takes to join the No.1 mobile espresso operator?

**T**he premier mobile coffee franchise Cafe2U is a full-service, mobile espresso bar offering delicious lattes, mochas, cappuccinos and other beverages and snacks. The Cafe2U concept is proving to be extremely popular with entrepreneurs who are seeking a genuinely fun, quality-oriented and highly profitable business opportunity.

Cafe2U is a proven concept that offers franchisees the freedom to choose their working hours and location. You do not need prior hospitality or coffee-related experience. You can run this business on your own or with a partner, working from home with minimal overheads and guaranteed healthy returns.

Each franchisee is given comprehensive training both on and off the job before they launch their own business. There is ongoing training, too, including the specialist expertise of a UK barista championship judge.

Research has predicted that UK coffee-shop sales are set to double over the next decade. Cafe2U predicts that this growth pattern will be exceeded in its own business and urges would-be entrepreneurs to join Cafe2U to enjoy this opportunity. 'It has been a fantastic

start to the year for Cafe2U,' says managing director Tom Acland. 'Joining a successful franchise like Cafe2U takes away many of the start-up headaches you can expect with setting up on your own. You'll meet like-minded people who'll ensure that joining Cafe2U is not only a good business decision, but also a good lifestyle decision.' No one should be surprised by the size of this opportunity. Last year in Britain £730 million was spent on coffee (a rising figure), with the nation consuming 500g of coffee per person per annum. It's the most popular drink in the world and more than 400 billion cups were enjoyed last year alone.

Cafe2U is not just about a hot drink or snack being delivered to the local office park – this is about 'real' espresso coffee. This is its unique selling point, and one that the company's franchisees have come to appreciate. Halifax-based franchisees Stephanie and Suzanne Pitcher explain: 'We've always wanted to run our own business. Our initial thoughts were to set up a coffee shop in our hometown of Brighouse, Yorkshire. Realising there was a definite gap in the market, we searched for the right location but had no luck and found the costs prohibitive.

**'The feeling I get from Cafe2U is that it's more a family than a franchise. I can pick up the phone at any time and chat about any problems I'm having, which are quickly dealt with'**

'Cafe2U caught our attention and immediately the benefits of being mobile and having lower overheads encouraged us to go for it. We came from different backgrounds, but we knew we could conquer the art of making great coffee.

Being mobile means we can work when we want and where we want, while being our own boss at the same time. We are now known as the barista sisters!'

Having a strong team behind you is just as important as the brand itself. Franchisee Ian Holmes from Leeds was quite clear about why he joined Cafe2U. He says: 'I was looking for a career change, something completely different to what I'd been doing – I was a printer for 20 years. Being obsessed with coffee, I was looking for something like Cafe2U. Working for myself is like a breath of fresh air.

'The feeling I get from Cafe2U is that it's more a family than a franchise. I can pick up the phone at any time and chat about any problems I'm having, which are quickly dealt with. I never feel alone. It's also good to know that all the guys at head office are as passionate about coffee as I am.'

The franchise is designed to suit anyone from a young couple who want to work six days a week to someone in their mid-50s looking for a comfortable income from five hours a day, five days a week. In the UK there is now a complete cross-section of backgrounds, experiences and ages among franchisees. ■