

Cafe2U celebrates continued success

Mobile coffee operator, Cafe2U (BSA) has held its third annual conference and Franchisee Awards. The day was another celebration of the company's achievements as a franchise system: more than 25 new franchised operations started in the last year, including three who became multi-operator franchises. Cafe2U is now trading in England, Scotland, Wales, Northern Ireland and the Channel Islands.

Managing director, Tom Acland welcomed everyone to the conference. "Cafe2U was fortunate to emerge from 2008 in better condition than a lot of businesses, with a solid demand for our service, built on a solid business model of profitability and flexibility," he said. "It has been great to hear from many franchisees that are trading at a higher level than 12 months ago, many of who have set new daily trading records and have



Tom Acland, managing director Cafe2U, Jeff Peters Cafe2U Belfast Harbour and Simon Cahill from category sponsor Mercedes Benz

also booked into more events than ever."

The highlight of the conference was the announcement of the 2008 franchisee award winners:

- The Cafe2U Franchisee of the Year, sponsored by Mercedes Benz, was Jeff Peters, from Cafe2U Belfast Harbour
- The Cafe2U Barista of the Year, sponsored by Caffé Society (BSA), was Graham Lickfold, from Cafe2U Cheltenham
- The Cafe2U Supreme Bean Award, sponsored by Towergate Insurance, was Faye Chochrane, from Cafe2U Edinburgh North.

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