

Success story

Cafe2U franchisees,
Bryony and Laurie Lee.

In the last British Franchise Association and Natwest franchise survey it was identified that business within the franchise industry was growing five times quicker than the general UK economy. Cafe2U reports that it has the same belief for 2009 that its business will continue to grow and says that it is looking for like minded people who want to share in the success of this already great business.

An Australian in the UK, Laurie Lee, decided that he wanted to work for himself and also decided that Cafe2U looked like a great opportunity in a country that had only just started understanding what real espresso coffee was all about. It didn't take long and by the summer of 2006 Laurie began trading in Scotland in the South Gyle/Edinburgh Park area and says that he hasn't had time to catch his breath since!

Laurie is an archetypal Australian - hard working and laid back at the same time! Originally from the sunny climbs of Warrnambool in Victoria, Laurie had seen a similar concept in Australia and upon his return to the UK decided to see if there was something similar in this country as he felt there was a gap in the UK market for this type of business.

He ended up in Edinburgh selling espresso coffee after meeting his Scottish wife Bryony in Australia when they were both exploring the country. In Australia, café culture is a way of life, and they both knew there was still scope over here in the ever growing espresso based coffee market.

"The great thing about Cafe2U is the 'life - work' balance that we have been able to achieve," says Laurie. "We certainly knew it was



not going to be easy, and we have worked hard to build a stable business. Choosing Cafe2U was the first step in getting this platform right. I see the kids first thing in the morning, get the van on the road by 8.30am and have the van clean and restocked by 3.00pm. I can then help pick the kids up after school and spend vital family time with them."

Laurie also does various event work some weekends and demand has meant that he has also had to add a second van to the existing territory. "The business has continued to grow and I am also thinking about other options to continue growing my business even in the current climate," he says.

"By joining Cafe2U we were utilising a proven business model. There is a network of franchisees as well as the Cafe2U team. If I have a question, a problem or just want to have a chat with a hospitality business minded person I can always pick up the phone for a chat. I don't have the stress that I associated with working for myself and certainly see franchising as a great way of working for yourself."

At the last annual Cafe2U awards Laurie was presented with Cafe2U Barista of the Year which reflected the hard work that he puts into his business, especially the quality of the coffee he produces. Laurie Lee can be found Monday - Friday in Livingston 8.45am - 2.15pm. The rest of the time he will be with his family enjoying the important things in life. Laurie's second van is trading successfully in Edinburgh Park.

