



cafe2u

good coffee makes good sense - anywhere

The premier mobile coffee franchise system, Cafe2U is a full-service, mobile espresso bar offering delicious lattes, mochas, cappuccinos, and other beverages and snacks. Indeed, serving 'non-traditional' locations such as business parks and industrial estates, as well as sporting events, festivals and shows, Cafe2U delivers your favourite drink at anytime, anywhere! And it's a concept that is proving to be extremely popular with entrepreneurs seeking a genuinely fun, quality-oriented and highly profitable business opportunity.

Cafe2U, which launched the mobile coffee van system in Australia in 2000, is the first coffee franchise to take quality espresso coffee to its customers. There is a very real need for this too, with its core market, the business world, having traditionally been very poorly serviced by cafes, particularly those providing high quality coffee. This is supported by research which shows that existing Cafe2U franchisees do extremely well servicing businesses with a headcount of between six and forty nine, not forgetting larger business where employees may choose to 'circumnavigate' their company's own cafeterias in preference for coffee that ... well ... tastes like coffee!

This, of course, is where Cafe2U really sets itself apart. Fully accredited barista training is provided by the company order to ensure the best quality coffee and service at all times, with all products being offered by Cafe2U incorporating only the very finest ingredients.

Each franchisee is given comprehensive training both on and off the job before they launch their own dedicated business. There is ongoing training too, including the specialist expertise of an ex-UK barista championship judge! Little wonder that there are already 60 successful franchisees in Australia and a further 14 in the UK - with fantastic growth to be had by hard-working individuals who have a clear vision of what they want their own futures to become.

No one should be surprised by the size of this opportunity. Consider. Last year in Britain £730 million was spent on coffee (a figure that continues to rise), with the nation consuming 500g of coffee per person, per annum. The most popular drink in the world, 400+ billion cups were enjoyed last year by coffee drinkers in locations as diverse Sydney, Southampton, Seoul, San Diego, Stockholm and Santiago - and Cafe2U is a concept that works perfectly absolutely anywhere!

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Cafe2U is not just about a hot drink or snack being delivered to the local office park either; this is about 'real' espresso' coffee. This is its USP, and one that the company's franchisees have come to quickly appreciate. As Halifax-based Stephanie and Suzanne 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.

"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 out own boss at the same time." And as the girls conclude: "We are now known as the barista sisters!"

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Leeds-based Tracy is even more succinct: "I am thoroughly enjoying serving a product everyone loves, working outside, meeting new friends, and of course driving a Mercedes!"

The success of each individual franchisee, of course, depends largely on how hard he or she wants to work? 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 amongst franchisees, with an average day's sales being anywhere between £250 and £350 depending on the franchise.

For further details of this exceptional opportunity, visit www.cafe2U.co.uk, email franchises@cafe2U.co.uk, or telephone 08456 444708.

