

Cafe2U signs master franchise in US

27 June 2011



Cafe2U founder and chairman Andy Simpkin (from left) with the USA master franchise team, John, Dave Long, Scott Bundy.

Mobile coffee franchise, Cafe2U, has just signed a master franchise deal for the US, following a year long proof of concept study in San Diego.

Managing director, Derek Black said, "We are so excited to finally be taking the brand to America. The US market represents a mature coffee market with many significant opportunities to stimulate growth.

"The recent study within the San Diego area proved to be a successful one as we managed to iron out all the operational issues prior to expansion and to conduct extensive market research into all aspects of our business model."

Black added that the Australian market is different to the coffee scene in the US, where mobile coffee is still in its infancy.

"The most interesting part of the study was to understand that Americans readily accept the concept of having espresso coffee made fresh for them outside their workplace," he said. "Consumers have been very welcoming of the mobile Cafe2U concept".

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