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Master Franchise Deal Signals US Boom For Cafe2U

June 27, 2011 // Franchising.com // Australian-born Cafe2U, the world's largest [mobile coffee](#) franchise has just signed a Master Franchise deal for the USA. This breaking development follows a year long proof of concept study in San Diego, which will now facilitate Cafe2U's expansion into the states.

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."

Mr Black added that the US market differs from the Australian marketplace, with an advantage to our humble country when it comes to [coffee](#). The US has seen an increased popularity in [food](#) trucks but [espresso](#) at work 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," said Mr Black.

"Consumers have been very welcoming of the mobile Cafe2U concept with one of our new American customers quoting: "It's even better than Starbucks!"

Cafe2U is tackling the US coffee scene with the upmost confidence and is certain that the partnership with our Master Franchisees will see rapid growth for the Cafe2U business into a significant coffee market.

Proudly born and bred in Australia, Cafe2U is already the world's largest mobile [coffee franchise](#) - now posed to propel this domination quickly into America in 2011. Cafe2U has 110 mobile coffee vans in Australia and 50 in the UK and Ireland.

For media enquiries or to interview Derek Black, please contact Luci Sheppard or Glen Scott at umm..communications on (02) 8399 0411 or 0457 712 564.

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Cafe2U Mobile Coffee Franchise »

Cafe2U mobile coffee franchise was established in 2000 and has been trading successfully ever since.

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