



Coffee to go

COFFEE is a Melbourne tradition. Though most workers have a local coffee shop nearby, many miss out.

But now there is an option for those who previously struggled to get a good coffee at work.

Cafe2U is the world's largest mobile coffee franchise — and it started in Australia.

It's now expanding in Victoria thanks to the introduction of a new package ensuring success for all new franchisees from day one of their new business venture.

Cafe2U has more than 80 franchisees in Australia including 10 in Melbourne, and almost 50 in

the UK.

The business is set to boom in Victoria as prospective franchisees invest in a sure thing — Melbourne's love of coffee — during the current economic downturn.

Cafe2U is also attracting franchisees with their innovative acceleration package which fast-tracks their business launch by three months.

This allows them to reach a level of daily sales that previously took months.

They also provide an income guarantee for the first two weeks

of \$500 a day.

When the acceleration package ends, franchisees are mentored by experienced operators from within the organisation, providing advice gleaned from the collective experience of more than 130 Cafe2U franchisees.

The acceleration package takes four weeks, including a week pre-work with the franchisee development manager, a week in the classroom and two weeks in the new franchisee's exclusive territory.

more > www.cafe2u.com.au



Home brew: Cafe2U is the world's largest mobile coffee franchise — and it started in Australia