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OUT OF HOME

JUNE 09

## FOCUS ON BEVERAGES

Latest trends in hot and cold drinks



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## Republic of Ireland welcomes coffee franchise



David Hobbs (pictured) is the first Cafe2U franchisee in the Republic of Ireland, spearheading an expansion of the brand which already operates over 45 franchises across England, Scotland, Wales, Northern Ireland and the Channel Islands.

Visiting business parks and industrial estates in the South Dublin and Wicklow area, David is serving Cafe2U's unique blend of gourmet espresso coffee, hot food and snacks. Previously a chef, David was captivated with the idea of being a Cafe2U franchisee when he first saw the franchise advertised. He subsequently flew to Leeds to discuss the opportunities available in the South of Ireland and see the franchise in action at Cafe2U's head office.

The Cafe2U concept offers franchisees the freedom to choose their working hours and location within their own exclusive territory. You do not need to have prior hospitality or coffee related experience. OK, David had been a chef, but he'd never run his own business. He says: "I can run this business on my own, working from home with minimal overheads and guaranteed healthy returns. Cafe2U provided an extensive induction programme, an exclusive Cafe2U territory and have given me superb marketing support and training."

Cafe2U has already identified further territories across the Republic of Ireland which it intends to launch during the coming year. For further information about the Cafe2U franchise call 0113 3970333 (or Dublin - 1890 876757) or email [franchises@cafe2u.co.uk](mailto:franchises@cafe2u.co.uk)