

## Cafe2U to expand in the US

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10 January 2011

Mobile coffee franchise, Cafe2U, is preparing to expand its operations in the US marketplace after successfully launching the concept in California's San Diego in June last year.

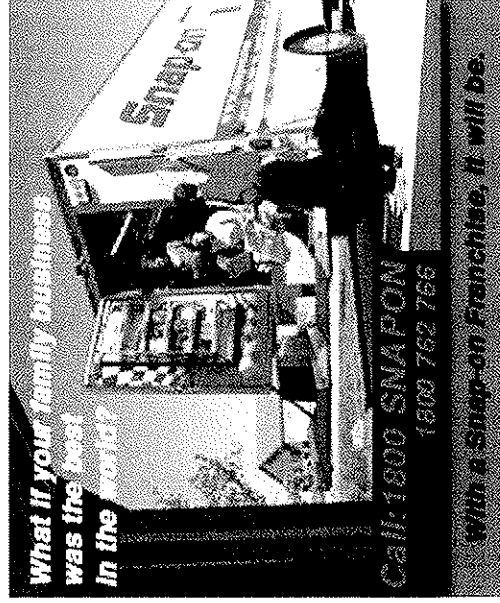
There are currently 106 Australian franchisees, with a further 52 operating in England, Scotland, Wales, Northern Ireland and Ireland. The company has also witnessed a 30 per cent growth figure nationally year on year for the past three years.

Managing director of Cafe2U, Derek Black, said the mobile coffee brand is proving to be popular overseas. "Consumers have been very welcoming of the mobile Cafe2U concept, which is unique and the only one of its kind in the US."

To cater for its planned growth, Cafe2U will be seeking out entrepreneurs in the US who are interested in territory development and franchise sales, and will be on the look-out for franchisees who share the same vision for the brand that the Australian-based international directors have.

"We see America as a key market for the brand. The US market represents a mature coffee market with many significant opportunities to stimulate growth ... Since the launch [in San Diego] we have noticed that Americans have been very interested in the new concept of having espresso-based coffees available at their workplace door - made fresh to order," Black said.

Cafe2U also plans to expand in New Zealand and China.



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