

## Trifecta for Cafe2U

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14 February 2011

It's three in a row for mobile coffee franchise, Cafe2U, which has, for the third consecutive year, been confirmed as one of BRW Magazine's Fastest Franchises.

BRW's Fastest Franchise list is released in January each year and identifies Australia's fastest growing franchise systems over the past 12 month period. Growth is measured in terms of outlets numbers and system revenue as well as average sales growth experienced by franchisees.

Cafe2U managing director, Derek Black, believes Cafe2U's success can be credited to the attractive incentives the franchise has to offer.

"What differentiates Cafe2U from the other coffee franchises in the Australian market place, for example, is the introduction of the Acceleration Package which helps to fast-track the franchisees three months ahead of schedule," he said.

The package includes an experienced franchise development manager to launch the business alongside the new franchisee in their own exclusive territory. Cafe2U also builds a customer run that delivers a minimum of \$500 a day before the franchisee operates solo.



*Cafe2U's managing director, Derek Black.*

Black said he is extremely pleased to be on the Fastest Franchise list and that the business has worked hard over the past five years to develop a system that provides opportunities for franchisees to succeed by growing sustainable businesses.

"The most satisfying part is making the BRW list three years in a row, especially with the economic challenges over the past few years. Appearing on the list since the beginning of 2008 sends a clear message to prospective franchisees about the strength and quality of the Cafe2U brand and franchises system."

Cafe2U is also the highest ranking coffee franchise on the BRW list in terms of growth by outlets and has experienced annual growth by outlets of 33.66 percent over the three years to 30 June, 2010. It is also the list's fastest growing retail coffee franchise by revenue.

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