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News Article

April 3, 2009

Night shifter Peter sees the light with coffee franchise

For someone who treasures the sun, surf and his personal fitness as much as triathlete and new Noosa Heads Café2U franchisee Peter Archer does, living life on the night shift, albeit as a successful printer for 23 years, saw a desperation to see the light.

"To not be working at night after all of those years is wonderful. I get to see the day, meet different people and find out what they have been up to, I'm never in the same place for long – the change has been very worthwhile," he said.

Most recently working as a printer at APN Yandina, Peter worked on familiar publications such as Noosa News, The Sunshine Coast Daily, The Noosa River Living and Hinter Living.

"It is nice because I have maintained a relationship of sorts by delivering coffee to some of them."

Wanting among other things to pursue his interest in triathlon competition further, Peter decided on a lifestyle change and became a franchisee for Australian born Café2U, the world's biggest mobile coffee franchise, in January. In the sporting arena, the day shift is already paying dividends.

"I placed in the NAB Enticer (which involves a 200m swim, 5km cycle and 2km run) at Caloundra in February, which was fantastic. And it was in the Over-35 age group, which was an effort in itself. I'm normally in an older age group (40-49 years division) so it was an achievement I'm quite proud of," he beamed.

Peter said his biggest work challenge so far was "establishing a business where there are other competitors in the area."

"There are other vans offering a similar service in the area as you would expect, so I have needed to familiarise myself with the full potential of my territory and seek out possible opportunities. But it is already going really well, I have established new relationships with some really good businesses and clients."

Another reason to celebrate his bright new career, in more ways than one.