



Little time for a cuppa as van business booms

LOCALS Peter and Kylie Archer have grown their business so rapidly in just over 12 months they are now looking to take on franchisees.

Part of the world's biggest coffee van franchise, Cafe2U, the couple now make up to 50 stops a day in Noosa and Tewantin and need help.

"We're keen to get more of our vans on the Coast, so we are looking for franchisees to cover Maroochydore and Nambour," Peter said.

"There's certainly the market for it as business has boomed for us over the last 15 months."

Former newspaper and magazine printer Peter and Kylie got the idea for the coffee van while Kylie was running her beauty salon in Brisbane.

"I used to get my coffees from Cafe2U there and knew what a great product it was," Kylie said.

The couple think the appeal of the van is the varied selection of hot and cold drinks and cakes they offer, and the quality of the coffee.

"The blend we use is specially mixed and roasted for us by Belaroma in Sydney," Peter said.

"It is a blend of four beans, specially chosen for being on the road. Coffee is very volatile and can be affected by movement, temperature, humidity and other factors, so it's important to get it right.

"We are so busy now with between 35 and 50 stops a day," Kylie said.

"I think our success is also due

to the promotions we run, such as a cake and muffin vouchers, and customer loyalty cards."

The loyalty cards offer great value-for-money with a free cuppa for every nine bought – or every five if you pre-pay.

Cafe2U was Australia's first mobile coffee franchise and was recently highlighted in *The Australian Financial Review Smart Investor* magazine as one of two best-value franchise systems out of more than 1000 contenders.

"Franchisees get a great four-week training package and ongoing support," Peter said.

To find out more about local opportunities, phone Peter and Kylie on 0458 660 001.



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FULL OF BEANS: Peter and Kylie Archer with their mobile coffee franchise Cafe2U. **Picture:** Andrew Seymour