



***The Coffee Club* appoints new marketing manager**

Brisbane – 2 September 2010: Australia’s largest home-grown café group, *The Coffee Club*, has appointed Ann-Marie Johansen to the position of Marketing Manager.

Ms Johansen has more than a decade of experience in both retail franchising and business to business marketing, most recently as Marketing and Communications Manager with Brisbane Markets. In this role, she spent two and a half years driving the company’s Fresh Tastes program, which aims to encourage independent Queensland greengrocers to buy fresh fruit and vegetables direct from the Brisbane Produce Market.

Prior to this, Ms Johansen was Marketing Manager with Australia’s largest specialty meat retailer Lenard’s. During her time with the retailer, Ms Johansen was awarded the Franchise Media Campaign of the Year Award from the Franchise Council of Australia for Lenard’s “We Invent. You Cook” integrated advertising campaign, which included the brand’s first-ever national television campaign.

She also previously worked in senior marketing roles with Eagle Boys Pizza and MegaMart.

According to Ms Johansen, franchising is in her blood, “I am a self-confessed foodie, so it is very exciting to be a part of one of Australia’s iconic household brand names when it comes to my two loves – food and franchising.

“I am looking forward to working closely with the directors, management and franchisees to communicate and deliver *The Coffee Club*’s mission of good food, great service and excellent coffee.”

According to *The Coffee Club* Director John Lazarou, “We are excited to have Ann-Marie join *The Coffee Club* during a time of significant change for our business, where we are investing heavily in new promotions and campaigns to continue to build on our strong brand awareness both in Australia and internationally.

“Ann-Marie’s strong franchise marketing background will play an important part in fuelling *The Coffee Club*’s next stage of growth.”

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