



***The Coffee Club* takes off in Thailand: revenues grow 209% in a year**

Brisbane, Australia - 24 May 2010: In 15 short months Australia's largest home-grown café group *The Coffee Club* has expanded into four new Thai locations, with a fifth set to open in Koh Samui's Chaweng Beach in July.

Since the launch of its first Thai café in February 2009, *The Coffee Club* Thailand has added 80 team members and realised revenue growth of 209 per centⁱ. Revenue has increased more than 80 per cent in the past quarter aloneⁱⁱ.

According to *The Coffee Club*'s Thailand General Manager Michael Chick, the aim is to have a total of seven cafés before the end of 2010, with a focus on securing a high-street location in Bangkok.

He says, "A number of factors are contributing to *The Coffee Club*'s success here. Firstly, Thailand has a maturing coffee culture, so our hope is that we educate local and international customers about what excellent coffee truly is."

"Secondly, our customer-base is very location-specific; places like Phuket predominately attract tourists whereas *The Coffee Club* Pattaya attracts a combination of tourists, expats and local Thais. With this in mind, it has been crucially important to show an understanding of the local community and adapt to their needs. We've ensured our menu has a wide selection of Western and Thai food, which appeals to the widest possible customer-base and keeps true to our commitment of serving *Good Food* at a competitive price," Mr Chick says.

Last year, one of the largest hospitality and leisure companies in Asia Pacific, Minor International, took a 50 per cent stake in *The Coffee Club*, fuelling its international expansion into Thailand and New Zealand, where it now has 30 stores.

The Coffee Club Franchising Group's Director John Lazarou says, "The partnership with Minor International has been the key to *The Coffee Club*'s international success. We are currently looking at appointing master franchises in Vietnam, Bahrain, Mauritius, New Caledonia and Dubai before the year's end. Thailand's strong launch is testament to the global market for a relaxed place to meet family and friends," he said.

The Coffee Club's four Thai locations are: Phuket's Turtle Village, Mai Khao Beach and Jungceylon, Patong Beach; Pattaya's Royal Garden Plaza; and Bangkok's Survarnabhumi Airport.

-ENDS-

MEDIA ENQUIRIES

Marissa Tree

Red Agency

M 0422 790 520

E marissa.tree@redagency.com.au

ⁱ 209% increase in revenue when comparing Q2 2009 to Q1 2010

ⁱⁱ 80% increase in revenue when comparing Q4 2009 to Q1 2010