



MEDIA RELEASE

The Coffee Club celebrates 20 years

When the doors opened to the first *The Coffee Club* on Eagle Street Pier, Brisbane, on Monday November 2 1989, directors Emmanuel Drivas, Emmanuel Kokoris and John Lazarou unknowingly began one of Australia's most successful franchises.

On Monday November 2 2009, *The Coffee Club* will celebrate 20 years in operation and now employs more than 6,000 employees and serves more than 40 million coffees each year to coffee-lovers across Australia, New Zealand and Thailand. The weight of coffee *The Coffee Club* has sold is equivalent to nearly three Boeing 747s.

As China is the gift of choice for 20th anniversaries, it is fitting that *The Coffee Club* plans to expand into China in 2010, after its successful launch of three cafes in Thailand earlier this year. Plans to launch in Dubai are also well advanced.

The company recently opened its 242nd store in Townsville's Willows Shopping Centre, in addition to:

- Generating more than \$260 million in revenue in 2008/09
- Total store sales have increased 244 per cent over the past five years
- Total growth in the number of *The Coffee Club* stores over the past five years is 197 per cent
- *The Coffee Club* have opened 34 franchises in the past year
- Plans to open 25 stores in 2010 including rapid expansion in international markets including Thailand, China and Dubai

In June this year, Minor International, one of the largest hospitality and leisure companies in the Asia Pacific region with more than 1,000 restaurants and 27 hotels, bought a 50 per cent stake in company.

Mr Lazarou, one of *The Coffee Club*'s three Directors, said this has been the key to *The Coffee Club*'s ongoing success and international expansion.

"Our partnership with Minor International will enable *The Coffee Club*'s expansion well into the future. I have visions of landing in countries around the world and being welcomed at the airport by a *The Coffee Club* cafe - that dream is now within reach" he said.

Mr Lazarou said *The Coffee Club* still feels like a family business and strongly believes it's the essence of family that has made the company boom.

"Greeks do hospitality well. We have instilled a philosophy in our staff to treat our customers as they would treat them in their own homes, so *The Coffee Club* experience has now become more than just a coffee and a meal. It's something we're particularly proud of after all these years.

"Our biggest success has undoubtedly been our staff. We've watched many join at a store level and go on to be a manager or even own their own franchise. It's a humbling to know that our people love the company and the brand as much as we do.

"I remember when the only place in Brisbane you could get a coffee after 10pm was at a fine dining restaurant, a service station or McDonalds, so to say café culture has come a long way is an understatement!" he said.



A further measure of *The Coffee Club's* success has been its ability to help others and give back to community which supports it. Over the past two decades, *The Coffee Club* has supported many charities and donated or fundraised more than \$10 million to charities personally selected by its Directors and staff, including the Royal Children's Hospital, National Breast Cancer Foundation, and The Westmead Children's Hospital .

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