

THE COFFEE CLUB®

The Coffee Club announces Ribs and Rumps acquisition

XX September 2011: Australia's largest home grown café Group The Coffee Club has today announced its acquisition of Australian steakhouse chain, Ribs and Rumps. The major acquisition is the first for the café Group.

Ribs and Rumps began 16 years ago in Manly, Sydney, as a restaurant selling premium aged, quality cuts of meat and is now a well-established family brand, having expanded to five stores across Australia and two overseas in South Africa and Dubai.

The Coffee Club's Founding Director, Emmanuel Drivas, said acquiring Ribs and Rumps is a fantastic opportunity for The Coffee Club Group to expand its presence further in the hospitality industry. Ribs and Rumps fills a particular segment in the steakhouse market, offering contemporary casual steakhouse dining with premium quality ingredients at affordable prices. This is a market with huge opportunities.

"The Coffee Club is a welcoming and relaxed meeting place for customers and is very family orientated. Ribs and Rumps operate a similar family friendly environment, with both brands appealing to the same customer base. There is a lot of synergy between the two brands and we saw this as an opportunity to expand and take on a new project and offering, and seized this opportunity of expansion to move forward as a business," he said.

Emmanuel Drivas said The Coffee Club Group plans to open ten Ribs and Rumps restaurants each year for the next ten years, while the Master Franchisee in South Africa and UAE will also be expanding. Two new restaurants will open by the end of 2011 and will be located in Brisbane's Fortitude Valley and Mackay. Commitment plans for restaurant sites in Townsville and Wollongong are also expected to be under way by mid next year.

"The acquisition of Ribs and Rumps is a great new direction for The Coffee Club Group. We cannot wait to get the new restaurants underway and see Ribs and Rumps flourish as a loved local and international brand," Mr Drivas said.

Mr Drivas continued to say the acquisition of Ribs and Rumps is the first step in turning The Coffee Club Group into a multiple brand restaurant company, and hopes to acquire more brands in the near future.

"The Coffee Club started as only one café over 21 years ago and now there are over 270 of The Coffee Club cafés worldwide. I'm sure with the same passion and dedication Ribs and Rumps will become Australia's choice for steakhouse dining too."

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