



The Coffee Club declared best café franchise in Australia

For the second year running *The Coffee Club* has been declared Australia's best café franchise, according to the Australian Financial Review's Smart Investor magazine.

The article, which appears in Smart Investor's December issue, rigorously critiques all franchises available to potential investors across the country. This is the third time *The Coffee Club* has been named Australia's best café franchise by Smart Investor magazine.

James Nixon-Smith, Chief Executive Officer of *The Coffee Club*, said he was thrilled by Smart Investor's announcement.

"They have just confirmed what many of our franchisees already know — *The Coffee Club* is a fantastic investment," Mr Nixon-Smith said.

"And potential franchisees including mums and dads looking to invest in a franchise will be assured that after rigorous analysis by Smart Investor magazine we're absolutely the best café franchise option around.

"And I know we're the best because we've been working hard to ensure our franchisees are our number one priority.

"But don't take our word for it — ask our franchisees. Ask them how passionate we are about their businesses. Ask them what lengths we go to to help them succeed. And ask them how proud they are to be a part of this company," he said.

The Coffee Club Director Emmanuel Drivas said that franchise staff are deeply involved in the business and strive for quality.

"The magazine says we're a system to trust. And it's true because a number of our key management team and directors actually own stores themselves," Mr Drivas said.

"How many franchise companies have a Chief Financial Officer and a Property Development Manager who is also a franchisee?"

"That's why we work so hard to ensure our franchises do well, because our fate is tied to our franchisees' success. And we really want everyone to thrive," he said.

The Coffee Club is expanding dramatically in 2011 with 30 cafés opening in Australia, most of which will be across New South Wales, as well as entering China, Vietnam, Egypt, and New Caledonia.

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MEDIA ENQUIRIES:

Clinton Parker, Red Agency
P 07 3837 3870 | M 0400 788 978
E clinton.parker@redagency.com.au