

# THE COFFEE CLUB®

## *The Coffee Club scoops up three national franchising awards*

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12 October 2011: Australia's largest home grown café Group The Coffee Club has taken out the coveted 'Excellence in Marketing' Award at the annual FCA Excellence in Franchising Awards.

The Franchise Council of Australia honoured the best of the best in the Franchise sector at the 2011 Westpac FCA Excellence in Franchising Awards Gala Dinner on Tuesday night.

The Coffee Club was a big winner with awards in three categories including Excellence in Marketing, Multi-unit Franchisee of the Year and Franchisee of the Year - two or more staff. Nick Vincent, General Manager Marketing at The Coffee Club said the awards built credibility for the team.

"The marketing award means more Franchisee engagement in our marketing programs because we have been recognised as being marketing leaders within the franchise industry.

"The entire awards submission process was beneficial because it gave buy-in across all departments. It reminded us too, on the efforts the marketing team put in to rolling out national promotions."

The Coffee Club entered their successful Taste of Thailand campaign to win the Marketing Excellence Award. The campaign was the first of The Coffee Club's National Promotions Food Tour in 2011 showcasing cuisines from selected countries around the world. The Taste of Thailand campaign achieved all the objectives outlined in the campaign brief and is now used internally at The Coffee Club Corporate office as an example of best practice for national promotions.

Nick Vincent continued to say that "this is a major achievement for The Coffee Club and everyone in his Marketing Team, who has a passion for The Coffee Club brand and the Great Service and support they provide for Franchisees. This award is recognition of the highest level within the Franchising industry."

The event, one of the most anticipated on the franchise calendar, was held in the Grand Ballroom at the Sebel Albert Park and attended by more than 500 people.

The awards held at state and national level each year represent the pinnacle of Franchise achievement and are a celebration of the hard working teams and individuals in the industry.

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**MEDIA ENQUIRIES:**

Mark Smith, Red Agency

M (07) 3837 3870

E [mark.smith@redagency.com.au](mailto:mark.smith@redagency.com.au)