



## Hot shots

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In times of hardship, franchisers have turned to the coffee market with many franchises planning to expand in the coming year. Gloria Jean's, The Coffee Club and Zarraffa's Coffee have maintained solid growth throughout 2008 and although not featuring in the BRW Fast Franchisers list for 2009, Bean Bar, Caffe Primo and Jamaica Blue are still expanding. BIS Shrapnel predicts that coffee will continue to do well, although a slowing of traffic through shopping centres may weaken some franchises. While Gloria Jean's and Zarraffa's Coffee are keeping up with demand for now, Cafe2U is struggling to deal with the interest from willing franchisees. Xpresso Delight also has a busy year ahead, with 50 stores planned to be opened this year. Head of Essential Brands Group is expecting business to grow for Espresso Essential by up to 35 per cent this year. The former Donut King franchiser believes that his company has "barely touched the sides" of what is to come.