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“About 80 percent of our current business is take-away, made possible by serving all our beverages in corrugated paper cups and we were the first to introduce this style of cup to the Australian market,” says Campbell.

“It might be fast, but we committed to our philosophy of providing ‘an individually perfect cup of coffee, every time’, along with a smile of course.”

Even with our tea-drinking heritage, it seems Australia's love affair with coffee as our favoured cuppa is showing no signs of abating, although Zarraffa's has cleverly anticipated trends, introducing specialty teas and Chai lattes to cater to a small but growing demand.

Revenue has increased 59 percent in the past 12 months with in-store growth of 21 percent making for satisfied store owners and attracting future franchisees.

After a year of consolidation, five to six stores will open this financial year, with plans to take the empire to almost 40 stores by the end of following financial year.

After fuelling his energy and hard work on eight to 10 double-shot ice mochas a day, Campbell is no longer drinking the profits and is down to two cups a day, which he can enjoy while reflecting on the sort of success that still leaves him pinching himself.

“When I had two coffee shops I thought I was the ‘King of the World’,” he says.

“Now we have 23 stores I realise I'm one of the little guys. My goal is to take us to number two in Australia.”

Other goals include extending on environmental work with Wildlife Warriors, looking after the local environment and contributing directly to the well-being of the coffee growers.

A successful local business with a conscience — it's worth drinking (a coffee) to that. ■