



Source: franchise.net.au

Date: 5/11/2010

Section: Online

Zarraffa's Coffee to Open in Noosa

Zarraffa's Coffee's 43rd franchise opens on Monday 8 November, thanks to migrating franchisees Kim Pigrim, Debbie Tickle and Melissa Robinson.

With a background in cafes and hospitality the trio jumped at the chance to relocate from the Gold Coast to open at Noosa Fair Shopping Centre.

"Who wouldn't want to live in such an ideal location, right in the middle of paradise", said franchisee Kim Pigrim. "Noosa is one of Australia's best known holiday locations and we can't wait to enjoy the area for all it has to offer."

Zarraffa's Coffee CEO, Kenton Campbell said "We've had our eye on Noosa for a while, what with its similarities to the Gold Coast, the home of our company; it made sense to seek out a location."

"Our wait has paid off with the right franchisees and position coming together at the right time.

Noosa Fair is a key part of the south-East Queensland expansion," he said.

The first of four store openings before the end of 2010, Kenton believes the next 12 months will be an extraordinary phase for the privately owned company.

"What's most important as we grow are our customer's continued enthusiasm for our coffee, the profitability of all our existing stores and the ongoing interest in our new franchise opportunities. This is how we will monitor our success as we move forward."

As part of the opening celebrations the Noosa Fair store will be giving away 10 free Zarraffa's Coffee thermos to the first 10 tradies who visit the store every work day morning of the opening week.

Customers can also tune into radio opportunities; at Hot91FM, listeners have the chance to win a two night escape at BreakFree Rainbow Shores, Noosa and with Zinc FM, workplaces can register to win the Zarraffa's Coffee caddy at their workplace each day from 8th November.

The Noosa Journal is also giving away five Zarraffa's Coffee merchandise packs.