



ESSENTIAL BRANDS G R O U P



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ESPRESSO ESSENTIAL makes the cut in the 2008 BRW Fast 100 issue!

Espresso Essential, and it's founders, **Mike and Gayle Koolen**, are excited to announce that BRW has listed Espresso Essential as number 68 in the exclusive Fast 100 list.

Mike and Gayle say the achievement is largely due to hard work and a great passion and dedication to the business by everyone involved in the network from the Master Franchisees, the Franchisees, their salespeople, technicians, support staff and a great team at our head office.

Espresso Essential was founded in 2001 on the Gold Coast by Mike and Gayle and has grown to a successful International business in a very short time with representation in the United Kingdom, Singapore and of course Australia and New Zealand.

The business was started in the garage of a house and selling coffee machines and products from the boot of their car using a start up capital of only \$5,000.

Mike and Gayle's driving motivation is their desire to create **'ESSENTIAL MILLIONAIRES'** of everyone involved in the business and further grow with a select group of suppliers who have greatly assisted in the growth so far.

Due to Espresso Essential's emphasis on quality equipment and products coupled with the industries best customer service Espresso Essential is set to continue forward with strong sustainable growth in the ever growing coffee market.



There is an article starting on Page 68 of the Fast 100 issue about **'BRANDS OF GOLD'** where Mike has been interviewed.

The Fast 100 list is published on Page 46.

BRW.