



# ESSENTIAL BRANDS G R O U P



MEDIA RELEASE MEDIA RELEASE MEDIA RELEASE MEDIA RELEASE

Date: 29 January 2009

## ESPRESSO ESSENTIAL awarded by BRW again.

### This time in the 2009 BRW Fast Franchises issue!

Espresso Essential was listed as number 68 in the exclusive Fast 100 list released 3 months ago, and now Espresso Essential and it's founders, **Mike and Gayle Koolen**, are excited to announce that BRW has again recognised Espresso Essential.

They are the proud recipients of the;

- **Number 6** position for the 'Fastest Growing Franchises by Outlets', and the
- **Number 11** position for the 'Fastest Growing Franchises by Revenue'

in the exclusive BRW Fast Franchises list in the flagship edition on sale today.

Mike and Gayle say the achievement is again due to their Franchise network, strong supplier relationships and a great team at our head office. Mike announced "*The real accolades belong to the Franchise as a whole. We are a great team and that makes all the difference in today's world.*"

The Franchise's focus is to supply offices and retail businesses with high quality coffee solutions for their staff and customers. In relation to retail outlets; Mike said "*It is empowering when we provide our quality Italian made espresso coffee machines that enable the retailers to profitably service their customers. It is a real win-win situation*".

Espresso Essential now has a growing international presence and is the largest supplier to the non-traditional coffee market in Australia and New Zealand. Espresso Essential coffee machines produced over 15 million cups of café quality espresso coffee and over 2 million cups of premium hot chocolate in the last year.

There is an article starting on Page 68 of the Fast 100 issue about 'HOT SHOTS' where Mike Koolen has been interviewed amongst other Fast Coffee Franchisors. The Fast Franchise list is published on Page 32 to 34.

Please call Leon Beattie on (07) 5522 0677 to arrange an interview with award winning CEO Mike Koolen.



# BRW.