

Cafe2U

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Franchise Sales Double Espresso Firm



Leeds-based mobile coffee retailer Cafe2U has doubled turnover in the six months to August 2008. The company is on its way to beating its 2007 turnover of £750,000 and expects to top £1.5 million in just its third year of trading.

The franchise business, originally formed in Australia was brought to the UK by Leeds Metropolitan University hospitality graduate Tom Acland in 2005, when he fell in love with the coffees he bought from a van in Sydney.

Tom negotiated the European rights to operate the franchise business and Cafe2U is now the UK's largest mobile coffee brand.

“We have been able to continue our rate of growth and expect to at least double in size this year and we are currently recruiting a new franchise every 2 weeks. The concept of high quality coffee delivered to your workplace is easy to understand, and this simplicity is one of the factors that is driving our growth.

“We train all our franchisees to excellent Barista standard, and our coffee blends are carefully selected to ensure we serve restaurant quality coffee wherever we arrive at office parks, factories and workshops, in fact anywhere people ask us to call in,”

In total Cafe2U now operates 42 custom built coffee vans selling gourmet coffee and other snacks and foods to tens of thousands of customers across the UK each week.

Cafe2U sells franchises for £15,000, and then owners invest around £34,000 in the specially designed Mercedes vans equipped with coffee grinders, coffee machines, awnings, fridges and pie warmers .

The company employs seven head office staff at Thorpe Park, Leeds and 52 franchise staff work on the vans that are based as far afield as Basingstoke, London, Leeds, Manchester, Belfast and Edinburgh.

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Photography

Double Espresso: Cafe 2U managing director Tom Acland toasts six months of rapid growth for the Leeds-based franchise operation.