

# Cafe2U wins Brand Builder of the Year Award



Cafe2U recognised at the 2012 HSBC UK Franchisor of the Year Awards

Cafe2U are proud to announce that they have won the coveted Express Newspapers Brand Builder of the Year Award, as part of the 2012 bfa HSBC Franchisor of the Year Awards.

The bfa HSBC Franchisor of the Year Awards are often hailed as a defining point in the franchising calendar to showcase the best companies within the industry. This year was no exception, with 14 franchisors being short listed across the three categories, supported by Express Newspapers.

Cafe2U is the largest provider of mobile coffee in the UK. They deliver fresh espresso coffee, hot chocolate and a range of snacks to non-traditional locations such as work places, business parks and industrial estates located away from the high-street.

Sean Hammond, the Head of Franchising at Express Newspapers, said: "Cafe2U has experienced huge success expanding the business into new markets across the world. First launching in Australia, the business successfully tapped into the growing coffee phenomenon in the UK and now the USA. The judging panel was highly impressed with Cafe2U's investment in product offerings and its commitment to strengthening the brand – a well-deserved winner of the Brand Builder Award."

Within the Brand Builder category, Cafe2U were rivalled by EnviroVent, Mac Tools, and Wiltshire Farm Foods. The category was designed to recognise franchisors with an innovative and effective approach to successfully managing and developing their brand. It was particularly important for entrants to demonstrate the franchisee benefits of having a strong brand, and in what ways the franchisor has evolved their strategy to promote future growth, recognition and success.

Cafe2U are absolutely delighted with the outcome, which was announced on 21 June at the Telford International Centre during the 23rd Awards Gala Dinner. Tom Acland, the UK Managing Director of Cafe2U, was there to receive the award and recalls how he felt when being handed their trophy, "Receiving the award was very exciting, and fabulous recognition for the hard work carried out by the Cafe2U team and franchisees. We are collectively responsible for making the brand as strong as it is, and we are dedicated to achieving growth for the business and franchise network. Over the past year we did this by building up our brand and improving our product range to reflect the growing consumer desire for both high quality and convenient espresso coffee. Being named the winner of the Express Newspapers Brand Builder of the Year Award epitomises this – not just for those who work with the business in the UK, but globally too."

The Cafe2U network has grown considerably since it launched in the UK during 2005, and now has over 50 exclusive franchise territories up and down the country. The first Cafe2U prototype began on the beaches of Sydney Australia in 2000, with expansion including the UK, Ireland, and subsequently the USA in 2011. Worldwide, there are currently over 150 franchise partners.

If you would like to know more about the success of Cafe2U or are interested in joining their franchise partner network in the UK, please visit [www.cafe2u.co.uk](http://www.cafe2u.co.uk) or telephone 08456 444708 to speak to a member of the Cafe2U franchise team.

## Contacts

Lerida Grant  
+61 2 8456 3632  
mailto: [lgrant@cafe2u.com](mailto:lgrant@cafe2u.com)