

Coffee drive-through caps Zarraffa's plans

by Nick Nichols
business editor

ZARRAFFA'S is hitching a ride on cars to drive the next phase of the expansion of its business.

After 13 years in business, the Gold Coast-based coffee chain is poised to open its first drive-through coffee shop at Worongary, catering for customers wanting a quick fix on the way to and from work.

The \$1.4 million purpose-built store is set to be Zarraffa's 33rd outlet when it opens next month.

Zarraffa's founder Kenton Campbell, a former Seattle native who grew up with brands such as Starbucks in America's coffee-culture capital, said the store would be a 'big part' of the future for Zarraffa's.

"I'd like to see 30 to 35 per cent of our stores in the future as drive-throughs," he said.

"I know it works in the States. It's what people want today."

Mr Campbell said it took 'forever' to find the site for his first drive-through store, settling on Worongary Town Centre.

"I think from our point of view we're doing it in the right place."

He said Worongary was a car-focused suburb at the 'epicentre' of the Zarraffa's brand on the Coast.

The aim was to attract parents on the way to dropping off the kids to school or workers in a hurry to get to their job.

It is also a full store, catering to regular sit-down customers.

"It's been a long time coming," said Mr Campbell of the store, which will be run by existing



Zarraffa's founder Kenton Campbell at the drive-through store

Miami franchisees Debbie and Brendon Blakemore.

"It raises the bar significantly on anything I have seen in Australia," he said.

"It is purpose-built to a standard that is first class.

"We've done it so that people can see we were very serious from the beginning. We haven't pulled any punches.

"The thing that's significant for us is that it is a stand-alone location. That's a huge thing for our brand."

Zarraffa's, which this year took out top honours for the second year running in the Gold Coast

Business Excellence Awards, has expanded outwardly from its Coast base in the past decade.

Mr Campbell said the drive-through concept was key to future growth plans.

"I think it will put Zarraffa's on a new standing for its expansion into Brisbane and even nationwide," he said.

The Worongary store, which was built by Worongary Town Centre owner AHC, occupies 116sqm.

A 10-year lease, with two five-year options, has been negotiated, but the rental rate has not been disclosed.