



Consistency is the secret . . . Zarraffa's boss Kenton Campbell

Cafe chain buzzing over 30th store

by Shannon Willoughby
business reporter

TO make it to 30 stores is a 'real milestone', says Zarraffa's boss Kenton Campbell.

"Going from store 20 to 30 is a huge thing, especially considering we haven't had any huge financial backers," said Mr Campbell, who will open his 30th store on Monday.

"It just shows the strength of the company and the strength of our business models and franchise," he said.

Zarraffa's, which started from humble beginnings in 1996, is now one of the largest coffee franchises in the world, said Mr Campbell.

"We have been able to produce a recipe for success that works on a larger scale," he said.

"Most franchises have two or three or 10 to 20. We are now one of the larger franchises in the world."

He said the growth, which began on the Gold Coast and had spread across the southeast of the state, would continue.

This year alone, another four Zarraffa's will open, including the \$1.5 million, state-of-the-art drive-through store at Worongary.

"Our future is to continue to grow in southeast Queensland and northern NSW over the next four years and build the numbers to 70 to 80," said Mr Campbell.

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"We have enough work in place to look at the area, particularly Brisbane and the Sunshine Coast, before we need to think about moving elsewhere.

"(In four years) we will stick our heads up and look at what we'll do next.

"By that time, the current economic situation may have changed.

"At the moment we're like a little Seattle."

Mr Campbell said his brand was weathering the market downturn well,

with each store seeing a 25 per cent growth in the last year.

"There are some things that people can't live without, like coffee and the staples," he said.

"People will give up their \$100 lunches and dinners for two weeks' worth of coffee.

"And while coffee is usually the same price - between the \$5 to \$10 range - whether it's here, at McDonalds or the Hilton, they will look for consistency.

"Service is our biggest challenge, not our competitors."

He also said money earned was reinvested into the company, leaving it with little debt.

"We are one of the lucky ones that don't have large loans to satisfy," he said.

The 30th store will open at the Hope Island shopping centre.

The owners of the franchise are Jan and Max White, who also hold and operate the Zarraffa's Crestwood store.

It is the sixth new store to open this year.

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