



Zaraffa's appoints first GM

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Queensland based coffee chain Zaraffa's has appointed its first general manager.

Daryn Daniel, who has 18 years experience in the hospitality industry, has taken up the role, overseeing the operation of 25 franchise outlets. Daniel, following company policy, began at Zaraffa's as a barista and worked his way up to GM via training manager and business development manager positions.

Daniel's interview process was as unorthodox as his promotion – he met Zaraffa CEO Kerton Campbell on the grappling mats during a martial arts class.

"Coming from a restaurant background the simplicity of Zaraffa's focus on the 'individually perfect cup of coffee, every time', is a breath of fresh air," said Daniel. "Zaraffa's is all about the customer and their coffee and that's what puts them head and shoulders above the rest."

"Campbell has focused his efforts on hiring the right staff and ensuring they are empowered with the technical and ground level skills needed to be passionate about this business... there is such a strong dynamic amongst the staff and franchisees and I want to continue that into the future," he added.

Daniel has previously worked at the Rose'n'Crown in Surfer's Paradise, Café Sierra on Melbourne's Chapel St, Black Dog on the Sunshine Coast and Soprano's at Broadbeach.

Zaraffa's, which celebrated its 10th birthday last year, is opening its 24th store this month, and has plans for at least three more stores in the next six months.

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