

since the beginning of z-time

"Zarraffa is the Arabic word for giraffe and besides from its reference to Kaffa in Ethiopia, the birthplace of coffee, I felt the name epitomised my vision to stand 'head and shoulders' above the rest ..."

For my part, I somehow knew that everything in my past had led me to this point, so I worked nights and weekends while building the company," **Kenton Campbell, founder and director of Zarraffa's Coffee Pty Ltd.**

In 1997, Kenton set up the first Zarraffa's Coffee retail outlet in Southport's Australia Fair Shopping Centre. With little more than a personal loan and a dream, Kenton set about establishing his every wish for Zarraffa's Coffee – one cup at a time! With customer satisfaction in mind, the coffee was, and still is, small-batched and air roasted to ensure optimum freshness, and presented in environmentally friendlier paper cups, at a time

when polystyrene was the preferred choice for take-away beverages.

As word spread among self-proclaimed Zarraffites, demand for the fresh-is-best Zarraffa's product prompted the opening of a further two Gold Coast stores, another in Australia Fair Shopping Centre and one in Harbour Town Shopping Centre at Biggera Waters.

To this day Kenton credits Zarraffa's Coffee's on-going success to premium coffee beans, selected on quality rather than price, together with franchising the company, which commenced in 2001. The opening of the inaugural Zarraffa's Coffee in the Myer Centre, Brisbane by Phillip Stanley and Jodi Allison marked

the beginning of Zarraffa's growth and foray into the retail sector. To this day the couple continue to operate this store successfully.

Phil and Jodi who are former Franchisees of the Year at Zarraffa's Coffee, run their store with passion and charisma, a tribute to the director whose passion and vision for this company draws everyone near.

► "Franchising Zarraffa's Coffee certainly contributed to its success, however it should not be seen as a means to 'get rich quick'. In-store sales growth is definitely more important than the number of outlets ... Our franchisees pay between \$300,000 and \$400,000 per outlet, and their success is imperative to our future growth plans," Mr Campbell said.



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ZARRAFFA'S COFFEE MYER CENTRE



Time's too precious to waste on bad coffee. At Zarraffa's Coffee, we strive to make an individually perfect cup of coffee - every time!

Grab one to go at Myer Centre

Level 1, Myer Centre
Outside Myer entrance
Ph: 3210 2707

OPEN:
Mon - Thurs 8.00am - 5.30pm
Fri 8.00am - 9.00pm
Sat 8.00am - 5.00pm
Sun 9.30am - 5.00pm

Free shot or flavour
with your tall (or larger) size drink purchase at Zarraffa's Coffee Myer Centre, on presentation of this coupon.
Limit to one coupon per person, per visit.
Myer Centre store only.



Now You're Talking Serious Coffee!
www.zarraffas.com
Franchises available - call 0755 000 800