

# a taste for it



SOME PEOPLE EAT TO LIVE, OTHERS LIVE TO EAT, AND SOME MAKE THEIR LIVING OUT OF FOOD AND DRINK.

**SARAH BLINCO** CHEWS THE FAT WITH A FEW OF THEM.

## darren and deanne marek

ZARRAFFA'S FRANCHISEES OF THE YEAR (2007)

**Where do you live?** Burleigh.

**What do you do?** We're franchisees of Zarraffa's at Stockland Burleigh.

**What are your earliest memories of food?** Probably dining at a local cafe and ordering something like toasted ham, pineapple and cheese finger-melts from a local spot in Coolangatta when we were young.

**Of coffee?** (Darren) Sharing cappuccino froth from my parents' coffees!

**How did you end up in your line of business?** By enjoying a coffee at Zarraffa's in Surfers Paradise! We were sipping on our coffees and noticed a franchise opportunity sign for Burleigh Heads. It was a lengthy

18-month process, but it was all for the greater good and we've never looked back.

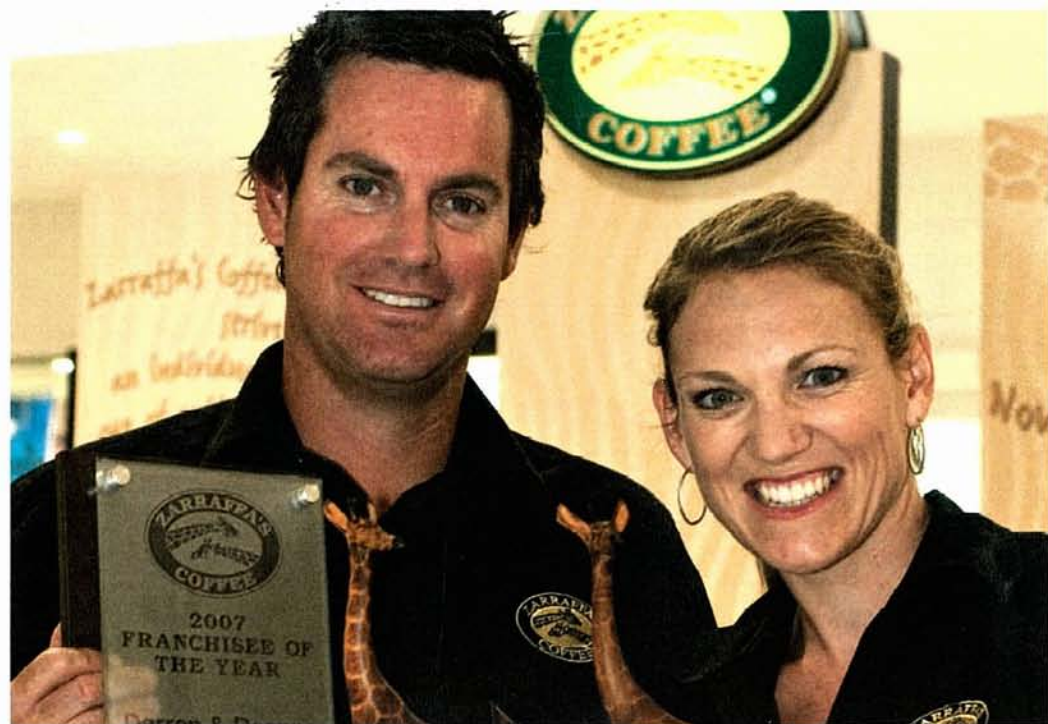
**What's the best bit about it?** Building a regular clientele, meeting new people and seeing our business grow.

**The worst?** The tax man.

**What's a typical day for the pair of you?** Early starts in the shop, Deanne organising the children for school and then us both hammering out the coffees Monday to Friday.

**Is there something about your job you wish more people knew?** We only use highest quality Arabic coffee beans – we're proud of our products and don't settle for second best.

**What is the most unusual kind coffee**



**you've been asked to make?** How about this – a grande quarter-strength decaf half skinny soy, half full cream latte – all in one!

**What are the most popular coffees you serve up every day?** Cappuccinos, definitely.

**Common mistakes people make when making coffee at home?** Incorrect storage of coffee (should be stored in the fridge), not using filtered water and cleaning of machines (needs to be cleaned properly for optimum performance).

**What are some exciting developments**

**in your industry lately?** Zarraffa's has taken the business interstate and the actual coffee industry has also grown. More people are being educated in coffee, and we seem to be following European and American markets and coffee trends.

**Any tips for budding coffee connoisseurs?** Be passionate in what you do and have a general love for the industry. We love this job and definitely hope to expand the business in the future with some more shops of our own.