



ESSENTIAL BRANDS

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Espresso Essential placed on the BRW Fast Franchises list for the second consecutive year!

After receiving a place in the 2008 BRW exclusive Fast 100 and in the 2009 BRW Fast Franchise list, **Espresso Essential** has again been listed in the 2010 BRW Fast Franchise list.

Espresso Essential and it's founders, **Mike and Gayle Koolen**, are pleased to announce that BRW has again recognised Espresso Essential.

They are the proud recipients of the;

- **Number 18** position for the 'Fastest Growing Franchises by Outlets', and the
 - **Number 17** position for the 'Fastest Growing Franchises by Revenue'
- in the exclusive BRW Fast Franchises list in the flagship edition on sale today.

Espresso Essential is part of the Essential Brands Group which also boasts Essential Slush Co. as one of the established and most successful Slush/Granita brands in Australasia.

Mike and Gayle say the achievement comes down to recruiting and nurturing the right people in the Franchise network and ensuring the customer service to all customers is of the highest quality.

The Franchise's focus is to supply offices, convenience and retail businesses with high quality coffee solutions for their staff and customers.

Espresso Essential now has a growing international presence and is the largest supplier to the non-traditional coffee market in Australia and New Zealand. Espresso Essential coffee machines produced over 20 million cups of café quality espresso coffee and over 3 million cups of premium hot chocolate in the last year.

Paul Crapper, General Manager of the Essential Brands Group, also announced recently that the Group has appointed an Advisory Board to provide an additional layer of specialised talent and experience that is invaluable to the growth of the organisation.

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