



ESSENTIAL BRANDS GROUP



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For Immediate Release

BRW Announces Australia's Fastest Growing Franchises

Espresso Essential Wins Again!

Espresso Essential has been awarded 2 more awards after their BRW Fast 100 Company's accolade just 3 months ago. It's founders, **Mike and Gayle Koolen**, are "over the moon" with the result and like all good leaders credit most of their success to "the quality of people representing the product".

In the exclusive BRW Fast Franchises list, BRW places Espresso Essential as;

- Number 6 position for the 'Fastest Growing Franchises by Outlets', and the
- Number 11 position for the 'Fastest Growing Franchises by Revenue'

Mike and Gayle say, "the achievement is due to our Franchise network, strong supplier relationships and a great team at our head office". Mike said, "The real accolades belong to the Franchise Group as a whole. We are a great team and that makes all the difference in today's competitive marketplace."

The Franchise's focus is to supply offices and retail businesses with high quality coffee solutions for their staff and customers. In relation to retail outlets; Mike said "It is great to be able to provide high quality Italian made espresso machines to retailers so they can profitably serve their customers. It is a real win-win situation".

Espresso Essential now has a growing international presence with outlets in the United Kingdom, Singapore and is the largest supplier to the non-traditional coffee market in Australia and New Zealand. Espresso Essential coffee machines produced over 15 million cups of café quality espresso coffee and over 2 million cups of premium hot chocolate in 2008.



There is an article starting on Page 68 of the Fast 100 issue titled 'HOT SHOTS' where Mike Koolen has been interviewed amongst other Fast Coffee Franchisors. The Fast Franchise list is published on Page 32 to 34.

Please call Leon Beattie on (07) 5522 0677 to arrange an interview with CEO Mike Koolen.

BRW.