

Xpresso Mobile Café

**THE BEST COFFEE.  
THE BEST VANS.  
THE BEST DECISION  
YOU'LL EVER MAKE!**





“Our ambition is to deliver the finest coffee available in Australia to all work environments and events.”

Xpresso Mobile Café is on a nationwide search for franchise partners in Australia. With a mobile coffee franchise system that's exciting, cost effective and rewarding all at the same time, now is the perfect time to join THE ultimate mobile coffee experience.

Xpresso has been around since 2002 and was the first company in Australia to put a coffee machine in a van. In 2013 the Xpresso concept evolved and Xpresso Mobile Café was launched.

Under the guidance of Managing Director Jonathan Payne, alongside Xpresso founder Darren Schultz, Xpresso Mobile Café is aiming to establish itself as Australia's number one mobile coffee system.

Jonathan explains more, “With our exclusive license to use Di Bella Coffee and with Philip Di Bella as a proud Xpresso

Mobile Café ambassador, this allows us to sell the finest artisan coffee to a wide range of people.

“We have truly raised the bar with regard to coffee quality. The days of ‘no name’ coffee in polystyrene cups are over. These days, customers expect more. Just because someone works in an industrial area, why shouldn't they have access to the best coffee available?”

“Why should people that can't visit a fixed location cafe not have access to the very best coffee? Our ambition is to deliver the finest coffee available in Australia to all work environments and events.”

“As well as the exclusive territory given, covering a wide area of industrial areas, for the Monday to Friday business, you are also encouraged to attend events within your local and wider community, of which there are no boundary restrictions.”

With the majority of franchisees plus the Head Office in Queensland, Xpresso Mobile Café is excited to have launched their first mobile cafe in Sydney, which hit the road mid February. With a population double the size of Brisbane, the growth potential is huge for Sydney with prime locations available.

### Why join Xpresso Mobile Café?

With the head turning, fully customised and signed Mercedes Benz Vito van, complete with battery/inverter, refrigeration, commercial espresso coffee equipment and a coffee bean showcase with separate grinder, the business model and franchise system is proven and designed to help you operate your own successful business.

The vans stock a wide range of the finest Di Bella Coffee beans that can be ground and bagged ‘on the spot’. Each mobile café has a coffee bean display cabinet from which customers can choose their favourite blend, which can then be custom ground, weighed, bagged, heat sealed and then purchased, on the spot.

You'll receive three weeks of training, stationery, initial stock, uniforms and an exclusive territory for your Monday to Friday business.

The three weeks of training will give you the start you need towards your successful business. The first week is based at one of the state Di Bella Coffee roasting houses, where you'll learn all about the leading specialty coffee company. The second and third week are spent on the road with a Barista and Mentor, who not only show you everything you need to know about making the finest coffees but will also show you proven processes and methods that will ensure your business is successful from its very first day.

Jonathan adds, “Essentially the outcome of the three weeks of training is to not only give franchisees confidence in their business but to give them a working business generating income from the end of their third week of training. By this stage our franchisees will be selling approximately 70 cups per day with a goal of 100 per day.

“This affords an excellent work/life balance, with the ability to work flexible hours and be close to home, creating a great income but with more time available for the kids or hobbies.”

### From crop to cup®

Di Bella Coffee supplies coffee to more than 1,200 cafés and restaurants around

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Australia and it is rapidly becoming one of the most popular online coffee retailers in Australia. The Di Bella Coffee master roaster blends and roasts daily 11 signature blends, along with micro lots and single origins, all of which are thoroughly inspected to ensure only the highest quality coffee.

To ensure you always receive the ultimate coffee experience, Di Bella Coffee only purchases the best beans from the world's finest coffee growing regions. Xpresso Mobile Café choose to use Di Bella Coffee because of their well established 'Crop to Cup', green bean buying program.

The program focuses on building skills locally, providing job security and growth opportunities for local workers, upholding ethical practices and encouraging sustainable farming. The initiatives that the program supports not only improve the quality of green beans, but the quality of life for those who produce them.

Di Bella Coffee's green bean Specialist travels to the coffee growing regions working directly with the growers who supply their coffee, to select the highest

quality crops, ensuring they are grown and farmed under ethical and sustainable conditions.

Di Bella Coffee selects only the most responsible coffee growers and rewards them with prices that reflect the high quality of their crop. This in turn, affords the opportunity to implement positive changes for their workers, through respectful employment, healthcare and educational programs for them and their children.

### A great Return on Investment with no hidden costs

For an investment of \$115,000 plus GST, this delivers a turn-key franchise operation, equipment, initial administration and a one off franchise fee.

There is no percentage royalty fee and no upfront support fees – just a flat weekly service/license fee, and these are discounted for the first six months while you get up and running!

### Xpresso Mobile Café franchisees

Jonathan believes that Xpresso Mobile Café will establish itself as Australia's number one premium, mobile coffee company.

“We are looking for enthusiastic, committed, driven and positive people to join us as franchise partners. We have the best coffee product available in Australia but that can only take us so far. People buy into other people so when a franchisee pulls into a business or a community event,

you may be the highlight of their day so it's good to be friendly. Our great products can take you so far but ultimately it comes down to the person they are buying their coffee from.”

### Come and see the difference for yourself!

So, ask yourself:

- Are you ready to be home from work by 1pm?
- Are you ready to earn a good, very good or great income?
- Are you ready to be satisfied in your job and meet a whole range of customers that will soon rely on you?

If the answer to any of these questions is yes, why not come and see for yourself what Xpresso Mobile Café has in store for Sydney. A fully equipped van will be at the Franchising Expo being held in Sydney between 28th – 30th March at the Royal Hall of Industries, Moore Park.

With the management team on hand to answer every possible question you may have, there's no better time to become part of this franchise family with its proven and profitable business model.

**If this sounds like the franchise system for you, contact Jonathan Payne directly on:**

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