

# small size BIG REPUTATION

## THE ILLY ESPRESSO BAR FRANCHISE IS COMING TO THE NORTH ISLAND



ILLY ESPRESSO BAR: 'PEOPLE KEEP COMING BACK'

➡ Who serves the best coffee? Ian Coker, franchisor for Illy EspressoBar, has no doubts: 'We do,' he says firmly. 'We have two kiosks in Riccarton and Northlands malls in Christchurch and they both have the reputation for serving the best coffee in the mall,' he says proudly. 'Now we're looking for franchisees to take the distinctive Illy taste around the North Island – and especially Auckland.'

'Many malls are looking for a super premium coffee offer and that's exactly what Illy EspressoBar can deliver. At the same time, customers are becoming more discerning when it comes to coffee. We offer a choice of medium or dark roast blends and once people have found their favourite, they keep coming back.'

Francesco Illy created his coffee company in Trieste, Italy, in 1933, and the name is now famous around the world for its signature arabica roast blended from several sources. The company also manufactures a range of coffee machines and other products for making quality coffee at home.

'Put these together and you have the basis for a very popular, very profitable business,' says Ian. 'We created Illy EspressoBar three years ago to bring a premium coffee experience to New Zealand and it's been very successful, with both our franchisees having strong, economically-sound businesses. Appointing franchisees is a big responsibility and not one we take lightly, so we wanted to make sure we had the model absolutely right before expanding further.'

Illy EspressoBar is an upmarket brand located in the fashion centres of malls rather than the foodcourts. The kiosk spaces measure around 20 sqm with a further 30 sqm of seating. 'Our designer fit-out and high-end retail products, combined with great customer service and exceptional quality coffee combine to make Illy quite different from the usual "cardboard cut-out" café chains,' says Ian. 'For the franchisee, our compact design keeps fit-out costs down and our simple business model means you can operate with just two staff most of the time.'

'We work hard to get the best rates from suppliers, and retail sales of ground coffee products, machine, pods and capsules offer an additional income stream. If you take your chances to demo the products you can really boost your sales figures. The result is that from a total investment of around \$200,000, a franchisee can gross \$80,000 to \$120,000 per year.'

'This franchise will suit people who love engaging with their customers and encourage their staff to do the same. It suits both individuals and husband-and-wife teams, so if you can interact confidently with customers and are passionate about providing high quality coffee, call me to find out more about Illy EspressoBar.' ■

### ADVERTISER INFO

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