

media release

for immediate release

ICONIC QUEENSLAND CAFÉ GROWS DESPITE CHALLENGING YEAR

Queensland's most iconic cafe, Shingle Inn, has expanded its franchise base during an incredibly challenging year for the hospitality and retail sector.

Remarkably, after nearly 75 years of fine-tuning the renowned brand, over the past 13 months the business has grown from eight stores this time last year to 15 stores by Christmas, introducing ten new franchisees to the system.

"Having only announced our intention to franchise last year, we are delighted at the interest we've experienced in prospective franchisees wanting to join our 'family.' We now have locations varying from Caloundra on the Sunshine Coast to Mount Ommaney in Brisbane's west and as far south as Broadbeach, with cafes in Toowoomba and Cleveland opening shortly," he said.

According to Mr Bellchambers the organisation's growth, despite businesses still feeling the after-effects of the Global Financial Crisis, is indicative of a strong brand, culture and systems.

"Shingle Inn has survived a number of challenging times in its 75 year history, including a World War, global Depression, and also being relocated from its original iconic position," he said.

"Despite changing times and circumstances, the brand has remained consistent and strong, and guests can be assured of a consistently high level of genuine service and quality products," he said.

Shingle Inn's growth will continue beyond the festive season with plans to open another seven stores in Queensland next year and enter the refurbished Brisbane City Hall in 2012, plus negotiations are underway for expansion into Australia's southern states, with the first cafes slated to open in New South Wales next year.

Furthermore, Mr Bellchambers said that the organisation undertakes much effort and investigation when expanding the brand into new locations.

"It is an important part of the tradition to provide the freshest quality products to our clients, produced by Shingle Inn's central bakery, and our ability to continue to provide exceptional products and service is paramount in determining our growth and ensuring longevity of the brand. We are not simply seeking growth for growth's sake," he said.

Established in Brisbane in 1936, Shingle Inn Cafes are renowned for their iconic Patty Cakes, delicious coffee, innovative cakes and decadent sweet treats, as well as their extensive freshly prepared lunch menu.

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