

## *media release*

for immediate release

### A BROTHERLY SUCCESS STORY

Brothers Peter and Andrew Bellchambers are honouring their family's tradition with the expansion this year of one of Queensland's most iconic businesses, Shingle Inn.

Following in the footsteps of their entrepreneurial parents, who purchased Shingle Inn in 1975, and their Grandfather before that who, amongst other endeavours, owned a pub in rural Victoria, the brothers are set to prove that the Bellchambers business is in good hands.

Having both joined the family business as Directors after completing their degrees, Peter in 1987 and Andrew in 1994, and learning the ropes via years of part time work prior to that, their complementary styles have gone a long way to preparing the business for its current expansion through franchising.

"Our personalities and strengths are very well suited to being in business together," says Andrew. "Peter manages the financial aspects of the business and is an Accountant while I've always preferred the operational side of the business."

As such, Andrew oversees Shingle Inn's operations, human resource management, marketing communications, product innovation and franchise development and training departments while Peter looks after information technology, store fit-outs and the financial management for Shingle Inn as well as managing the other half of the family business – Gilhooleys Irish Pubs.

With ten Shingle Inn Cafes throughout South East Queensland and a push to double in size by the end of the year, Andrew and Peter's entrepreneurial spirit is being put to the test.

"Our expansion means we'll need to look at new premises for our bakery this year as well as confirm numerous new shopping centre and high pedestrian traffic sites to reach our goals," says Peter.

"We're committed to maintaining the same philosophy Shingle Inn was founded on with superior quality products, family culture and exceeding customers' expectations as the cornerstones of our business. To achieve that our expansion needs to focus on how to create a happy, efficient working environment to ensure we maintain our enviable low team turnover levels."

The brothers have been put under pressure before and lived to tell the tale, having established and managed a high volume food and beverage outlet at the World Exposition in Portugal in 1998.

Recently, they've devoted considerable energy to extensive research into hospitality concepts in North America, Europe and throughout Australia to ensure Shingle Inn remains at the forefront of the industry.

"Whilst our business is founded on tradition and we're advocates for maintaining all the things our customers love about Shingle Inn, we're also great believers in innovation and product development," explains Andrew. "We believe it's entirely possible to blend the old and the new and end up with something that will be loved for as many generations in the future as Shingle Inn has meant to people in the past."

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