

media release

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DOUBLE DIGIT GROWTH AS ICONIC QUEENSLAND CAFÉ ENTERS SYDNEY

Queensland's most iconic cafe, Shingle Inn, is set for double digit growth next year when the first of its cafes opens in Sydney in March.

In May this year, Shingle Inn first made public the considerable interest it had attracted from Australia's southern states.

According to Shingle Inn Director Andrew Bellchambers, negotiations were underway with a number of prominent Westfield centres in areas such as Miranda, Hornsby, Eastgardens, Bondi Junction, Chatswood and Parramatta.

"We are currently working closely with a number of Australia's most prominent shopping centre owners and certainly expect to match the right franchisee's with each of these high profile locations," he said.

"Furthermore, our coffee blend is uniquely prepared in a Sydney facility and under our private label, so we are looking forward to becoming a significant part of Sydney's coffee and café culture."

Shingle Inn's expansion into Sydney would come off the back of a year marked by double digit growth for the café.

Remarkably, after nearly 75 years of fine-tuning the renowned brand, within six months, the business has successfully franchised five stores, with locations varying from Caloundra on the Sunshine Coast to Mount Ommaney in Brisbane's west and as far south as Robina.

According to Mr Bellchambers, 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 is paramount in determining our growth. We are not simply seeking growth for growth's sake," Mr Bellchambers said.

"We are looking forward to replicating our proven and successful model in Sydney, and key shopping centre management and street front property owners in these areas have been very enthusiastic about welcoming a highly respected Queensland brand into their local market."

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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