

media release

FOR IMMEDIATE RELEASE



FRANCHISE GROWTH STRATEGY FOR SHINGLE

Shingle Inn Directors, Peter and Andrew Bellchambers, recently announced the company's future growth strategy with plans to expand via franchising.

Peter Bellchambers says Shingle Inn is in the process of taking the necessary steps to implement a franchise business model with the first franchisee induction expected in the later half of this year.

"We are currently working together with pre-eminent franchising strategists DC Strategy to ensure we have a fully developed, well functioning system in place before introducing our first franchisees," says Mr Bellchambers. "We are now taking expressions of interest from people looking to own a high volume retail food business with an exceptional reputation, as we have."

The company is targeting a steady expansion with hopes of a network of around 30 locations in Queensland within three years.

"Shingle Inn's 72 year history, of which our family has been a part for 33 years, has enabled the business to develop a solid foundation. Predominantly our organic growth has unfolded over the past six years, averaging approximately one store per year."

"Naturally we plan to maintain the elements of the Shingle Inn brand that resonate with our customers," says Andrew Bellchambers, responsible for product development and marketing.

"Our product quality and freshness will be retained by maintaining the central bakery operation we currently operate with, enabling products to be delivered fresh to each store everyday; our intimate store design, including luxurious high backed chairs and opulent lamps will continue to exude a special occasion ambience; and, most importantly, our focus on customer service and special touches will ensure generations to come will remember many special Shingle Inn moments."

The recent introduction of new product ranges, such as Gluten Free and the soon-to-be-released Gourmet Patty Cake range, have according to Andrew, helped Shingle Inn to maintain its position in the current market by appealing to a wider audience than ever before.

"One of our most popular products is Kid's High Tea and presenting an opportunity for families to create special every-day memories is really important to the philosophy of our business. We love being a part of their memorable moments through the thought and care we put into creating the food we serve and the service and environment in which we serve it."

Expressions of interest can be made online at www.shingleinn.com or via phoning Andrew Bellchambers on 0431 649 450.

ENDS#

Media contact

Louise Bellchambers, PR Manager

M **0418 454 094** P 07 3394 4111 E lbellchambers@francheyes.com.au