



## XPRESSO DELIGHT

# Workplace coffee franchise on the boil

IT SEEMS INSTANT COFFEE is no longer an acceptable beverage for many workers. Rather than hit the streets in search of a morning hit, coffee machine franchises such as Xpresso Delight are catering for cafe style, espresso coffees right in the workplace. Both Xpresso Delight and workers are reaping the benefit cup by cup.

The Xpresso Delight concept works by placing fully automated, commercial grade, gourmet espresso coffee machines into workplaces free of charge to the company. They simply charge a very competitive per cup rate. With 850 clients and 98 franchisees in Australia and New Zealand, the business is on track to take a large share of the industry.

**Xpresso Delight is one of the only businesses in New Zealand to promise franchisees they will make a minimum 40 percent revenue return on capital investment within the first six months**

**or their franchise fee is refunded.**

While other franchise owners are stuck trading time for money, Xpresso Delight franchisees earn a passive income from every cup of coffee made, providing one of the best work life balances a franchise can offer.

Allan and Kay Parker were the first franchisees to join the Xpresso Delight system in New Zealand in 2006. They believe they have found the perfect blend of work and family life. The husband and wife team earn a turnover of \$75,000 per annum for only 12 hours of work per week.

"We were initially attracted to Xpresso Delight because the business model is based on generating a passive income stream," says Allan Parker. "Franchisees can earn better than the national average wage for working under 10 hours per week. So far the business has definitely exceeded our financial expectations. We have 12 coffee systems generating consistent returns every week."

The Parkers only work 12 hours per week.



“We have time to run the Master Agency for Xpresso Delight, while our machines generate income for us, cup by cup,” says Allan Parker. “The best thing is that we can spend a lot more time together.”

Allan and Kay were recently awarded Franchisee of the Year in the Food and Beverage category at the 2008 Westpac New Zealand Franchise Awards. The Xpresso Delight system was also awarded Franchise System of the Year in the same category.

“I was really surprised,” says Allan Parker. “Xpresso Delight has only been in New Zealand since late 2006 and we were up against a lot of established and well known franchises. I think the unique passive income model and franchise fee guarantee have been the major reasons for the franchise’s success over the past two years.”

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Allan and Kay Parker receiving their Franchisee of the Year Award in the Food and Beverage category at the 2008 Westpac New Zealand Franchise Awards

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