



**Media Release**  
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## **Australian Superbrand Gloria Jean's Coffees arrives in India**

Australian owned global specialty coffee brand and 'Food Franchisor of the Year 2007', Gloria Jean's Coffees, has announced its expansion into India in partnership with appointed Master Franchise Partner, Citymax, a leading hospitality, leisure and food retail company.

Well respected for redefining the hospitality landscape in India, Citymax will open its first two Gloria Jean's Coffees stores simultaneously in Mumbai in January 2008, with plans to open a total of ten coffee houses in the first 12 months of operation, in Mumbai, Delhi and Bangalore.

Group Chief Executive of Gloria Jean's Coffees, Ian Martin said the move represented an important company milestone.

"We are very excited to be bringing our handcrafted coffees and café experience to one of the world's biggest and most rapidly developing markets. As one of Australia's leading franchise systems, we also see potential to use our brand to help pioneer the Indian franchise sector," Mr Martin said.

"We believe the key to our success in this market is being very selective in finding the right partner to take on the Master Franchise Agreement for India," explained Mr. Martin, "Citymax is an organisation with serious long term commitment that shares our vision, values and goals and has a clear understanding of the commitments necessary for the success of Gloria Jean's Coffees in this market."

Citymax Managing Director, Ravi Saxena, believes that India has been missing out on a true and authentic specialty coffee experience for some time despite a number of chains entering the market.

"We are committed to bringing the uniqueness of the Gloria Jean's Coffees experience to India and have been inspired by Gloria Jean's Coffees dedication to keeping the soul and spirit of specialty coffee alive. We see great potential for the brand in the market through from the Gloria Jean's Coffees point of difference which comes from a passion for handmade coffee, from hand picking the beans to handcrafting each individual cup," Mr Saxena said.

"We are proud to be able to pioneer espresso-based coffee culture in a warm and vibrant store atmosphere where people can take time out to recharge. We will be looking for high caliber and enthusiastic franchisees to join us in expanding this world class business in India."

Gloria Jean's Coffees sources only the world's highest quality Arabica beans, which are roasted at its own state-of-the-art roasting facility in Sydney, Australia, to produce 60 exclusive blends that are then exported across the Gloria Jean's Coffees global network.



Gloria Jean's Coffees sells hand crafted signature hot and cold coffee drinks, traditional espresso drinks, a range of single origins, blends and estate whole bean coffees and specialty teas, along with pastries and coffee accessories.

The announcement of the new Master Franchise Agreement India comes as Gloria Jean's Coffees opens its first stores in Pakistan, Ukraine and Germany this month.

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**About Gloria Jean's Coffees**

Australian owned and operated global brand, Gloria Jean's Coffees, is a leading specialty coffee retailer and one of the fastest growing franchise organisations in the world, with 786 stores in 28 countries worldwide, and signed master franchise agreements in an additional 22 countries.

In 2004, following eight successful years of phenomenal domestic growth in Australia, Gloria Jean's Coffees Australia's owner's vision to transform the company into a global super brand was realised with the purchase of the international branding and roasting rights for all countries outside of the USA and Puerto Rico.

Gloria Jean's Coffees grew a record 82 per cent internationally in 2006-07, with similar growth expected in the next few years.

The company's success has also been recognised for its achievements over the last few years, winning multiple awards. These include 'Food Franchisor of the Year 2007' at the PricewaterhouseCoopers Excellence in Franchising Awards, '2006 International Franchisor of the Year' awarded by the Franchising and Licence Association, Singapore, and the PricewaterhouseCoopers Franchising Excellence Awards '2006 Franchisor Export of the Year'.

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