



**MEDIA RELEASE**  
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## **Gloria Jean's Coffees takes out Innovation Award**

Australian owned global specialty coffee brand, Gloria Jean's Coffees has received the Innovation Award at the Australian MYOB Excellence in Franchising Awards for its leading e-learning and communication platform, Gloria.

Launched in 2007, Gloria is one of the most sophisticated training platforms to be developed in Australia today.

Gloria facilitates 24/7 real-time information sharing and training for Gloria Jean's Coffees Master Franchise Partners and Franchise Partners operating close to 900 stores in 32 countries around the world.

Gloria Jean's Coffees Executive Chairman, Nabi Saleh said the award was particularly important in recognising a key focus of the company's Vision.

"As part of our Vision to be the most loved and respected coffee company in the world, we have always striven to be pioneers and at the cutting edge of everything we do," he said.

"Winning this award for innovation is significant as it demonstrates we are achieving just that."

In addition to providing online training through a range of specific modules applicable to all levels of franchise development from team members to Master Franchise Partners managing a whole country, Gloria is now the company's chief communication and best practice sharing tool between members of the Gloria Jean's Coffees family globally.

"One of the most popular areas of GLORIA has proven to be our online forums which is supporting communication and shared learning and support between the Gloria Jean's Coffees family spread around the world," Mr Saleh said.

He said, providing innovations such as Gloria, were one of the keys to the company's success in growing and maintaining its dedicated Master Franchise Partner base.

The MYOB Excellence in Franchising Awards coordinated by the Franchise Council of Australia were held in Sydney over the weekend and are the country's premier franchising awards.



The Innovation Award was open to franchises displaying innovation in any format and could include IP innovation, new staffing systems, new IT developments, partnerships with community or government, and new programs that increase growth.

This is the fourth consecutive year Gloria Jean's Coffees has been recognised at these awards.

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### **About Gloria Jean's Coffees**

Gloria Jean's Coffees is an Australian owned global brand that has opened in 893 stores and signed 51 Master Franchise agreements across 32 countries worldwide.

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.

Gloria Jean's Coffees was named 'Food Franchisor of the Year 2007' at the PricewaterhouseCoopers Excellence in Franchising Awards, and has won the 'Western Sydney Exporter of the Year' at the Premier's NSW Export Awards in 2007 and 2008.

For more information visit [www.gloriajeanscoffees.com](http://www.gloriajeanscoffees.com)

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