



**MEDIA RELEASE**  
**June 2008**

## **Gloria Jean's Coffees Midland Gate is awarded world's best**

Stephen and Cindy King from Gloria Jean's Coffees, with 3 stores in Perth, have been identified as the company's best of the best franchise partners globally, taking out the Gloria Jean's Coffees International Franchise Partner of the Year 2008 Award.

The husband and wife team took out the award against Gloria Jean's Coffees franchise partners from around the world, competing against 33 countries at a gala dinner during the International Convention in Dubai.

The award was presented in recognition of the standard of excellence in store operations, sales results, guest connection and store presentation. Stephen and Cindy qualified for the Award after winning the Australian Franchise Partner of the Year Award in 2007.

Stephen and Cindy have been operating the Gloria Jean's Coffees store at Midland Gates since 2005 and have since opened 2 new stores in Perth. Stephen and Cindy are involved in a number of initiatives.

"Our aim with our guests is for them to take a little piece of us home with them – for a visit to our Gloria Jean's Coffees store to become the anecdote at dinner, or the service experience that sets a precedent. In short, we want to make their day.

"We love to use our team members to connect with people in ways they may not have experienced. We build a vibrant atmosphere within our store and draw our guests in with the love and laughter we project. We regularly hold dress up days to deliberately become the talking point.

"Our commitment to the community is evident and ongoing, with regular sponsorship and participation in all local events. We have built exceptional relationships with other retailers, allowing for many cross-promotional opportunities as well as support for local business.

"From the very beginning, the Gloria Jean's Coffees experience for us was about our guests. The fact that we produce the best coffee is a given, but building and maintaining relationships is the glue that holds our store together. Our desire is 'to be the only place to be', and this is our foremost thought when recruiting team members, when advising on whole beans, or when putting all our love into a latte," said Stephen and Cindy.

Gloria Jean's Coffees Executive Chairman, Nabi Saleh, said the Stephen and Cindy proved to be the best of the best out of Gloria Jean's Coffees network of more than 906 stores opened worldwide across 33 countries worldwide.

"Their dedication and passion to the brand, their team and their guests made them standout candidates to win this Award and they are excellent role models, not only for other Gloria Jean's Coffees franchise partners but for all small-to-medium business owners looking to be a success," Mr Saleh said.



The 2<sup>nd</sup> International Glory Awards for Gloria Jean's Coffees were held in Dubai earlier this year as part of Gloria Jean's Coffees International Convention attended by over 300 Gloria Jean's Coffees Franchise Partners from around the world.

The Awards aim to recognise and reward the achievements, vision and initiative of Gloria Jean's Coffees Master Franchise Partners, Franchise Partners and staff that have embodied Gloria Jean's Coffees Vision, Mission and Values.

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For further information please contact:

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