



Media Release
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Gloria Jean's Coffees signals growth in China with first coffee house

Australian owned global specialty coffee brand Gloria Jean's Coffees International, in partnership with leading Chinese food retail company and Master Franchise Partner, Dash Brands Limited, has today made its mark on the Chinese retail sector with the opening of the first Gloria Jean's Coffees coffee house in China's largest city, Shanghai.

Executive Chairman of Gloria Jean's Coffees International, Nabi Saleh said the Shanghai opening was a significant milestone for the great Australian brand.

"Since signing the Master Franchise Agreement earlier this year, we have been working very closely with our partners at Dash Brands to ensure that our entry into this important region is structured for long term growth," Mr Saleh said. "To do this we have developed a store concept and product offering that reflects the expectations of this unique, yet increasingly westernised market."

One example of where Gloria Jean's Coffees have adapted their formula to suit the needs of the Chinese market is through the local sourcing of Chinese tea. Locally grown, this tea product will be added to the Gloria Jean's Coffees current tea range sold in the inaugural coffee house.

The pilot store will open its' doors in the Hong Kong New World Tower, located in the Luwan District of Shanghai, which is one of the city's most famous shopping districts.

"We are thrilled to serve a new generation of guests in the great city of Shanghai," said Mr Saleh. "China is an exciting new market for us, as it reinforces our dedication and enthusiasm for global growth, especially in light of our recent openings in the Indian sub-continent."

Dash Brands Limited plans to open 600 stores across the territory covered under the Master Franchise Agreement within the next 15 years with approximately 30 of those outlets expected to be in operation by the end of 2010 and the second store planned for later in the month.

Gloria Jean's Coffees and Dash Brands Limited will open coffee houses across a large and prosperous area of China defined by Gloria Jean's Coffees as the North and East regions of the country which include the municipalities of Beijing, Shanghai and Tianjin and the provinces of Anhui, Hebei, Heilongjiang, Henan, Hubei, Hunan, Inner Mongolia, Jiangsu, Jiangxi, Jinin, Liaoning, Shaanxi, Shanxi, Shandong and Zhejiang.

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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.



Through 917 stores in 37 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.

In October 2006 Gloria Jean's Coffees was awarded '2006 International Franchisor of the Year' by the Franchising & Licensing Association Singapore (FLA).

For more information visit www.gloriajeanscoffees.com

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