



Franchisees flee Gold Coast grind

Source: Fraser Coast Chronicle (Maryborough)
Date: 24 November 2009

THE OPENING of the Fraser Coast's new Zarraffa's Coffee franchise was the perfect reason to relocate for an enterprising family.

Motivated by their love of the brand, long-time Gold Coast residents Rebecca and Chris Bee packed up their lives to open the region's first Zarraffa's Coffee store yesterday.

The success of the multi-award winning coffee franchise in south-east Queensland and their own desire to move away from the pace of the Gold Coast lifestyle led to a pre-emptive move north to the Bay in anticipation of making a home for their eventual retirement.

"It's quite the cliché", joked Rebecca. "We literally 'loved the product' so much we bought the company - or at least the franchise.

"My husband and I had very busy work schedules on the Gold Coast but always found the time to enjoy each other's company while enjoying a coffee at Zarraffa's - that was 'our' time together. So when the opportunity arose to become part of the Zarraffa's family, especially at Hervey Bay, we leapt at it.

The store, at Bay Plaza Shopping Centre (the Woolworths centre) on Torquay Road, Pialba, follows the opening of a franchise at Bargara this year and the Bees were keen to introduce Zarraffa's to the Fraser Coast.



Chris and Rebecca Bee are keen to introduce Zarraffa's Coffee to the Fraser Coast, opening their Bay store yesterday. 09h2460