



## Zarraffa's new GM really makes an impact on CEO 25 Mar 08

It's not that often that the guy who gives the boss a black eye ends up being promoted to General Manager of his company, but that's what happened when Zarraffa's CEO Kenton Campbell appointed his first GM.

The story is not as sinister as it first may seem though... Daryn Daniel and Zarraffa's CEO Kenton Campbell first met on the grappling mats during a Mixed Martial Arts (MMA) class.

They knew a little about each other's businesses at that time but before long they were discussing the great things Daryn could bring to the company if he were to join Zarraffa's, and they decided he was 'the right blend'.

Despite already having 18 years experience in the hospitality industry, over three of those specifically in the role of General Manager, Daryn followed company policy and began his career with Zarraffa's as a barista, and worked his way upwards to General Manager.

"Coming from a restaurant background the simplicity of Zarraffa's focus on the 'individually perfect cup of coffee, every time', is a breath of fresh air. Zarraffa's is all about the customer and their coffee and that's what puts them head and shoulders above the rest," Daryn says.

"Kenton has focused his efforts on hiring the right staff and ensuring they are empowered with the technical and ground level skills needed to be passionate about this business... there is such a strong dynamic amongst the staff and franchisees and I want to continue that into the future," he added.

Daryn and Kenton both train in MMA and Brazilian Jiu-Jitsu, and spend three to five days per week training to compete at the National Titles to be held in Melbourne later this year. Darren is currently ranked 3rd in his weight class for Brazilian Jiu-Jitsu, which goes a long way to explaining Kenton's mysterious shiner from training one day!

While 15 of the 18 years Daryn has spent in hospitality have been in management, his desire to work Zarraffa's meant he was happy to start again, and work his way from barista to Training Manager, followed by Business Development Manager and now is Zarraffa's first-ever General Manager, overseeing the operation of 25 franchise outlets.

"Seeing Kenton's dedication to training and then his ability to transfer that to the needs of his company, I wanted to be a part of that dynamic mix. Kenton is so passionate about his staff, his business and his training, it's infectious."

Daryn has spent a great deal of his career on the Coast, and has previously worked at the Rose'n' Crown in Surfer's Paradise, Café Sienna on Melbourne's Chapel St, Black Dog on the Sunshine Coast and Soprano's at Broadbeach.

The appointment of a General Manager is another step in the growth of the company that celebrated its tenth birthday last year. Zarraffa's is just about to open its 24th store in March, and has plans for at least three more stores in the next six months.

**About Zarraffa's Coffee:** Zarraffa's Coffee sources the finest beans from across the globe including Guatemala, Colombia, Brazil, Papua New Guinea and Kenya. To ensure freshness, Zarraffa's Coffee small-batch air roasts and packages its own beans at its state-of-the art roasting facility and company headquarters on the Gold Coast. Zarraffa's extensive range of fresh coffee products includes gourmet-flavoured drinks, ice-blended Cold Fusions and everyone's favourite traditional hot coffees.

**Community Support:** Zarraffa's Coffee prides itself in its philanthropic, conservation and fundraising initiatives. The company is currently working closely with Beerwah's Australia Zoo Wildlife Warriors Worldwide for koala-tracking research.

For more information about Zarraffa's Coffee visit [www.zarraffas.com](http://www.zarraffas.com)

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