

Citymax India brings International Coffee House 'Gloria Jean's Coffees' to India

Gloria Jean's Coffees appoints Citymax India as its Master Franchisee The first Gloria Jean's Coffees house to open in Mumbai by February 2008

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Gloria Jean's Coffees, the world's leading global coffee chain has tied up with integrated hospitality major Citymax India to launch a chain of coffee houses across India. With its presence in over 30 countries, Gloria Jean's Coffees is a leading specialty coffee retailer and one of the fastest growing franchise organizations in the world. Gloria Jean's Coffees currently operates from around 770 outlets in over 30 countries, including 435 in Australia. By partnering with Citymax India, part of the Dubai based global retail giant, Landmark Group, Gloria Jean's Coffees aims to become the most loved and respected coffee company worldwide by blending luxury with superlative value in all its endeavours.

Announcing the partnership between Gloria Jean's Coffees and Citymax India, Mr. Ravi Saxena, Managing Director, Citymax India said, 'Having achieved immense success worldwide, there is indeed no better time, place or format for Gloria Jean's Coffees to tap the expanding Indian market than now and here. While Indian ethnocentric culture, language and arts will still rule the roost in the country, India is also well-placed to spearhead many global trends, as seen in the case of coffee houses defining the generations in this country.'

Established over 30 years ago, Gloria Jean's Coffees has become a global Icon, committed to delivering the ultimate coffee experience. As makers of quality handmade coffee, from bean to cup, Gloria Jean's Coffees is devoted to building a unified family, consistently serving the highest quality coffee and providing outstanding personalized service in a vibrant store atmosphere. The brand has been a runaway success in the last decade, replicating its home grown Australian success overseas.

Highlighting Gloria Jean's Coffees brand value and commitment to deliver the ultimate coffee experience, Troy Franklin, Regional General Manager, Gloria Jean's Coffees International said, 'It's a trend we're seeing in markets overseas, more and more people are gaining a greater appreciation for quality, specialty coffee. But it's also the rise of café culture which is fuelling our growth. Coffee is no longer just a drink, it's a lifestyle. People take coffee breaks, meet for coffee, do business over coffee, have coffee on the go and even have coffee dates! Our success is based on serving exceptional quality coffees in a warm and vibrant atmosphere where people can take time out to recharge. Our partnership with Citymax India will enable us to take the Gloria Jean's Coffees brand to the discerning Indian customer who values excellence and nothing less than the highest standards of quality.'

There are a number of factors, which differentiate a Gloria Jean's Coffees house from other coffee chains. Notable among these would be the use of top quality beans, impeccable service standards and a warm and glorious ambience. All the company's baristas are professionally trained with a world class, accredited Barista Training programme. Moreover, the company only uses the highest quality Arabica whole bean coffee that is hand picked and sorted and constitutes the top two per cent of the coffee produced in the world. The handpicked beans get roasted by hand at the

company's in house roasting facility, to create proprietary roasts and blends.

Besides their own Gloria Jean's Coffees houses, Citymax India would grow the brand in India through Franchising. Gloria Jean's Coffees would be the first coffee brand in India, which will share wealth and success through Franchising. 'Franchising is the route to owning your own business - 90% of the food outlets in USA are franchised, only 1% in India. Franchising would enable lots of enterprising entrepreneurs to leverage their skills, real estate and investments to build a strong business. Gloria Jeans Franchise System is rated amongst the best in the world.' **added Mr. Saxena.**

Gloria Jean's Coffees and Citymax India have conducted an extensive market research in the country over the past six months to understand issues like product positioning, pricing, sourcing and returns. 'The recently concluded research indicated that there is great opportunity for Gloria Jean's Coffees to establish itself in the major urban centres of India. Based on the research findings, in addition to espresso coffee drinks, signature cold drinks, and whole bean coffees, Gloria Jean's will also offer a range of specialty teas along with pastries, cakes, light meals and coffee accessories.' **Added Mr. Tony White, Regional Development Manager, Gloria Jean's Coffees International.**

Citymax India plans to invest around Rs. 40 crores to open upto 90 Gloria Jean's Coffees houses throughout India in the next 4 years, bearing in mind the target of 500 outlets in the next ten years. The company will open the first outlet in Mumbai by February 2008; this will be followed by New Delhi in June 08' and Bangalore after that. India currently has about 1200 coffee outlets and that number is set to increase to 2,500 in the next 4 years and the business done by them to triple in the next 5 years. Given the high real estate rental cost in India, Citymax expects to break even only in the fifth year, as compared to the average global gestation period of three years for coffee chains.

'The coffee business is not an easy business in India, especially because of high rentals. But with our international experience and expertise, we are committed towards bringing the ultimate coffee experience to the Indian consumer in the form, style and panache that it deserves', **added Mr. Saxena.**

Gloria Jean's Coffees will offer a five-star coffee shop experience, but at affordable rates. The chain will put in that extra effort to recognise its customers and their preferences. It will target executives and professionals in the 25-to-45 year age group who need an atmosphere much better than the present coffee retailers in India. Keeping this in mind, the Gloria Jean's Coffees houses will also be equipped with a wireless fidelity (wi-fi) system to enable professionals to work even while sipping a cup of coffee. A unique practice followed by Gloria Jean's Coffees worldwide is of their baristas facing the customers at all times in order to engage with their guests and offer a more personalised service.

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About Citymax India

Citymax India is part of the Dubai based retail giant, Landmark Group, one of the largest & most respected retailers in India and the Middle East well known for its Lifestyle chain of retail stores in India. Citymax's vision in India is to become an integrated hospitality company in the country by blending luxury with superlative value in all its endeavors. The company operates in five distinct

business verticals - chain of 4-star hotels; Family Entertainment Centers; Food Courts; Specialty Restaurants and Coffee chains.

Catching the imperative need of a business traveler, *Citymax Hotels* are a chain of 4-star hotels based on the theory of providing the best value to the Indian customer. The company has set up family entertainment centers under the brand of *Fun City*, across leading malls in India. These indoor family entertainment centers are designed to cater to the entire family with world class gaming consoles, soft play area, entertain children, parents and grandparents offering a new and exciting way to bond with the family. Citymax has opened food courts under the name *Polynation* in malls. Citymax food courts will be a destination of choice and not a destination by chance. The company has tied up with Master Chef Sanjeev Kapoor to launch specialty restaurants in the country.

About Gloria Jean's Coffees:

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Gloria Jean's Coffees provides consumers with a large range of specialty coffee including estate, origins and delicious flavoured coffees, and a complete menu of espresso-based beverages such as lattes, cappuccinos, smoothie chillers, cocoas and gourmet teas. They also offer a selection of coffee brewing equipment, grinders, quality merchandise and gift packs. Gloria Jean's Coffees has flourished in Asia since the first coffee house was opened in Japan in 1995. Today there are 77 stores across Asia in Singapore, Malaysia, the Philippines, Thailand Vietnam, Indonesia, Korea and Japan. As makers of quality handmade coffee, from bean to cup, Gloria Jean's Coffees is committed to building a unified family, consistently serving the highest quality coffee and providing outstanding personalized service in a vibrant store atmosphere.

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