



Founders Richard and Jill

**Investment level:****£50,000-£100,000**

plus £20,000-£30,000 liquid capital

## WEBSITE:

www.tastesfresh.com

## EMAIL:

imhungry@tastesfresh.com

## PHONE:

01708 727 288

## CLASSIFICATION:

Food and drink

opportunity to realise their own café dream.

Fast paced, friendly and all about the mouth-wateringly delicious food, Taste franchisees will find their primary business is their café, but they'll also benefit from additional proven revenue streams in the form of Taste to Share, the party and meeting catering service, Taste to You, the bespoke delivery round and Grub! the pre-packed lunch delivery round. The Taste Café model is designed to accommodate both eat in and take away sales, and can be adapted to suit various locations including high street, office district or shopping centre.

Previous experience in catering or retail is not necessary, as full and comprehensive support and training will be provided, as Richard explains: "Jill and I have, quite literally, written the book when it comes to opening and running a café business, so the level of personal support we can provide is second to none. We'll be with our franchisees every step of the way, from hosting their training in our own Romford-based café, to working side by side with them during their first week of trading, and everything in-between!"

Each Taste will also be individual in its own right, and so Jill and Richard are looking for franchisees that relish the idea of inputting ideas into their own café menu, shop design and overall style. "Opening your own café is incredibly hard, and for those like us who have no previous experience, it can be a minefield," explains Jill. "That said, not everyone likes the idea of owning and running a heavily branded franchise, with little flexibility in terms of shop design or general café style. Our individual café ethos means that the franchisee has more freedom and opportunity to stamp a little of their own personality on their business. It's the ideal choice for someone who has always dreamt of owning their own café, but who is nervous of going it completely alone."

\*Food for Thought 2009' Report – published by Local Data Group. ■

## Award-winning food

Make your café dream a reality with **Taste** – Britain's Best Sandwich Bar 2009

**I**F YOU'RE THINKING ABOUT a move into the food and drink industry then you couldn't do much better than the sandwich sector. Recent industry reports\* have shown that sandwiches have increased their presence by more than 8 per cent during the recession in 2009, with analysts finding that cafes with a 'healthy' image have been amongst the key beneficiaries of this growth.

This puts Taste, the newly launched sandwich, salad and coffee bar franchise, in a very strong position indeed.

Opened in May 2006 by husband and wife team Jill and Richard Willis, Taste is an upmarket sandwich bar that serves fresh, wholesome and delicious food, and is renowned for its personal service.

From the outset, the pair's goal was to take all that is wonderful about traditional family run cafes and merge it with the many positives of a big brand chain.

Fast-forward four years and the award cabinet is brimming with accolades, including the much-coveted title of British Sandwich Association's Best

Sandwich Bar in Britain 2009. How To Books has published Taste's business start up book, which shares their experience and secrets of success. The café business has a proven brand, concept and track record of outstanding trading history behind it.

All of this creates the perfect platform from which to launch the Taste franchise scheme, through which Jill and Richard hope to share their success and offer other enthusiastic individuals the

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