



## MEET AUDREY, OUR XRESSO CAFE NI CITY FRANCHISEE.

From day one, Audrey's energy has always filled the room she finds herself in and her compassion for the people around her is powerful. She is not only friendly, but she has an honest and caring nature which is very hard to find. Audrey is a mother and business woman at heart and we are so happy to have her join our Xpresso Family.

### Here are some words from Audrey...

*'The inspiration to start my own business came from combining my two great loves: people and good coffee.*

*I found myself coming up with reasons why I wasn't ready to launch my business and I let others talk me out of it and fear overcame me for quite some time. I started to surround myself with entrepreneurs and other strong women and finally built the courage and confidence to believe that I could become an entrepreneur.*

*My life is busy, loud, and crazy, a lovely husband and 3 teenagers in the house, but I absolutely love it! I will often drink far too much coffee, love to dance and enjoy being outside on my bicycle.*

*I believe in life, I believe in love and I believe in laughter, combine it with a good cup of coffee and my day is perfect.*

### Why do people want to come to Xpresso NI?

*Because they're familiar. Humans always love to be in the comfort zone—to do things they always do in the same way they have always been doing it. My staff knows their customers, their orders and how they like their coffee to be served.*

*Plus, you can have a community here. You start getting to know the people, talk a little bit to the barista and see familiar faces.*

*Whether meeting friends and family or simply want to enjoy something as a treat, it's about the whole package. This is why all aspects of the experience are essential to get right as a business, because atmosphere and service are equally important as is the quality of the products. Adding absolute value for your money is key for us and we strive to do just that every day.*

### A few of our inside jokes:

*Today's good mood is sponsored by coffee and Joice*

*A new coffee bean on its way (Victoria) Pregnant*

*You can't make everyone happy, because you're not a coffee, Anisha, Marshal and Thalia (our new team members)*

*Maybe she is born with it, maybe it is caffeine, or Yvette's nice earrings*

*And the one for the boss, You can all come out now, I've had my coffee!*

- Audrey

When someone invests into a business, they put their heart and soul into making it a success. Audrey truly lives up to the challenge and she is not only a good Franchisee but also a good person. Get to know Audrey at her NI City store and support her as she grows her own business. Community is key to have success and we thank all the loyal NI City Xpresso customers for their amazing daily support.

Give her a 'shout out' on Facebook and share your 'selfies' of you and your favourite item at her store with us, so we can spread the love even more.

Thank you for being so awesome!

We love you all.

**The Xpresso Cafe Team**