



WHY WE OPENED XRESSO

When you think of a new business idea, it generally is a good suggestion to choose something that will have a lasting effect on your customers. We wanted to make sure each of our customers feels loved and appreciated and most of all valued as a customer that we truly care about.

During these very uncertain times, I thought it would be good to share some amazing memories from the past 3 and a half years. On October 1, 2016, we opened our first store in Durbanville and within 3 weeks, we opened our second and third stores. Cape Gate Shopping centre and our Shortmarket street shop in the CBD of Cape Town.



It was a crazy busy time, but the most exhilarating time of my life. The night before we opened Durbanville, I was still doubting if people would pay R10 for a coffee and if they would even consider buying something to eat, all priced at R10. It's funny how imposter syndrome will step up and tell you different stories, but every day when I would be serving customers and answering their amazing questions, I realized over and over again, how this business was truly meant to happen.

Within another year we opened 2 corporate stores and 2 more locations. And soon after that we franchised out our first store. Bringing outsiders into your business is not always easy, but we wanted to share this amazing opportunity with some amazing people in our country and I am proud of the members we have added to our Xpresso family.

During this time we have also added some awesome items to our menus, such as the quiches and pies, our strawberry and mango slushies and our famous custard croissant. We also have some great new items that we are working on now to add to our menu in the coming months.

We now have stores not only in Cape town areas but also in Durban and soon Johannesburg will be opening some of their amazing stores. With our current store number standing on 14, we are continuing to plan for the future and we know, once lockdown is over and business can return to normal, we will be super excited to see all our loyal clients back for their favourite items.

Our team has also grown tremendously since day one, and my management team is an essential part that keeps our company running successfully. These women are strong-willed, kind-hearted and very dedicated to ensuring the business continues to improve... grow and scale to new heights.

We are proud to be the founders of this amazing brand and we look forward to bringing new life to our stores, menus, and offerings that will continue to please our customers.

Over the past year, we have had many companies try to copy us, or steal some of our ideas, and people are always asking us why we don't fight them. The answer is, our customers know who we are and they love our brand Xpresso. We will continue to make our brand bigger, stronger and more amazing with each new store that opens.

Most importantly, we gained an amazing following of loyal Xpresso fans that love us just the way we are. Their morning smiles and daily visits are part of what forms our unique experience in our brand. Thank you from the bottom of our hearts for your support and we wanted you to know that we miss you and look forward to seeing you soon!

Take care, stay safe.

Nicolene and Clyde