

Business award winners power into 2008

BUSINESS News Publications, the publisher of corporate titles *Gold Coast Business News* and *Brisbane Legal*, has been recognised by the broader business community after winning the prestigious 2007 Emerging Business Award at the Gold Coast Business Excellence Awards.

The publisher joined coffee king Zarraffas and a host of progressive companies, recognised as leaders in their respective fields. The 12th annual Gold Coast Business Excellence Awards attracted 470 of the Coast's most influential entrepreneurs, innovators and visionaries.

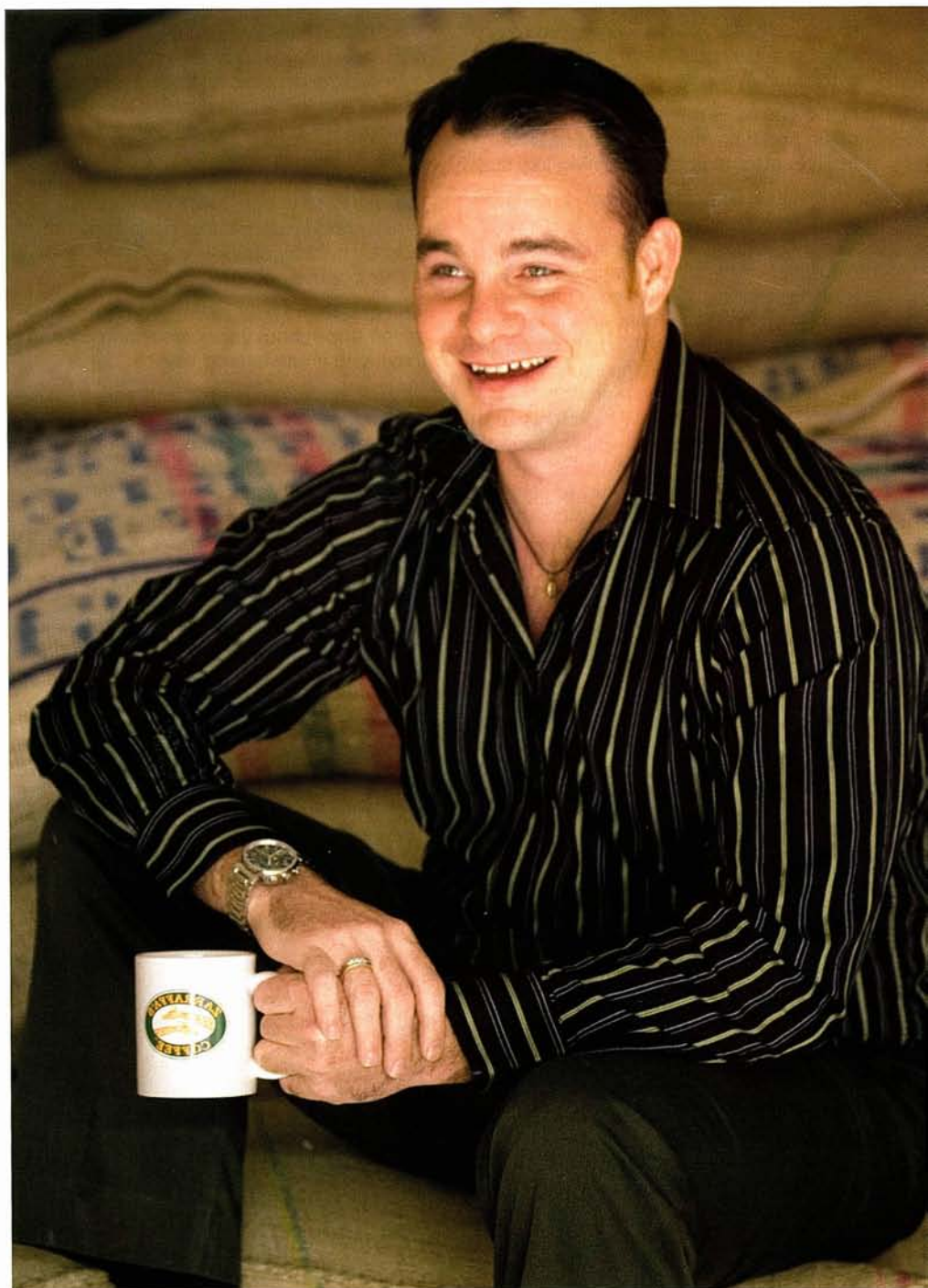
Having celebrated its 10th anniversary in September last year, Zarraffas achieved the perfect blend in business management and scooped the prestigious Business of the Year award.

Focused on growth via franchising channels, the company's conservation efforts and mission to produce an individually 'perfect cup of coffee every time' has accrued rapid success.

The Gold Coast-based franchise — which takes its name from a giraffe — was listed as the nation's seventh fastest-growing franchise chain by BRW in 2007. It now has 23 stores operating throughout southeast Queensland and NSW.

Company founder and chief executive officer Kenton Campbell, says his team has worked hard during the past 11 years to establish Zarraffa's as a premium company, frothing with consistent brand identity.

A former coffee cart owner from Seattle, Campbell came to Australia in 1995 as a coffee consultant. Identifying a gap in the Australian gourmet coffee market, he started the Zarraffas empire in 1996 alongside wife Rachel.



Kenton Campbell is on a mission to brew the perfect cup of coffee

"We have come to the realisation that momentum does work if you give it a chance," says Campbell, who is aiming to have 80 stores throughout Australia in the next five years.

"A firm foundation has been built and we are now starting to see the fruits of labour. We have a lot of loyal customers that have enabled us to build the brand in Queensland.

"While we do want to compete in international markets, we want to be dominant in this market (Queensland) first and continue to bring the level of service and quality of product that our customers have come to know. We're not a big conglomerate that doesn't care about people."

Best Emerging Business award recipient Camilla Westerlund, says record economic

growth has spurred confidence in advertisers and driven *Gold Coast Business News* to become south-east Queensland's premier monthly business publication.

"It is with confidence that we forge ahead in 2008, breaking new ground while bringing the cities of the Gold Coast and Brisbane magazines that reflect and report on the business and legal landscapes that define their corporate cultures," says Westerlund.

"To receive this award is indicative of the hard work and dedication our team continues to put in on a daily basis — working back to meet deadlines, and striving that one step further with the kind of commitment that is required to be at the top of your game in a very competitive industry."