

Caffe Primo franchise is numero uno

RUSSELL EMMERSON

ADELAIDE-based restaurant chain Caffe Primo was the country's biggest growing franchise last year.

The chain of 18 outlets turned over \$38 million in 2005-06, up 139 per cent from the previous year.

Other Adelaide-based franchises – including Cartridge World, Bean Bar and Gametraders – also made *Business Review Weekly's* Top 50, all with revenue growth over 50 per cent.

The success of the businesses was partly a result of the city, Caffe Primo managing director Dino Vettese said yesterday. "Adelaide is probably one of the most difficult markets," he said.

"Adelaide (patrons) are fussy about their food and pricing.

"It doesn't matter how cheap it is, if it's not hitting the mark they are not coming back again."

Day-to-day operation of the business has been handed over to Mr Vettese's son, Mark, while daughter Amy-Louise and wife Lisa are responsible for administration.

Revenue for Adelaide-based Gametraders rose 57 per cent to \$13.7 million last year, making it the 12th fastest-growing franchise for the year.

The city's size made it a development ground for new businesses, national operations manager Albyn Hooper said.

"Everything is within 20 minutes – the warehouse is within 20 minutes, the airport is within 20 minutes.

"If you were in Sydney or Melbourne, you couldn't scoot down to the airport – it is a two to three-hour trip."

The reputation of a firm was also on show in the smaller city, he said: "If you do anything wrong here, it is in the paper and being talked about at the dinner table over the next week."



EXPANDING

Fastest growing franchises based in SA:

- Caffe Primo: \$38 million in 2005-06, 18 outlets
- Cartridge World: \$268.7 million, 1247
- Bean Bar: \$3.2 million, nine
- Gametraders: \$13.7 million, 34
- Essential Beauty: \$13.8 million, 22
- VIP Home Services: \$85 million, 1010

Source: *Business Review Weekly*

IN THE FAMILY: Andrew, Mark and Amy Vettese at the Tea Tree Plaza restaurant. Picture: BRENTON EDWARDS