

# Turn a profit with a clear conscience

By **NIC PATON**

**S**ELLING Fairtrade goods, which support Third World producers, is a booming business in Britain and one where franchisees are leading the way. Almost £500 million worth of Fairtrade goods were sold in Britain last year, up 72 per cent on 2006, according to the Fairtrade Foundation, which certifies products to carry its trademark.

Traditional Fairtrade products include coffee, tea, chocolate and bananas, but now other foods, clothes, jewellery and wines also carry the mark.

Established franchises such as Costa Coffee sell Fairtrade-branded products while others, such as McDonald's, sell coffee certified by the Rainforest Alliance, an alternative fair-trade body.

This autumn will see the launch of the first franchises dedicated to selling non-food Fairtrade products, under the name of Shared Earth.

The York-based company, which owns seven shops selling jewellery and crafts, launched a franchise offer last October and is opening stores in Norwich and Leamington

## Franchising

EDITED BY JENNY LITTLE

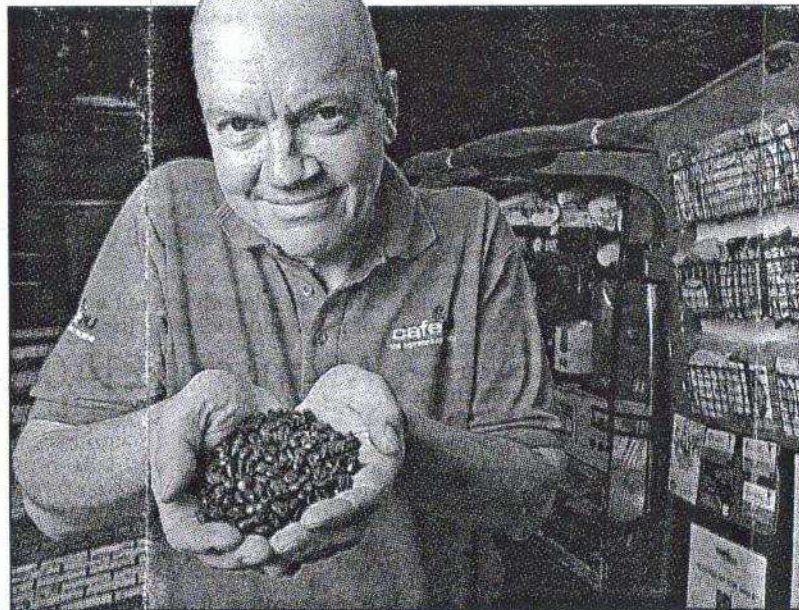
Spa, Warwickshire. 'Our target is to have 20 franchises within the next five years,' says founder Jeremy Piercy.

Each franchise costs up to £70,000, with franchisees visiting Nepal and India during training. 'Fairtrade is a booming trend,' says Piercy. 'Our sales were up seven per cent last year and are continuing to rise.'

Leeds-based coffee van business Cafe2U, which operates 36 franchises, has started offering Fairtrade coffee alongside its branded range. Simon Paine, who runs a franchise in Newbury, Berkshire, says Fairtrade goods make up eight per cent of his business and sales are growing fast. 'Some customers come to me just to get the Fairtrade coffee,' he says.

Simon, 51, also sells Fairtrade flapjacks, sugar and bananas and uses Fairtrade chocolate powder. 'It's good for the brand and an important selling point,' he says.

Franchised coffee bar chain Esquires Coffee Houses began the



**FAIR'S FAIR:** Simon Paine's Fairtrade coffee, sold from his van, is a big hit

switch to Fairtrade coffee in October 2006 and now 95 per cent of the beverages it sells are Fairtrade, according to managing director Peter

franchising@financialmail.co.uk

Kirton. The London-based chain makes a yearly donation to charity Coffee Kids, which helps children in coffee-growing communities. 'It has made a difference to our conscience, but not our sales - though there is growing interest,' says Kirton.

## Recruiting north of the border

By **NIC PATON**

**FRANCHISING** heads north of the border this week with the start of the Glasgow British Franchise Exhibition to be held on Friday and Saturday at the Scottish Exhibition and Conference Centre.

Northern Ireland-based cafe franchise The Streat will be at the show for the first time. The Belfast-based chain operates 29 cafes in Ireland and wants to open 25 to 30 more during the next five years, all in Scotland, with each requiring a minimum investment of £40,000.

'People don't need a cafe background, but they must have a head for business,' says regional development franchisor Gerry Carey.

Dream Doors, based in Gosport, Hampshire, which replaces internal doors, wants to open three franchises in Scotland over the next year, each costing about £50,000.

Other franchise names at the show will include Revive!, Auto Innovations, Snap-on Tools, Cash Generator and Travail Employment Group.

» Mail on Sunday readers can get free entry by presenting this page or by registering online at [franinfo.co.uk](http://franinfo.co.uk) using the code MOS3.