

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT

Rob Kastelic

919-924-2225

rob@outsideraleigh.com

<http://outsideraleigh.com>

Small Business Opportunities Magazine Ranks **Coffee News®** as One of 75 Franchises to Consider Now

Coffee News® has recently been selected as one of 75 franchises to consider now by *Small Business Opportunities Magazine*. “We are delighted that we continue to receive high rankings in the franchise industry!” said [your name here], publisher of **Coffee News®**. The article emphasizes the fact that many entrepreneurs find franchising to be a great way to start their own business and states that the 75 listed franchises can be launched now with minimal experience.

Coffee News® is published in fourteen countries and has nearly 900 franchises in operation. **Coffee News®** provides a service to restaurants, coffee shops, and many areas where people have to wait. The 11” x 17” coffee-colored, one-page publication is designed to provide advertisers with a local, exclusive advertising option, unavailable in other publications and provides the reader with interesting content as they wait for food or service. Small and medium-sized businesses benefit through exclusive and affordable advertising which targets their local communities.

The idea for **Coffee News®** began in 1988 when Jean Daum of Manitoba, Canada placed her lunch order, then sat back to wait for the food to arrive. While waiting, she resorted to reading the information on a sugar packet, and it suddenly dawned on her that restaurants were missing the boat by not providing patrons with something interesting to read for a few minutes while waiting for their orders. This resulted in the creation of a very unique publication, full of stories, facts and trivia, etc., as well as local event listings. **Coffee News** has evolved into an international network of publishers with a readership of over five million copies per week throughout the world.