

Dulcé Café News

Message from the MD to Dulcé Group Franchisees

There are encouraging signs that the economy has bottomed out and that we are slowly but surely starting to see a slight upturn which should gather momentum towards the end of this year with better prospects for next year.

Due to our market niche, I am pleased to see that approximately 66% of our Dulce Cafe stores are still showing positive sales growth year on year. This is extremely encouraging and shows that our group is well placed to take advantage of the opportunities that will present themselves during the upturn in the future. An added bonus is that it appears as though food ingredient prices may even drop slightly later this year.

The new pizza machines and bases have arrived in the country, and we have already tried them out at the Home Expo in Port Elizabeth recently, with 275 pizzas being sold over a four day period. The process was quick and simple, the pizza magnificent, and we had rave reviews from the customers about the taste and quality! I am confident that the pizza component will add an added dimension to the Dulce menu, and that will consequently add tremendous sales and profitability to your stores bottom line, especially for the stores trading in the evenings. Nicette is handling the machine roll out with Latino Foods, so that all elements such as recipes, menus, TT's, posters, bases, window decals, branded pizza boxes, etc are available before you start with your pizza sales.

I have also arranged a finance package for franchisees that would rather finance the cost of the pizza machines, details of which I will send to you in due course once finalized. The finance would be over a three year period, and you would have to sell approximately 48 pizzas pm (1,6 pizzas per day) to pay for the machine.

Nicette is doing a great job of getting the standardizing of all recipes and suppliers at improved prices for all stores, and I appeal to all franchisees to assist her in complying as requested in this regard, especially when it comes to Dulce branded items, as these items build your brand and is an extended marketing tool for your store within its own environment.

Finally, I would like to wish Brigid, Diane and Taryn all the best for their little ones that have recently been born or are about to make their entrance into our world. I am sure that the new Dulce kids will bring joy and happiness into your lives!

Mike Pullen

Something in the water

Dulcé Babies:

Congratulations to:

- * Brigid - Head Office, on the birth of her daughter Chloe, 13 July 2009
- * Diane - Head Office, on the birth of her son Ethan, 25 July 2009
- * Mark - Dulce Greenstone on the birth of his daughter, Mia on the 27th May 2009.
- * Prudence - Dulce Jakaranda on the birth of her son on the 25th June 2009



Congratulations!

Dulce Bluff on winning the Award for the best coffee in The Sun Awards 2009



Dulce on Twitter...

Dulce is now on Twitter. Twitter works by following people. They follow you back, or not, at their discretion. You "tweet" to them (or message them) by going @allchornr blah blah blah. They can reply by going @dulcecafe blah blah blah. You can retweet someone's tweets (forward on someone's message) by going RT @dulcecafe blah blah blah and that is what we're doing. We're asking people to retweet us, hence allowing all THEIR followers to become aware of our twitter presence, and growing our follower base.



The more followers, the more people we can market to and the more people we market to, the more people know about the stores, their specials, promotions etc. We have run very successful campaigns using Twitter along with Wifi and Ciro.

And the winner is...

Ciro /
Zanzibar
Promotion
Winner!



Congratulations to:

AB MARGRO who entered at Dulce Greenacres

Dulce National Conference 2009



Dulce Cafe, Fairfield Corporate Ventures and The Radisson Hotel invite you to attend the DULCE NATIONAL CONFERENCE 2009 from the 8th – 10th October 2009.

The 2009 National Conference will be held at The Newly Completed Radisson Hotel in Port Elizabeth from the 8th – 10th October.

With panoramic views to the beaches of Algoa Bay, the Radisson Hotel, Port Elizabeth offers supreme hospitality, beautifully designed guest rooms and world-class amenities. Ideally located a mere 300 meters from the beach, guests will also find the city centre and all its cultural activities just a few minutes away. The hotel is just a short drive to the city centre, and only 40 minutes away from the world famous Addo Elephant Park.

We are offering people attending the Conference that this will be the best ever with a beautiful hotel, spa facilities, sundowner cruise (booking essential), free gifts, good conversation, a chance to mingle with other franchisees and suppliers. The highlight of the Conference will be our awards evening on the night of the 9th October with the theme being JAMES BONDS – DIAMONDS ARE FOREVER.

WITS Soccer Club

Dulce has sponsored the Ladies and Men's Wits Med Soccer Teams



Regional Report Western Cape

Glen Davison and Lorraine Bernardu are the new owners of Dulce Cafe - Durbanville. They took over the cafe on 14th April and have already made some exciting changes to the look and feel of the establishment. Glen's parents have owned the very popular Dulce Cafe in Plumstead for many years and his mother was on hand during the first 10 weeks to ensure that the kitchen staff were expertly trained in the preparation of the meals.



Dulce Cafe has a licensed bar and a large screen TV which also makes it a good place to catch up on world news or watch daytime sports events.

With spring around the corner the outside area, under the 200 plus year wild fig tree, will be a perfect meeting spot, while the children's play area will no doubt be a hit with parents, who want to chat without worrying about the kids.

Brief word from Gavin Sharples

With the recession establishing itself firmly around the world, there is no more time to think "out the box". Motivational speaker and "action man", Gavin Sharples, maintains that it is rather time for leadership and management teams to start acting "out the box". In this way they will not only mitigate the impact of the economic downturn on their companies, but simultaneously instill a new life and work ethic in their teams – one that will catalyse business. ... Positive action inspires positive action.



NEW LOOK Dulce Website!

The Dulce website (www.dulce.co.za) has gone under the knife once again. Our web guys over at Allchorn Design (www.allchorn.com) have taken the whole system back to the drawing board and brought the site up to present day international standards by implementing a sleek new design that fully embraces social media. Through the use of a live Twitter stream (with regular competitions), and a far wider reaching strategy, the new site will further enhance the brand's online presence and with overall objectives set to bring more paying customers into the stores. Did you know, we also have a Facebook page? Are you a fan yet?

