

MUZZBUZZ Express

SELF-SERVICE COFFEE MACHINES

MUZZBUZZ Express

MACHINE RENTAL

Includes coffee machine, cabinet, fridge, marketing and POS, maintenance and support.



An exciting opportunity exists for newsagents throughout Australia to partner with Seven West Media (WA) and Muzz Buzz, a nationally recognised and market-leading Australian coffee brand, to establish a Muzz Buzz Express self-service coffee bar within your store.

Increase revenue from your existing customer base and grow new profits by retailing consistent high-quality beverages made from fresh coffee beans and fresh milk delivered from state-of-the-art self-cleaning Melitta coffee machines that require minimal maintenance.

Unlike the other coffee alternatives, Muzz Buzz Express offers a comprehensive marketing program designed to drive consumer awareness in your local community generating new and repeat patronage to your store. An exclusive benefit of partnering with one of Australia's leading media organisations with large and engaged national audiences.



Why Muzz Buzz Express?

- ▶ Successful and engaging brand
- ▶ High-quality products
- ▶ Market leader in Australian coffee industry
- ▶ Own roasting facility located in Melbourne

Why Seven West Media?

- ▶ Market-leading media assets to promote coffee offering
- ▶ Large national audiences to drive business to your store
- ▶ Extensive distribution networks
- ▶ One-stop-shop for newsagents from ordering and delivery of consumables to billing

Benefits to newsagents

- ✓ Exciting and popular **NEW** range of products
- ✓ Drive **NEW** customers to your store
- ✓ **INCREASE** the spend from existing customer base
- ✓ Generate **NEW** revenue
- ✓ **HIGH** margin
- ✓ Low maintenance and **ADVANCED** coffee machine technology



ROI

*Sell 11 cups per day to cover costs including machine rental

PROFIT

*Generate over \$22,000 per annum in net profit by selling 50 cups per day

*Figures based on six trading days per week.

For more information please contact General Manager Circulation and Distribution Adam Everett

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