

Jo To Go Coffee® Unveils Licensing Package for Multi-Unit Franchisees

Date: 05-10-2007 06:10 PM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [Jo To Go Coffee](#)

Jo To Go Coffee® made it official at the Multi-Unit Franchising Development Conference and Expo (MUDFC) in Colorado Springs, CO this April. The specialty coffee franchise now provides experienced individuals the opportunity to grow their existing business with a Jo To Go Coffee® licensing agreement.

“Our research shows that the morning day-part is literally exploding with possibility—it is THE fastest growing segment in the fast food industry,” commented Jonathan Lukens, Vice President of Franchising. “Our specialty coffee products can provide a significant boost in revenue during the morning day-part when sales at, for instance, the burger drive-thru or taco stand are otherwise pretty sluggish.”

Jo To Go Coffee’s attendance at the MUDFC seemed like the most appropriate time to kick off the licensing program that has been in development this past year. The trade show was made up of about 300 attendees including show sponsors like Jo To Go Coffee® and other multi-unit franchisees. The show provided a high-level of visibility for a smaller, select group of experienced individuals looking for other complimentary opportunities to grow their existing businesses.

President Dick DuBois agrees that the Jo To Go Coffee® experience at the MUDFC further proves that offering a Jo To Go Coffee® licensing package fills a definite need in the quick service restaurant industry: “Jonathan met many people who were interested in our franchise and who also own other quick service restaurants. I’m now in the process of meeting with these individuals to show them how the Jo To Go Coffee® licensing package can provide new areas of growth within their existing business.”

Jo To Go Coffee® is a leading specialty coffee drive-through. Founded in Green Bay, Wisconsin in 1998, Jo To Go Coffee® caters to busy lifestyles with speed, convenience, and fun. Jo To Go Coffee® has been hailed by Entrepreneur Magazine as the counterbrand to the world’s leading specialty coffee retailer and continues to add coffee franchise opportunities across the U.S. The drive-thru coffee bar has franchises under contract in Georgia, Illinois, Kansas, Michigan, Missouri, New York and Wisconsin. For more information about Jo To Go Coffee®, please visit www.jotogo.com or www.jotogo.blogspot.com.

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