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INVESTMENT

## Mrs Fields cookie chain grows from strength to strength

Written on the 29th of October 2008

Cookie and Coffee chain Mrs Fields Australia is growing from strength to strength with consumer confidence and franchisee commitment obvious, both here in Australia and in the US.

Following the recent voluntary lodgment of an optional chapter 11 bankruptcy as part of their financial restructuring of the US Mrs Fields Famous Brands operation in the states, the American mother-ship of the independent Australian operation has emerged a much stronger company.

As part of the restructure, which did not affect operations in the US or in Australia, the US brand has alleviated 75% of its debt, secured a \$10 million credit facility to support the annual operational budget and gained a new group of owners and operators confident in the growth of the company.

"There was no ripple effect from the US here in Australia, as our stores and supply chain are independently owned and operated," said Australian managing director Andrew Benefield.

Quite to the contrary, Mrs Fields Australia has been announced as being among the Top 10 franchises in Australia ([www.topfranchise.com.au](http://www.topfranchise.com.au)) coming out on top for franchisee recommendation, going by an independent industry survey.

"I think that this is a strong indicator for the support and confidence in our brand from both franchisees and customers alike," said Mr Benefield.

Mrs Fields has opened three new cafe style stores to add to their national count just this year. Consumer confidence in the long established natural treats and coffee franchise has seen continuing store sales growth in recent months despite the economic downturn.

"We are definitely on track with our national expansion and can see that despite global financial concerns people still indulge in our affordable and natural cookies, cakes and coffee treats," said Andrew Benefield, who is currently setting up further stores ready for franchisees to operate.

Find out more about a [Mrs Fields franchise here](#).

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