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# Essential Brands Group announces appointment of Advisory Board!

Essential Brands Group (EBG), the Franchisor of the highly successful brands of Espresso Essential and Essential Slush Co, has announced the appointment of an Advisory Board to ensure leading corporate strategy is applied to the Australasian and international growth of the business.

Mike Koolen, CEO and Founder, said "the Advisory Board meetings will stimulate greater innovation and provide a spectrum of ideas from a variety of skills and experience, many of which may come from outside the company's realm of speciality".

"We have very carefully handpicked the Advisory Board Members to bring a wealth of professionalism and experience to the group. Our external members are amongst the best in their fields and they each contribute to the Board with unique skills. But more than anything, even though it is a remunerated position, is the fact that all the members have a long association with the business and has the best interest of EBG and our franchised network at heart."

Joining Mike on the Advisory Board from EBG is Paul Crapper (General Manager), Aaron Richardson (Operations Manager), and Scott Groves (Australasian Sales Manager). Also appointed on the Advisory Board is Damien McKern of McKern & Associates Chartered Accountants, Tony Freestone of Freestone Law, and Rick Anstey of iQ Capital Management Pty Ltd.

Also being announced in the next coming days is that Espresso Essential has again been listed in the 2010 BRW Fast Franchise list.

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