



EasyCoffee £1 a cup

A COFFEE war is brewing after the founder of easyJet unveiled plans for 200 shops where a cup costs just £1.

Sir Stelios Haji-Ioannou's easyCoffee chain charges less than half the price of rivals.

He launched the brand earlier this year with two shops in London and one in Southend, Essex.

Businessman Nathan Lowry, who has licensed easyCoffee, has received more than 200 bids for franchises and aims to open 12 more shops in six months.

Mr Lowry said: "The gap in the market is in pricing. The coffee is great.

"We use the machines that all the big guys use, all our staff are highly trained. We genuinely feel people are pay-

Caffeine hit... Stelios

By DANIEL JONES

Consumer Editor

ing too much for coffee." Brits drink 2.1 billion cups of coffee a year while out – three times the 874 million teas they down.

Tea is still the favourite at home.

Sir Stelios has created a series of "easy" businesses, including hotels and gyms, since founding easyJet 21 years ago.

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