10 November 2026

Cooks Coffee Company Limited
TRADING UPDATE

STRONG NEW STORE PROGRAMME CONTRIBUTES TO VALUE AND INCREASED SALES OF CCC'S ESQUIRES BRAND

Cooks Coffee Company (NZX:CCC), the international coffee focused café chain, is pleased to provide a trading update on the systemwide performance of its Esquires (The Organic Coffee Company) branded franchised stores in the UK and Ireland for the **six months ended 30 September 2026 ("Q2 FY27").**

A strong new store programme in the UK and Ireland has been the main contributors to increased sales. The new stores in the UK sales are 18% and in Ireland 13% over the 6-month period.



Esquires Coffee Gateshead

Like for Like sales over six months to the end of September 2026 are UK + 1.3% and Ireland + 3.4%.

The regional development rights for the South West of England and South Wales have new investors, with Jason McGrena and his business partner Gareth Piper who was recently the UK Head of Operations Esquires UK. Jason recently commented on why he chose Esquires.



Jason McGrenra

"After spending considerable time researching Esquires, its history, franchise model and future plans, I genuinely believe in the brand and the opportunity ahead and could see significant potential for growth.

What particularly attracted me to Esquires is that it isn't simply another coffee chain. The brand has been built around quality, sustainability, community and individuality, with a strong focus on ethical coffee and creating coffee shops that retain the feel and character of an independent local business."

Other highlights included the appointment of Louise Buet as Group Marketing Director from Tim Hortons, Laura Keable as UK Marketing Manager with strong experience in Domino's and Joel Slinger as new UK Head of Operations who joins from Starbucks Europe.

Internationally, the first stores in UAE and India are under construction and will be opened before the end of the financial year.

“Our focus has been on strengthening our team members and new regional developers all who bring fresh proven expertise to the brand and assist the development both in our core markets and international regions, adding substantial value to the Cooks Coffee Esquires brand” said Executive Chairman Keith Jackson.

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