



eXpresso PLUS's range, flexibility and professionalism left a great lasting impression with Simply Fresh: "I would recommend eXpresso PLUS and the Lavazza coffee to go solution to other convenient stores. The speed of set up and diligence of installation was excellent and the strength of the Lavazza brand has had a positive effect on our overall food to go performance." , Andrew Warnes, Head of Operations.

57%

increase on cup sales

35+

cup sales per day

Company overview

SimplyFresh is an upmarket grocery store concept focusing on local and best of British products anchored by an organic healthy range of food.

Old Oak previously had an unbranded coffee solution offering a low quality coffee experience.

"eXpresso PLUS's Pro-care service with a dedicated Brand Guardian was a huge appeal".

Lavazza Brand

SimplyFresh Old Oak, was looking to provide a high quality coffee from a brand that was strong and instantly recognisable. Lavazza was a brand that they associated this with and so seemed the perfect fit for their store. It was also extremely important for the store to serve a full hot drinks menu including hot chocolate and tea, as this was something that their competitive stores didn't offer. It was also key that the solution provider they chose had a good reputation, was responsive and proactive with store engagement.

"Having this option has been a competitive advantage and with these drinks accounting for 10% of our total cup sales, it's given us additional revenue", Andrew Warnes, Head of Operations.

Service

It was also key that the solution provider they chose had a good reputation, was responsive and proactive with store engagement. Providing free coffee days and point of sale has helped Old Oak to attract new customers and increase the number of cups they sell per day by 57%.



"Having a Lavazza branded solution has been fundamental in repeat purchase and gaining customer loyalty, which in turn has allowed us to increase transaction value and spend associated with food to go", Andrew Warnes, Head of Operations.

Success

Feedback from the customers has been positive with many commenting on the quality and consistency of coffee available. With the introduction of Lavazza, Old Oak has over doubled their coffee to go sales, now selling 35+ per day. SimplyFresh as a whole has adjusted their bakery partner in order to create a more complimentary food to go offering and sales have continued to grow in both areas of the business.

Andrew explains, **"I would recommend eXpresso PLUS and the Lavazza coffee to go solution to other convenient stores. The speed of set up and diligence of installation was excellent and the strength of the Lavazza brand has had a positive effect on our overall food to go performance."**