



CHATWINS



coopers.



Case study



Doubling coffee sales is a piece of cake

When you have built up a reputation for delivering great tasting quality cakes and baked products that date back more than 100 years, selecting the right coffee partner isn't a decision you can make overnight.

Since John Chatwin set off on his horse drawn van to deliver fresh bread to the people of Nantwich in 1913, Chatwins bakery has established itself as one of the best known bakeries in the North West. Today with 21 shops, the family of craft bakers puts its success down to its unrelenting commitment to quality.

With so many potential coffee suppliers to consider, Chatwins wanted to work with a coffee partner who had the same long held values to consistently deliver a quality customer experience. So, when it saw what Coopers, part of UCC Coffee UK & Ireland, could offer, Chatwins was confident the team would help develop a quality offer that would drive profit from the booming coffee market.

Edward Chatwin, owner Chatwins, comments: "We've always had a strong cake

offering, but have struggled in recent years to increase our coffee sales. We felt we were missing out on the growing coffee market and needed to do something. So, we approached Coopers and, after being impressed by the team's depth of knowledge on the industry, we explored how best to ramp up our hot beverage sales.

"Since refreshing our coffee offer, the feedback from our customers has been excellent. We currently have machines in six of our sites, which serve around 500 cups a day. In one of our redesigned coffee shops we've even seen coffee sales increase by 50%.

"The challenge for us was how to provide a consistent quality beverage offer across a large estate using traditional machines. We were finding that some employees would be able to make a good cappuccino whereas

others wouldn't. Coffee is the same as baking – you can give somebody the best flour in the world but unless they know how, they won't make the best loaf. To ensure consistency in the cup, Coopers suggested we switched to an automated bean-to-cup machine. We agreed and after exploring a range of options, we chose Thermoplan Black&White3. The kit produces barista standard drinks, across a range of sites all at the touch of a button. We also found it had the best milk foaming out of the machines we tested, meaning the finished drink is always excellent.





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“A vital component of creating an offer your customers will love is choosing the right coffee. To find a coffee that made us go ‘wow’, we went to Coopers’ head office in Huddersfield for a coffee tasting session. The team explained the taste profiles of each coffee, but we couldn’t make up our mind on the day. So, the Coopers’ team sent samples to our shop and, after deliberating, we decided Louie Mio was the right blend for our customers – and we were right.

“Throughout the whole process the Coopers’ team was approachable and professional.

Even the installation of the machines – which can often be troublesome – was quick and efficient because Coopers had already programmed the machines off-site with the correct settings for our shops. And, throughout the launch it was reassuring to know the team was on hand to make sure everything went smoothly – they even helped clean the tables when we were rushed off our feet!

“It’s been a pleasure to work with the Coopers’ team and we’re looking forward to strengthening the partnership in the future.”

