



## THE VENUS COMPANY



coopers.



## Coffee lovers flock to Venus Company's beachside cafés

The Venus Company, which began life at Blackpool Sands in South Devon, has been keeping beachgoers fed and watered with delicious food and drink for 21 years. Now with six beachside cafés and takeaways, the family run business understands the importance of good service and providing a varied café and takeaway menu. It prides itself on serving locally sourced, tasty food with minimum impact on the environment and an emphasis on sustainability.

The Company's flagship site, The Venus Café at Blackpool Sands, opened in 1995 specialising in sustainable seafood landed locally. Gaining popularity, especially with the growing number of Brits choosing a staycation, The Venus Company turned to Coopers, part of UCC Coffee, to help with its coffee solution. Fundamental to its choice of coffee and machine was the importance of serving consistent drinks at speed without compromising on quality or taste.

Michael Smith, co-owner of The Venus Company, explains: "During the seasonal months, our footfall increases dramatically and we knew we needed equipment that served consistently good drinks but could cope with the demand placed on it. Working with Coopers, the team helped us focus on exactly what we needed to meet the needs of our customers – speed of service and quality hot drinks."

Bradley Journet-Robins, regional business manager, Coopers and UCC Coffee UK & Ireland, adds:

"Having discussed the brief, we knew that a bean to cup machine would be the perfect option. The technology of these machines today means consistently high standard beverages at the touch of a button. They offer speed, guarantee authentic, barista-standard drinks – ideal for a wide range of operations particularly those with a high footfall such as The Venus Company. They also offer an element of the 'romance' of a traditional machine, with semi-automatic steam wand options for milk texturing and steaming."

Michael Smith continues: "We chose Thermoplan's Black&White bean to cup machines with steam wand to allow us to add a bit of theatre. Its technology ensures a speedy brew time, which was really important to us for peak times."

"We also worked with Coopers on our coffee choice. Provenance is really important to us – we make sure what we do has as little impact as possible on the environment. So having

conducted a tasting session, we chose Coopers' Triple Certified whole bean blend branded Venus Coffee. It's a signature coffee and well known for delivering quality, cup after cup. We mainly serve milk based drinks, with cappuccino being our most popular drink by far. When served through milk Coopers' Triple Certified has a buttery caramel finish and we knew it would deliver the taste experience our customers were looking for. Plus the coffee had the added bonus of triple certification, which is exactly what we look for from all our suppliers.

"With machines installed at six sites, it's critical that our employees understand the various aspects that make a coffee great. Everything from handling the machine correctly and understanding the automatic cleaning process, through to making all types of coffee perfectly. So we worked closely with the Coopers' team to conduct a comprehensive training programme.

"Training was, and still is, an essential part of providing our employees with the right skills and knowledge to wow our customers with fantastic coffee. While we have a lot of local customers, with so many visitors to the beaches you sometimes only get one opportunity to get it right – each coffee has to be spot on.

"With our varied menus across our beachside cafés, the Coopers team has helped us create the ultimate coffee offer and we've seen an increase in customer satisfaction. Our beachside cafés and takeaways have experienced an increase in footfall as customers enjoy a sunny day. And we're constantly complimented on our coffee. As we're so dependent on the weather, our customers gratification has been the best way to define our coffee growth – if they're happy, so are we. It's what keeps us going on those typical English summer days!"



