



Pimbo

Café helps garden centre grow



UCC
COFFEE



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Family-owned Pimbo Garden Centre in Upholland, Lancashire has doubled its turnover since David Rigby and his brother Andrew, took over the business in 2002. But, given the seasonality of gardening, there was also the opportunity to drive footfall throughout the rest of the year. And so, Rigby's Café – an informal destination for gardeners, walkers and locals – was born.

To create another profitable part of the business, David had to deliver a really great customer experience and by working with Coopers, part of UCC Coffee UK & Ireland, he was able to find the perfect machine and coffee for his new business.

Alastair McGrath-McElhoney, regional business manager, Coopers comments: "Serving fantastic coffee and hot beverages was an integral part of David's vision to make the garden centre a year-round destination. David's close family links with local producers of high quality products were a key part of the strategy and were aligned with our Coopers offer. We were tasked with creating a café experience that matched these aspirations by delivering consistent high quality beverages to attract both new and existing customers.

"We underwent an in-depth consultation and tasting process with the Pimbo team to ensure we supplied a perfectly matched coffee and machine for the business and its customers."

David and his team chose to serve the award-winning Louie-Mio blend, Coopers' signature blend of coffee from Ethiopia, Brazil, Honduras and India. Its chocolate, dark fruits and caramel notes make it a true connoisseur's espresso.

David comments: "I had never enjoyed espresso until I tasted Louie Mio, it was so smooth without a hint of bitterness that I had to have it! And it's stood the test of time as we still serve the same blend today. People drive miles just to taste our coffee so it makes sense not to change it. We sometimes introduce specialty coffees depending on the time of the year, but with Louie Mio we've found the perfect house blend which our customers love."

The Rigby's Café team are now selling an average of 725 cups of coffee per week. Similarly, David fell in love with the Dalla Corte DC Pro traditional espresso machine, a sophisticated machine which delivers world-class coffees, which came in green and black and perfectly matched the interior design of Rigby's. David comments: "This machine has class written all over it. We love it as much today as we did when we first got it."

To ensure the café continues to be a profitable part of the business, David works with Coopers to train his team to serve consistent quality in every cup. David explains: "You can't expect someone who's had no training to know what they're doing. So, the Coopers team mentor all our new employees to ensure they know how to use our Dalla Corte machine and serve the consistently good coffee that our customers expect. We have training sessions every four to five months or so. Coopers



also tailors sessions for our employees with more experience, so they are constantly developing and learning new techniques.”

Over the years Rigby's has also reaped the benefits of being part of Coopers' Rewards Scheme, Alastair explains: “We know that this industry can be tough so our Rewards Scheme is a way we give our customers a little helping hand. Over the year, David receives annual credit on his

account based on the percentage of coffee value.”

All the hard work has certainly paid off. Since opening in May 2011, Rigby's sales have beaten expectations – the café's turnover has increased by 100%, now accounting for 30% of the Garden Centre's total turnover, with a 10% increase in turnover expected this year.

