

The bakery with quality coffee.



THE BAKERY THAT NEEDED QUALITY, CONSISTENT COFFEE – TWO THINGS ITS CAKES HAVE ALWAYS DELIVERED.



THE CHALLENGE

Chatwins' bakery has been a staple in the North West for over 100 years, thanks to its unrelenting commitment to quality.

It needed a coffee partner that could bring the same quality and consistency that their cakes have become famous for. That's where our Total Coffee Solution came in.

THE SOLUTION

COFFEE



EQUIPMENT



SUPPORT

C O F F E E
W O R K S ☰

THE RESULT



Increase in coffee sales.

WHAT WE DELIVERED

- Coopers' Louie Mio blend – the right coffee for Chatwins' customers' tastes.
- The Chatwins team visited UCC Coffee to find a coffee with the wow-factor they needed. After a day of tasting and samples sent to the shop, Louie Mio was the only choice.
- Black&White3 machines were introduced to six sites. The automated bean-to-cup technology guaranteed consistent, quality drinks, without the need for complex employee training.
- To make installation simple, the team programmed the machines prior to installation, so they could be placed into sites simply and efficiently.
- Provided launch-day support to make the transition easy.



THE IMPACT

- The six sites that used Black&White3 machines were quickly serving around 500 cups of coffee a day.
- One store saw an increase in coffee sales of 50%.
- Since refreshing its coffee offer, feedback from customers – old and new – stayed consistently positive.
- Thanks to Louie Mio, Black&White3 and the Total Coffee Solution, Chatwins boasts a coffee offer that matches the quality of their much-loved cakes.

“After deliberating, we decided Louie Mio was the right blend for our customers – and we were right.”

Edward Chatwin,
 Owner, Chatwins

IN THEIR WORDS

“We felt we were missing out on the growing coffee market and needed to do something. So, we approached the team and, after being impressed by their depth of knowledge on the industry, we explored how best to ramp up our hot beverage sales.

“Throughout the whole process the team were approachable and professional. During 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 them and we’re looking forward to strengthening our partnership in the future.”

“Since refreshing our coffee offer, the feedback from our customers has been excellent.”

Edward Chatwin,
 Owner, Chatwins

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