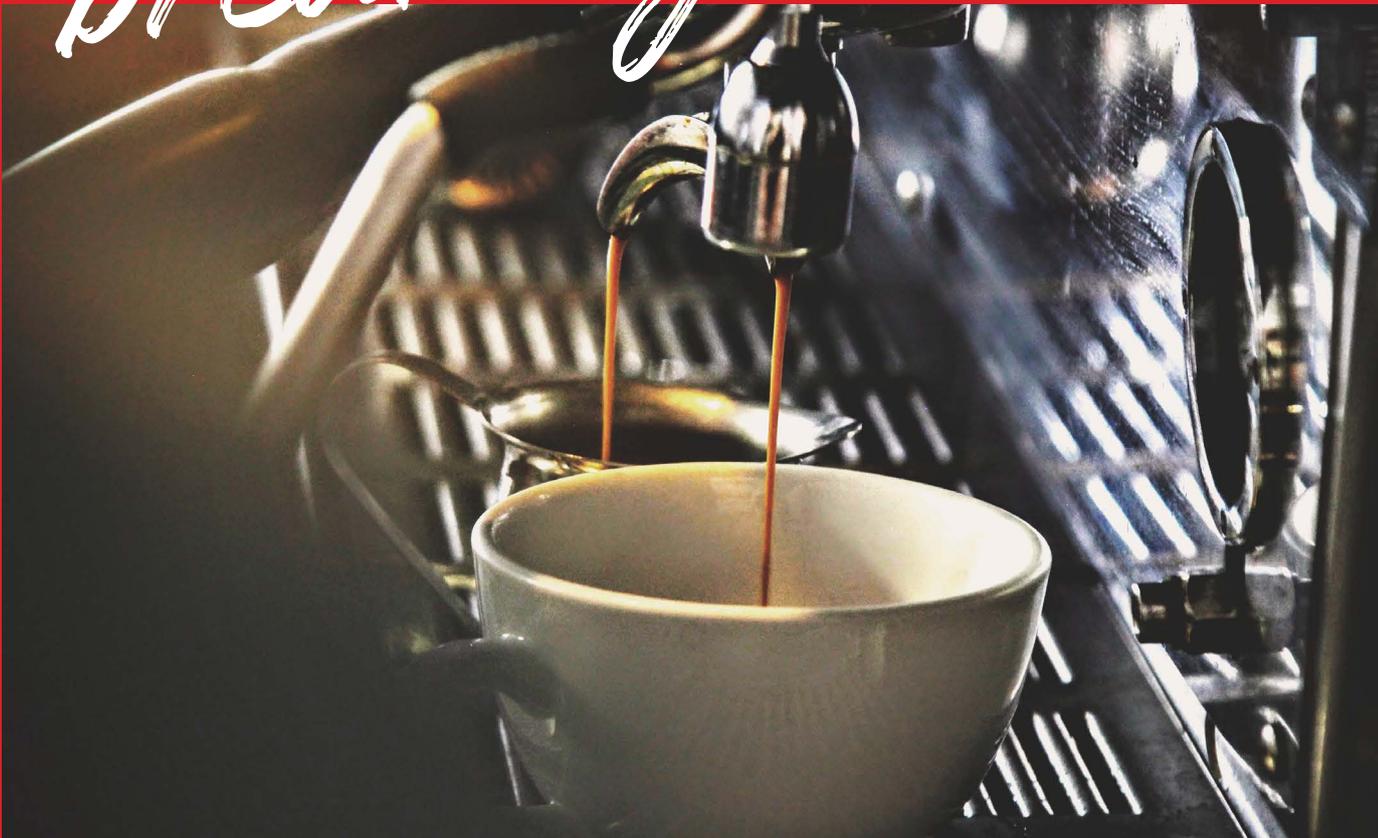


■ ■ GREGGS

*Food to go
with record
breaking coffee.*



UCC
COFFEE

THE TOTAL COFFEE SOLUTION

THE FOOD-TO-GO CHAIN WITH RECORD-BREAKING COFFEE.



THE CHALLENGE

A strong coffee offer is key for Greggs to maintain its dominant position in the food-to-go market. But the scene has changed dramatically since 1998, when we first started working together. This means continually evolving the offer to keep it relevant is key – so we created the Greggs House Blend and implemented a Total Coffee Solution that would evolve with the UK food to go market.

THE SOLUTION

COFFEE

 GREGGS

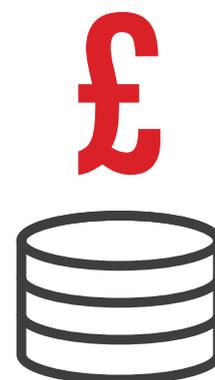
EQUIPMENT

thermoplan
Swiss Quality Coffee Equipment

SUPPORT

C O F F E E
W O R K S 

THE RESULT



Record coffee profits
(at the touch of a button).



WHAT WE DELIVERED

- Greggs House Blend – a bespoke, ethically sourced, fully traceable blend made with the best Arabica and Robusta beans from Tanzania, Peru and Colombia.
- Black&White3, bean-to-cup machines rolled-out across the Greggs estate, offering perfectly consistent, freshly ground espresso-based drinks with barista-standard textured milk at the touch of a button and continual innovation.
- On-call preventative and corrective maintenance support to keep their bespoke coffee flowing.
- Launch campaign support to help generate a buzz and get customers through the door.

Created: February 2015

THE IMPACT

- 92% of consumers described the Greggs House Blend as good, very good, or excellent.
- Every outlet across the Greggs estate can serve a range espresso-based drinks, each one as consistent and high-quality as the last.
- Total assurance and support should anything go wrong.
- Dominant coffee offer in the market.

“Since 2007 thanks to its focus on innovation and service in ‘food-on-the-go market’, Greggs is continually reporting record growth. One of the driving forces behind this successful growth is a long-term strategy to build its coffee credentials.”

Will Kenney,
National Account Manager,
UCC Coffee UK & Ireland