



*Bringing  
in the  
customers.*



**UCC**  
COFFEE

THE TOTAL COFFEE SOLUTION



## THE GARDEN CENTRE THAT'S CAFÉ IS BRINGING IN CUSTOMERS OVER THE NORMALLY QUIET MONTHS.



### THE CHALLENGE

Gardening is seasonal, so the family-run Pimbo garden centre wanted to give customers a reason to visit all year round.

Rigby's Café – complete with Coopers' coffee and a Dalla Corte DR Pro – was the solution.

### THE SOLUTION

#### COFFEE

**coopers.**

#### EQUIPMENT

**DALLA CORTE**

#### SUPPORT

**COFFEE WORKS**

### THE RESULT



The new Rigby's Café represented 30% of Pimbo's overall turnover.



## WHAT WE DELIVERED

- A consistent, quality coffee offer for Rigby's Café to keep sales up during normally low footfall months.
- An award-winning blend – Coopers' Louie Mio – perfectly matched to customer tastes.
- The sophisticated Dalla Corte DC Pro traditional espresso machine, designed to match the green and black of the café.
- Regular, tailored training – every four to five months – to ensure consistent quality from every employee, from mentoring the current team to training new members from scratch.



## THE IMPACT

- Since opening in May 2011, Rigby's sales have greatly beaten expectations.
- The café's turnover increased by 100%, and accounted for 30% of the Garden Centre's total turnover.
- Customers fell in love with the café and its coffee, with the café selling an average of 725 cups a week, and many people driving miles just to get a taste of the Louie Mio blend.
- The coffee offer has stood the test of time, with customers continuing to enjoy their Rigby's experience.

"We had to create an experience that delivered high quality beverages to attract both new and existing customers."

**David Rigby,**  
Pimbo Garden Centre

"With Louie Mio we've found the perfect blend, which our customers love."

**David Rigby,**  
Pimbo Garden Centre

## IN THEIR WORDS

"I had never enjoyed espresso until I tasted Louie Mio, it was so smooth without a hint of bitterness that as soon as I tasted it, I knew we had to have it! It's stood the test of time as we still serve the same blend today.

"You can't expect someone who's had no training to know what they're doing. So, the team mentor all our new employees to ensure they know

how to use our machine and serve the consistently good coffee that our customers expect. They even tailor sessions for our employees with more experience, so they are constantly developing and learning new techniques.

"The Dalla Corte machine has class written all over it. We love it as much today as we did when we first got it."

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