



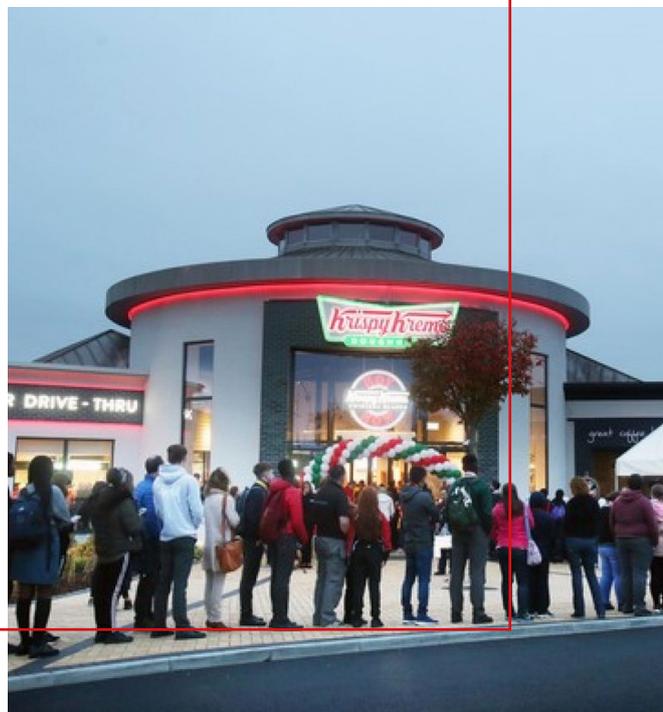
*Competitive,  
compelling  
and distinctive  
coffee.*



THE TOTAL COFFEE SOLUTION



## THE DELICIOUS DOUGHNUT RETAILER WANTED A COMPETITIVE, COMPELLING AND DISTINCTIVE COFFEE OFFER TO GO WITH ITS FRESHLY MADE, HANDCRAFTED DOUGHNUTS



### THE CHALLENGE

Krispy Kreme, already the king of doughnuts, wanted a competitive coffee offer that matched its brand and food offer and cemented its presence on the high-street.

With the success of its new flagship drive-thru store in Dublin, Krispy Kreme turned to UCC Coffee for a Total Coffee Solution that would bring exceptional coffee across its entire estate.

### THE SOLUTION

#### COFFEE



House Blend - Rainforest Alliance Certified

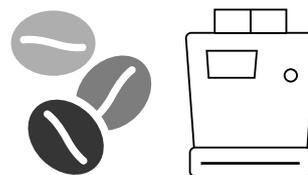
#### EQUIPMENT

**thermoplan**  
Swiss Quality Coffee Equipment

#### SUPPORT

**C O F F E E  
W O R K S** 

### THE RESULT



A perfectly paired coffee offer and industry leading equipment



## WHAT WE DELIVERED

- Introduced a new bespoke house blend coffee, specifically created to match Krispy Kreme's original glazed doughnut recipe, replacing a 15-year long relationship with the previous supplier.
- UK directors and senior managers took part in COFFEEWORKS training and tasting session to understand what exceptional coffee is and learn how to put coffee at the heart of its offer.
- A Total Coffee Solution that evolved from its Dublin store and is now across the full estate of 115 stores and growing.
- Black&White3 CTS across all larger stores.
- Black&White4c machines introduced across box stores. The compact automatic machine guaranteed exceptional coffee and consistency within all its stores.
- Fitting and launch support for its flagship Dublin drive thru concept.
- Continued partnership and support with the Krispy Kreme team to ensure the highest standards and profitability across the entire estate moving forward.
- The addition of the popular Flat White to the Krispy Kreme coffee menu.

## THE IMPACT

- The offer created, most importantly, a completely new bespoke blend that matched the market leading doughnut and offered something different to the noisy, crowded high street chains.
- COFFEEWORKS embedded high coffee standards within the business and gave managers the knowledge and confidence to ensure consistency and quality delivered in every cup.

"To help deliver the quality of coffee and customer service this chain strives for, we worked closely with its team to roll out our Total Coffee Solution across the entire estate. Our ongoing relationship allows us to help evolve the offering and always deliver to the highest standards."

**Craig Muir,**  
National Account Controller, UCC Coffee UK & Ireland

"It was important for us to develop a compelling coffee proposition that offered customers choice, consistency and value."

**Emma Colquhoun,**  
Chief Marketing Officer,  
Krispy Kreme UK & Ireland

## IN THEIR WORDS

"Coffee is the perfect accompaniment to our delicious doughnuts and it was important for us to develop a compelling coffee proposition that not only complemented the unique taste of our secret Original Glazed

recipe, but also offered customers choice, consistency and value. We are also proud to now be able to offer Rainforest Alliance certified coffee to all our customers."

Created: 2019



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