

SIMMONS

BAKING SINCE 1838

*A competitive,  
consistent  
and efficient  
coffee offer.*

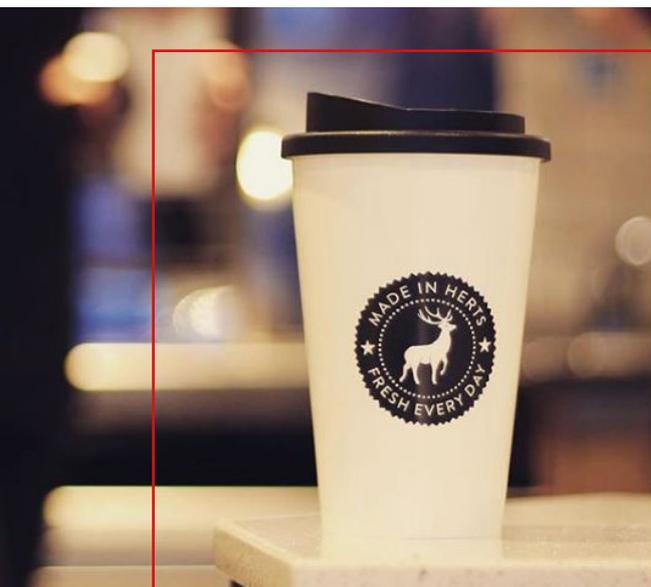


**UCC**  
COFFEE

THE TOTAL COFFEE SOLUTION

# SIMMONS

BAKING SINCE 1838



**SIMMONS, HERTFORDSHIRE'S  
INDEPENDENT BAKERY, WITH  
STORES ACROSS THE COUNTY,  
REQUIRED A COMPETITIVE,  
CONSISTENT AND EFFICIENT  
COFFEE OFFER.**

## THE CHALLENGE

Since its inception in 1838, Simmons has established itself as the go-to bakery across Hertfordshire for expertly prepared, oven-fresh products. But as the much-loved family baker experienced consistent growth, maintaining coffee standards to match the quality of its baked goods at site level started to become a challenge.

Simmons turned to UCC Coffee to help implement a reliable and consistent coffee offer across its entire estate, without slowing down its operation.

## THE SOLUTION

### COFFEE

**LYONS**  
COFFEE

### EQUIPMENT

**thermoplan**  
Swiss Quality Coffee Equipment

### SUPPORT

**COFFEE**  
**WORKS** 

## THE RESULT



An exceptional coffee that doubled sales across the estate.

**UCC**  
COFFEE



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# SIMMONS

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## WHAT WE DELIVERED

- A Total Coffee Solution that evolved from 18 stores to 35, and still growing
- A delicious coffee with Lyons Italian Espresso, delivering a full-bodied, smooth flavour
- Installed 51 Black&White3 CTM machines, ensuring consistency and ease of use across all stores
- Continued partnership and support for the Simmons team to ensure the highest standards and profitability
- Ongoing menu innovation and development such as recent launch of the popular Flat White to menus



"Coffee now equates to 14% of our annual turnover and we look forward to our continued partnership with the team."

- Gill Ewing,  
Retail Director, Simmons

## THE IMPACT

- The offer enabled consistency in every cup, meaning Simmons' coffee offer competes on the busy high street
- Through COFFEEWORKS, all employees trained and empowered to serve coffee at consistently high standards
- Coffee sales doubled following implementation – equating to 14% of turnover

## IN THEIR WORDS

"We've been working with UCC Coffee for over 20 years. They've not only transformed our offering but helped us double our coffee sales. As we started to grow our coffee became inconsistent with two coffees never

the same, which in-turn slowed down our operation. We were looking for a coffee partner to improve our coffee, maintain consistency and essentially make it easier for our teams on the ground. Coffee now equates to 14%

of our annual turnover and we look forward to our continued partnership with the team."

Gill Ewing, Retail Director, Simmons

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