

TESCO

The
CAFE

*Switching from a
branded solution*



UCC
COFFEE

THE TOTAL COFFEE SOLUTION



REPLACING COSTA'S 'PROUD TO SERVE' WITH AN OFFER THAN COMPLIMENTS AND PROMOTES THE FOOD OFFER



THE CHALLENGE

Tesco's previous offer was confusing – Costa wasn't associated with tea or food, the proposition was not clear to customers. Tesco needed to find a way to create a seamless F&B offer targeted at consumer needs, driven by a clear strategy that ensured the right environment for consumers to linger.

So, how could Tesco Café keep customers in-store and away from the high street's big names? And how could it deliver a consistently exceptional cup of coffee across such a huge number of sites? It's simple, thanks to the Total Coffee Solution.

THE SOLUTION

COFFEE



House Blend

EQUIPMENT

**Semi-Automatic
equipment**

SUPPORT

**COFFEE
WORKS** 

THE RESULT



Overall margin for Café estate significantly improved with solid double-digit growth (confidential value)





WHAT WE DELIVERED

- Investment in a remodel plan which made the cafes nicer places to sit and linger. Associated replacing “canteen-style self serve” with a fresh menu; this meant consumers choosing a hot meal would stay in for an extra drink; often a coffee.
- A quick roll-out of super-automatic Eversys e’4 machines to make exceptional coffee quicker and easier to serve than ever
- COFFEEWORKS training available to all Tesco baristas to guarantee consistency and coffee excellence across the brand’s entire estate
- Personalised guides and videos featuring the UCC coffee specialist team to show baristas how to produce all the core coffee drinks perfectly
- Management across all regions completed the COFFEEWORKS ‘Manager Critique’ course, enabling them to learn how to get the very best out of their teams – and produce consistent quality – when the pressure’s on
- The estate has complete security and confidence with local service engineers available, all-year-round

THE IMPACT

- Replacing Costa allowed Tesco to create a seamless F&B offer targeted at their consumers needs, with fresh day part offering and flexible specials. Success was driven by a clear strategy which placed hot beverages as a core offer, ensuring the right environment for consumers to linger and focusing on COFFEEWORKS quality standards
- Managers and employees now all have the exact same expectations from what Tesco Café’s coffee should be
- Thanks to improved knowledge of coffee, and consistent equipment and products across the estate, each site delivers to the high-quality standards of today’s customers
- Utilisation of the CEC and dashboard visibility, identifying areas within the estate that are meeting brand standards, and areas that require development and focus.

THE STATS

Coffee sales grew by

4%

Tea sales grew by

40%

Food sales grew by

20%

Margin grew by **double digit** (confidential)



UCC’s unique category insight really helped simplify and demystify our offer when repositioning the cafés. By removing the branded coffee solution, which wasn’t associated with tea or food, and replacing it with a fresh drinks menu that instead supported food, we saw higher footfall and a huge double-digit increase in margin and sales across the estate.

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