

Creating Loyal Customers with Coffee



HOW SERVING GREAT COFFEE CAN BE A BRAND-BUILDER

Building a loyal customer base is key for success



OPERATORS CAN BUILD LOYALTY A FEW WAYS:



FOOD QUALITY & TASTE

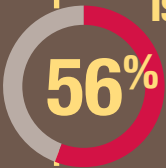
- High-quality menu items
- Great taste and flavor/**craveability**
- Visual appeal of food



OFFERING VALUE BEYOND PRICE

- Quick, quality service
- Atmosphere/ambiance
- Appropriate for various occasions

CRAVEABILITY IS KEY



56% say that when they purchase a drink at a coffee cafe, it's because they're craving a **specific beverage**

As far as what's craveable, most consumers pointed to **regular hot coffee** as the item they crave most



At 5 top chains, **regular coffee** was cited as the most craveable option

At coffee cafes, consumers purchase an average of

3.8

drinks per month



Coffee is the **perfect product to attach to a loyalty program** & build brand reputation



65%

of consumers have ordered **regular hot coffee** from foodservice in the past month

STRATEGIES FOR CREATING BRAND LOYALTY BY SERVING GREAT COFFEE:



Mobile order-ahead options



Frequent-buyer punch cards



Birthday perks



Reusable branded mugs/
discounted refills



Coupons for special LTOs

And offering a loyalty program can build **brand loyalty**

44%

of consumers say loyalty & rewards programs make them feel like they're **part of an exclusive club**



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