



+47%



Episode No.1

Coffee with Pantelis Stavropoulos

Head of Operations, MY STOP C-Store Switzerland

How a Swiss C-Store reinvented its coffee offering.

The 47% increase in coffee sales resulting from a branded coffee concept is also strengthening the main business areas of the “MY STOP” highway service area in Affoltern am Albis.

From the outset, Pantelis Stavropoulos had this objective: significantly increase customer traffic to the “My Stop” highway service area near Zurich.

He opted for a branded coffee concept with Seattle’s Best and Franke, because customers nowadays look for perfect and customizable coffee. The stunning result: Coffee consumption has increased by an incredible 47% and, therefore, so has the opportunity to differentiate the main business even better from the competition.

Interviewer: Patrick Koller, CMO & CIO,
Franke Coffee Systems

Guest: Pantelis Stavropoulos,
Head of Operations, My Stop, Affoltern am Albis

Thank you very much for having us here and for giving us an insight into your coffee business. Please briefly introduce yourself and the coffee concept you have chosen.

As Head of Operations and a trained barista and great coffee aficionado, I am responsible for the “Coffee-to-Go Concept”, among other things, and I will present them to you today.

“A branded coffee concept.”

We have been using a branded coffee concept for several months, to meet growing customer demand with an inspiring range of products, and we are doing it very successfully.

WHAT IS YOUR challenge?

A few months ago, a new competitor went into business not far from where we are. We expected a decrease in visitors and a general decline in sales, but broader changes affect us as well. So even we haven’t been immune to the growing quality demands relating to coffee. Customers nowadays are used to high-quality and customizable coffee. Everywhere. If you consider the fact that we only have four to five

“Customers expect premium coffee!” minutes to impress a guest with our

products, then that is already a considerable challenge. If you cannot satisfy these demands, then a potential visitor today will keep on driving, and would rather drink their favorite coffee a few miles down the road on their way to work, which naturally affects our sales of fuel and other shop products.

WHAT IS YOUR recipe for success?

Our analysis has shown that the continuous development of the gastronomy concept still holds plenty of potential to please visitors. Accordingly, we decided to quietly remodel the coffee area and use a branded coffee concept with Seattle’s Best and Franke.

This concept is very attractive in its **“Choice of up to 40 beverages!”**

authentic environment and is clearly visible throughout the entire shop. Here, it is extremely easy for customers to put together their very own coffee using the intuitive touchscreen: If you take into account the different cup sizes and available flavors, you can now dispense over 40 different coffee drinks yourself, and all at the touch of a button. And thanks to the limitless possibilities of the system we use, we will be able to offer even more options in the future.

Facts and Figures

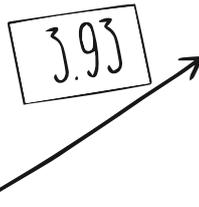
In use:	4 Franke A800 fully automatic coffee machines
Type of business:	Convenience store, self-service
Number of on-site Coffee Points:	2
Daily customers:	2500
Number of shop staff:	11

WHAT IS YOUR benefit?

Personnel and personnel costs are among the core factors for successfully operating a convenience store, especially when you consider the fact that, due to the variety of our products, you cannot hire specialists in every area. However, as Franke's systems are very easy to service and clean, anyone can perform maintenance in even less time and, therefore, at a lower cost. This guarantees consistently high quality for our products and, simultaneously, gives the employee valuable time to personally take care of the customer instead. Furthermore, we continue to ensure the quality and consistency of our product with iQFlow™. These days, the coffee experience in our shop matches the experience in a coffee house.

In addition, we have observed that, in some instances, people are now staying a bit longer, e.g., they grab another cup of coffee instead of leaving immediately after eating. Other core elements of our business – especially those closely related to coffee – are also benefiting from the increase in the number of people who come in and stay longer. On the whole, we can say today that the newly opened competitor has not affected us as dramatically as we had originally expected. Of course, it is also nice to be able to infer that the evolution of the coffee concept may be playing an important part in this positive development.

WHAT IS YOUR result?

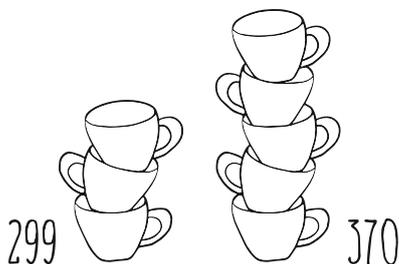


Coffee consumption has increased by 47% overall. For one thing, the number of cups sold daily has increased from 299 to 370 in only four months; another thing is that the average price paid per cup has increased from CHF 3.30 to CHF 3.93 today due to the expanded selection.

WHAT DO YOU THINK ABOUT THE iQCircle?

Nowadays, the market changes so quickly that there is less and less time to work out good strategies. As a result, communication between manufacturers, customers and partners is extremely important: I need to have someone I can turn to directly if I have questions, ideas, and problems and, at the same time, I am naturally interested in how other businesses behave in similar situations. This means I can respond much quicker and successfully adapt my products and services. This communication is worth its weight in gold.

Pantelis, thank you very much for this insightful conversation.



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