

Southern Co-op Case Study



“Working with **eXpresso PLUS** has been **flawless**, the **relationship** we’ve built has made the process **so easy**.”

Andy Macdonald, Trading Formats Strategy Manager at Southern Co-op



“ Having tried and tested **Lavazza coffee** before, I knew that the **quality** in the cup would be **exceptional**. Combined with the **customisation and advertising** opportunities available with the **Eleganza**, the decision was a **no brainer** ”

Andy Macdonald, Trading Formats Strategy Manager at Southern Co-op



Company Overview

Southern Co-op is a successful independent regional business owned by its 158,500+ members. Established in Portsmouth over 140 years ago, it now runs more than 250 community food stores and funeral homes across eleven counties in southern England.



The Discovery

After already having a well-known coffee brand in place, Southern Co-op knew the importance of having a recognisable brand for their coffee to go offering. Andy Macdonald Trading Formats Strategy Manager at Southern Co-op, was keen to introduce a lower maintenance machine, but wanted to stick to using a world renowned brand. Andy was also keen to provide the right solution based on site, taking location, sales forecasts and store type in to consideration, rather than following a “one size fits all” approach.



The Challenge

After identifying that eXpresso PLUS offered a flexible solution- allowing them to use different brands and install different types of machines based on site needs- it was eXpresso PLUS’s responsibility to ensure that the right solution was in place for their Southern Co-op Romsey site.



eXpresso
PLUS®

“Having a **Brand Guardian** and **training support** means staff feel more **confident** with the machine and gives us that extra help to **attract new customers** through the door”

Andy Macdonald, Trading Formats Strategy Manager at Southern Co-op

The Solution

Having researched in to the local Romsey area, including local competition, and taking Andy's requirement for an easy to maintain machine on board, eXpresso PLUS identified the opportunity that a high quality Lavazza bean-to-cup coffee solution could offer the site; the location was on a busy road and within a forecourt station. It was therefore recommended that the Lavazza Eleganza would be the perfect solution for them. The Eleganza offers Romsey a premium bean to cup coffee machine with opportunity for customers to customise their drinks and promote their other products via the interactive advertising screen- a feature which is ideal for convenience stores that want to up-sell through cross promotion. The Eleganza can also be cleaned with just a push of a button making the cleaning and maintenance simple and allowing staff to carry on with their normal duties with minimal disruption.

FACT

More than 90% of customers said they would buy a coffee from the Lavazza Eleganza again

The Result

The colleagues at Southern Co-op store in Romsey have been over the moon with the ease of cleaning and maintaining the machine. The feedback from customers has been extremely positive, with 98% of them rating the machine as simple to use and over 90% saying they would buy a hot drink from it again.

Additionally, regular visits from their dedicated Brand Guardian has been well received with Wendy, Store Manager at Southern Co-op in Romsey, commenting that “The regular visits from Ryan have been a fantastic contribution to maintaining customer sales through consistent drink quality and gaining new customers through point of sale”.

As a result of this installation, Southern Co-op is rolling out another 40 eXpresso PLUS solutions across their stores using a combination of machines including Lavazza Eleganzas, Lavazza Lussos and Nescafe Alegrias.



FACT

Exclusive coffee-to-go partner with
14 sites
and further roll out planned



*based on reach to over 300 customer



“eXpresso PLUS has worked hard to ensure all our needs have been met, they listened to what we wanted and went above and beyond to ensure a great relationship was built so we could work closely together to find the perfect solutions. The machines are all very easy to maintain which is great for busy sites like ours, and the small amount of space they require means that we didn't have to compensate any other products to install the machine. We are very pleased with the service from start to finish and look forward to installing more machines in the coming months. We would highly recommend eXpresso PLUS to everyone.”

Andy Macdonald, Trading Formats Strategy Manager at Southern Co-op

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