

Mole Valley Farmers Case Study



“From the **consultation period** to **installation** and **training** eXpresso PLUS has been **faultless**, **nothing has been too much trouble** and we have been made to **feel extremely valued**. Our **needs were listened to** and we feel we received the **right product for our requirements.**”

Jonathan Lawrence, Assistant Business Centre Manger, Mole Valley



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“The upkeep and **maintenance** has been **extremely straight forward** and **very minimal**, only cleaning the machine **once a week** means our staffs have more time ensuring our **customers are our priority.**”

Jonathan Lawrence, Assistant Business Centre Manger, Mole Valley



Company Overview

Mole Valley Farmers was established in 1960 by a group of farmers from the South Molton area when they created an agricultural buying-group. By 2015, the success of this early enterprise had resulted in the Mole Valley Farmers family of companies becoming a leading agricultural supply business spanning the length of Britain. They are committed to protecting farming members from the threat of higher costs and aim to offer the widest range of well-priced, quality products.



The Discovery

Mole Valley wanted to offer their customers something a little different and with many of them travelling for several miles, a hot drinks solution seemed the perfect fit. The industrial estate where their store is located had no coffee offering and they hoped that by installing a machine, they would not only add value to their customer offering but also entice new customers to their store.

The most important feature for Mole Valley was the ease of operation. Like many businesses, they wanted something straight forward to use and self-explanatory, with as little cleaning and maintenance as possible. This was especially important as they wanted staff members to spend as little time with the machine as possible and more time with customers.



The Challenge

Mole Valley already had a coffee solution in place, but it had 'no real brand recognition' and was mainly unheard of within the coffee industry. Our challenge was to provide a branded solution that customers would recognise whilst also following their ethos to support local businesses. As a result, sales were 'very poor'.



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“Ryan was **brilliant** in **ensuring** our staff were **full trained** and **confident**”

Jonathan Lawrence, Assistant Business Centre Manger, Mole Valley



The Solution

To find the right solution, Mole Valley visited the eXpresso PLUS showroom to trial a variety of machines and see which suited their sites best. With premium quality products being at the heart of their business, a bean-to-cup solution was the most appropriate offering to fit in with their company values and customer needs. They also wanted a design that was in fitting with their store, and so the Lavazza Lusso was the route we went down due to its blue Lavazza branding and clean design.

Another key factor to this decision was their commitment to supporting local businesses and the UK economy. The Lavazza Lusso seemed the perfect fit with the machine being manufactured in the south of England. In addition Mole Valley also have a PG2GO tower.



The Result

The benefits of the Lusso coffee to go solution to Mole Valley were rated ten out of ten; “with the additional service it provides to customers, it has been seen as a new marketing tool for us to attract new customers. We’re pleased to report that the positive result has been second to none”.

Additionally, the customer dwelling time has dramatically increased, giving their staff more time to assist customers’ needs and upsell where requested. Over 90% of their coffee transactions are from non-members, and considering that over half of their customers are members, it would appear that new customers are using the machine as a result of their new Lavazza coffee to go solution. Another key success is that the retail space used and maintenance needed is very little, with the training and follow up being rated as ‘first class’.

With Lavazza being voted one of the coolest brands in 2015 and being one of the largest brands in Europe, combined with the fact that their new products are now in Supermarkets, Mole Valley felt that it was the perfect time to introduce Lavazza to their business, taking advantage of their recent rebranding and new TV advertising campaigns.

When asked whether Mole Valley would recommend eXpresso PLUS to other businesses their response was ‘yes, definitely’ to which they continued to say ‘the whole process from start to finish has been effortless. The professionalism of the staff and the drive to help us add value to our business has been fantastic’. The overall result has been excellent, Mole Valley has been able to increase their offering and attract new customers whilst eXpresso PLUS has delivered a successful solution and set the foundations for a great working relationship.’



10/10 for added value to our business



10/10 for overall experience





“ The coffee 2 go industry is currently one of the fastest growing industries in the UK and drinking coffee on the go is almost part of our daily routine. Working with Espresso plus and Lavazza has allowed us to utilise this rapidly growing industry to improve our own customer offering, improve dwell time within our stores and attract new customers. Not only is Lavazza a great international brand but the Lusso machine is made in the South West which has enabled us to continue our pledge of sourcing local and supporting our local economy. With the introduction of the Lavazza Lusso machine we feel as though we are one step closer to becoming more of a destination retailer ”

Jonathan Lawrence, Assistant Business Centre Manger, Mole Valley

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Coffee 2Go Tea 2Go Food 2Go