

Bridgend Services Case Study

“ Yes I would fully recommend eXpresso PLUS, due to the extra support given and the quality of the product. I am delighted with the process and installation of the machine.”

Bridgend Services is a unique forecourt and approached eXpresso PLUS in the hope to find a convenient, quality coffee to go solution that would help increase basket spend. The Pret Express caught their eye and “looked completely different to any other coffee solution on the market”, Duncan, store manager, explained.

The Pret Difference

Pret Express offers a **premium** coffee to go solution with a difference, which was important to Bridgend due to the competitive nature of their business. As well as providing **quality 100% Arabica coffee**, the Pret Express offers a decaffeinated option, luxury hot chocolate and a selection of 4 teas, perfectly complemented with fresh **100% organic milk**.

Pret Express is also the only self-serve coffee machine on the market that provides an **alternative milk option**, catering for more dietary and personal preferences of Bridgend’s customers.

30%
Turnover
Increase

Unique
Concept

Free
Coffee
Morning

★ PRET ★ Express

Complete To-Go Range

The Pret Express has made a big impact across the store. Business owner Duncan explains; “We re-worked the space around the Pret machine, to bring our cakes and food options closer and incorporate other aspects of the store”. Now customers of Bridgend Services can enjoy a coffee and a treat when filling up for petrol or stopping for a break, which has driven increased sales.

Having a full selection of coffee shop drinks, has allowed Bridgend to **choose their price point** for hot beverages, meaning they have adjusted this to suit their needs and charge extra for features such as syrup or oat milk, helping them to **maximise their earning potential**.

Results

Since the introduction of Pret Express, the business has seen an increase in **hot drinks turnover of 30%**, improving **customer loyalty** and becoming one of eXpresso PLUS’ **top performing sites** with the quality of drinks on offer. “Initially some customers were unsure as it was new and different. However, we embraced this and people have come back saying that they have preferred the coffee to the previous branded solution we had”, Duncan explains.

To help with **customer attraction and retention**, eXpresso PLUS held a free coffee morning at Bridgend Services which saw over 100 customers receive a free cup of coffee. “The support from eXpresso PLUS has been excellent, even with the distance of our store, we couldn’t be further from anyone if we tried, they have **provided us with first class service**”.

“The success in Bridgend is a testament to the quality, organic coffee that Pret offers.”

