

Channel Islands



serves up success with **GROUND & CO.**

How Channel Islands Coop is putting purpose behind every cup through Ground & Co.

A partnership bringing together great coffee, ethical sourcing, sustainability and meaningful community impact.



The Challenge

Channel Islands Coop wanted more than just another coffee-to-go offer.

Although they were already serving a recognised high-street brand, they were looking for a partner whose values reflected their own commitment to ethical sourcing, sustainability and supporting local communities.

Maintaining exceptional coffee quality while delivering a stronger brand story for members was essential.

Why Ground & Co.

Premium Quality

Consistently great coffee, that our customers love to drink

Sustainably Packaged

Recyclable, compostable & biodegradable cups

Community Driven

10p of every cup sold is donated to Ground For Good charitable initiatives

Ethically Sourced

Responsibly sourced coffee supporting farming communities



“They value knowing that their purchase supports responsible sourcing and community initiatives while still delivering a high-quality coffee experience.”

**GREAT COFFEE
SHOULDN'T COST
THE EARTH.**

Our **Women in Coffee Project** gives us transparency knowing 100% of the profits from our coffee beans are given back to our female farmers.





**Guernsey
Alzheimer's
Association**
caring for carers



Great communities are built by people who care. Through Grounds For Good, we donate 10p from every cup sold to a local charity each year, helping support important causes and create positive change, one cup at a time. **This year, we're proud to support Guernsey Alzheimer's Society.**



Perushani Augustine
Trade Planning Manager
Channel Islands Coop

Looking Forward

Together, eXpresso PLUS and Channel Islands are exploring new ways to grow customer engagement, including:

- ♥ Loyalty Rewards
- ☕ Seasonal Drinks and Limited-Time Flavours
- 👥 Community Initiatives
- 📖 Enhanced In-Store Storytelling
- 🎯 Promotional Campaigns



Beyond the quality of the coffee itself, we were looking for a partner whose values aligned closely with our own. The deciding factors were the quality of the offer, the strength of the brand and, most importantly, its commitment to ethical sourcing, sustainability and community investment.

Service That Supports Success

The Channel Islands Coop team rated their overall experience with eXpresso PLUS a solid **8/10**, praising both the Engineering and Account Management teams for their responsiveness, professionalism and collaborative approach.

Issues are dealt with efficiently, communication is good, and the team is always willing to provide support when needed.



The Difference We're Making Together

8

**Stores
Rollout**

10P

**Per cup sold
donated to
charity**



**Positive
Customer
Feedback**



**Strong Brand
Alignment**



**Premium
Coffee with
Ethical Impact**



**Reliable
Service &
Support**

Ready to transform your coffee offering?

Whether you're looking to increase footfall, enhance your customer experience or introduce a coffee solution that reflects your values, Ground & Co. is the perfect partner.

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**expresso
PLUS**