

Petrol PLAZA

Helping Family Express perk up profits



A STORY OF CHANGING FORTUNES

Here's how the Franke FoamMaster™ turned coffee sales around at Family Express – a 60-unit chain of convenience stores in Valpariaso, Indiana, USA.

For several years, Family Express had been experiencing a decline in coffee sales – a decline due to a major shift in consumer attitudes. Their target markets (Millennials (18-34 year olds) and females) were no longer happy with <ok> or <alright>. They wanted their hot and cold beverages to be coffee shop quality. For «Family Express» delivering an outstanding espresso experience – as good or better than a coffee house – became their key strategy.

Gus Olympidis, Family Express Founder and CEO told us, «Unless the quality was superb a discriminating espresso consumer would not fall in love with it.» Thankfully, «Family Express» discovered the Franke FoamMaster™.

«With an espresso program like FoamMaster™, you'll see increased coffee sales, higher margins and more people in store. »

Gus Olympidis, Founder and CEO Family Express supported their Franke FoamMaster™ strategy: «The touch screen was a major reason why we went with FoamMaster™. We knew it would appeal to a younger audience.»

Now that Family Express could rely on a premium coffee machine, they were able to raise their \$0.99 cup to \$1.19. As Gus says, «Retailers go through hundreds of thousands of cups a year, so an increase of 20 cents is a lot of zeros.»

The FoamMaster™ uses a simple one-step process to provide cafe-quality drinks time after time – no barista needed! And every cup uses freshly ground beans and fresh milk. The elegant touch screen

menu offers dozens of coffee creations, from a classic Caramel Mocha to an Iced Latte Macchiato. Every choice is operated at the touch of a button and allows each customer to easily create unique drinks that meet their exact personal preferences.

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