

Mobility Plaza®

New and exciting plans for Wild Bean Cafe by BP announced at Retail's Best



The banner features the 'retail's best' logo with 'supplier partners' text, the 'WILD BEAN cafe' logo, and the text 'OFFICIAL 2024 PARTNER'. It includes the website 'www.retailsbest.co.uk' and the hashtag '#RetailTogether'. A quote from Andy Allen, UK Sales Manager for bp, is displayed. A circular portrait of Andy Allen is on the right. The bottom of the banner shows a red and gold Wild Bean Cafe unit.

retail's best
supplier partners

WILD BEAN
cafe

OFFICIAL
2024
PARTNER

www.retailsbest.co.uk
#RetailTogether

"Retail's Best gives us an opportunity to showcase what's new and exciting at Wild Bean Cafe by bp with some of the UK's leading retailers."

Andy Allen
UK Sales Manager, bp

bp has started rolling out a new food and beverage franchise offer to dealers – a self-serve Wild Bean Cafe modular unit concept, aimed at sites pressed to recruit enough staff to meet customers food and drink needs or with a high customer throughput.

It's designed by bp with its 20 years of knowledge of coffee and food offers for the forecourt.

It is a fully integrated/modular design, so retailers can choose which elements will work best in their stores from: coffee, self-serve fresh blended iced drinks, smoothies, juices and milkshakes – a total of 54 varieties of drinks and flavours.

There are also hot food units that serve: pastries, fresh and hot food to go, baked on site, all fresh that day.

It has one supply chain, making it easy for our dealers. bp covers the cost of goods, waste, the consumables and delivery costs.

At the end of 2023, 38 dealers had signed up to the franchise offer - with 10 dealer sites installing the Wild Bean Cafe micro market format and 28 sites taking the coffee unit. bp is aiming to roll out the franchise offer to 100 more dealer sites in 2024.



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About Retail's Best

Described as 'the networking event of the year for roadside retail, food to go and tech for retail', Retail's Best Forecourt & Convenience Partners is a unique event, designed 'by retailers, for retailers'. It brings together the decision makers from a host of the top independent forecourt operators and convenience retailers to network, share ideas and tackle the hot industry topics in a relaxed and non-competitive environment.

If you are a progressive retailer or petrol dealer interested in growing your business and would like to register your interest to attend, [use this registration form](#).

For more information, go to www.retailsbest.co.uk

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