

OPTIMIZING THE COFFEE BAR TO MAXIMIZE DAYPART SALES

From batch brewing to bean-to-cup technologies, equipment innovation helps boost c-store coffee sales all day.



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Throughout the many market changes brought on by COVID-19, convenience stores have continued to serve the public. Regardless of the ebbs and flows of the pandemic, c-store foot traffic and demand for c-store coffee bars has remained a valued amenity throughout 2020.

This presents retailers with a prime opportunity to boost coffee bar sales—and an impetus to find solutions that keep service as fast and efficient as possible.

THE SELF-SERVE RESURGENCE

For many consumers, a trip to the c-store means leaving with a cup of coffee in hand. Technomic's Q3 2020 C-Store Consumer Marketbrief reports that 29% of consumers who have recently purchased c-store foodservice included a dispensed or made-to-order hot beverage with their purchases. And while many retailers have been driven to rethink and revamp self-serve amenities in light of the pandemic, self-serve coffee maintains a broad appeal: A whopping 75% of consumers say they'd likely purchase self-serve coffee from the c-store post-COVID-19, according to Technomic's Q2 2020 C-Store Consumer Marketbrief.

This is good news for retailers, since self-serve systems boast timesaving and cost-saving benefits

that are no less crucial to driving profits amid the pandemic than they were before. But as retailers optimize their coffee bars to increase cleanliness and maximize efficiency, they must be careful not to cut down on the options they offer at the coffee bar; consumers still want to customize their cup. For this reason, among others, retailers need clean, fast solutions for coffee customization now more than ever.

UNPREDICTABLE TIMES BRING UNPREDICTABLE DEMAND

In addition to keeping the coffee bar clean and customizable, retailers may need to reassess how they prepare for varying levels in demand throughout the day.

Scott Mazzini, senior vice president of commercial sales and

marketing worldwide at BUNN®, notes the fine line between under- and overpreparing for coffee sales across dayparts.

"One of the difficult issues for operators is the inconsistency of traffic patterns during the recovery," he says. "Regional outbreak spikes that cause consumer traffic to start to pick up, then have to pull back, and then pick back up as things open yet again. This type of inconsistency makes it difficult to predict when to do things like brew coffee so that it is available when the customer arrives."

This unpredictability, in turn, can make it difficult for retailers to toe the line between

extending wait times by not preparing enough product and preparing more than they can sell.

"It is difficult to know how much to prepare and when, but not brew too much. This forces the operator to have to discard it causing waste, or risk serving old coffee that is no longer fresh," adds Mazzini.

SLEEK SOLUTIONS REVOLUTIONIZE THE COFFEE BAR

The challenges retailers face in designing their self-serve coffee bars are, in a nutshell, maintaining cleanliness without sacrificing convenience; offering quick service without forgoing customization; and providing a fresh, fast cup for each customer that walks through the door without overpreparing product. Retailers face a tall order, indeed.

Fortunately, solutions from BUNN provide an answer. BUNN offers both batch-brewing and single-serve technologies to suit



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each retailer's needs, providing solutions to rush hour demand and food waste while guaranteeing a great cup of coffee that will keep customers coming back. Whatever demand looks like, BUNN has a solution.

"From an equipment perspective, the BUNN Fast Cup® is a coffee brewing system that grinds coffee beans, brews, and serves a fresh cup of coffee, one cup at a time. And it does all that in about 30 seconds," says Mazzini. "However, many operators have a morning rush that can outpace bean to cup machine technology. For that, we recommend a combined solution of Fast Cup with our Infusion Series® Soft Heat® 1.5-gallon brewing system. We call it our DayPart Duo."

With the DayPart Duo, retailers are equally prepared for the morning and evening rushes as they are for the occasional drop-in during work hours.

"We are able to flavor match coffees in the Fast Cup and the Infusion Series in order for the customer to receive the same great tasting cup from both machines," adds Mazzini. "This ensures that customers always receive a fresh cup, while eliminating waste because it is always brewed on demand."

BUNN solutions help retailers keep up with high cleanliness standards, too.



Consistently deliver your signature coffees to the morning rush with the BUNN Infusion Series® batch brewing system. For the rest of the day, BUNN Fast Cup® complements your coffee program by delivering the same flavor profile with a bean-to-cup platform.

"We have technologies that do everything from helping the operator monitor machine functionality and daypart sales trends to providing touchless dispensing," says Mazzini. "We developed a touchless technology called VirtualTOUCH™ that allows customers to use their smartphone to interact with the Fast Cup, so they never have to touch the touchscreen on the machine."

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Plus, BUNNserve® products are available to help retailers manage equipment installation, service and preventative maintenance programs and tie it all together with digital solutions—preparing c-stores to offer seamless service during these often challenging times.

To learn more about how BUNN solutions can make the self-serve coffee bar a success—both now and post-pandemic—visit www.bunn.com.