

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™.

MAKE IT WONDERFUL

FRANKE

Family Express supported their Franke FoamMaster™ strategy with a full-scale promotional campaign telling customers about their new premium offering. As for results, Gus says “If we weren’t already doing this, we’d start today at the speed of light.”



“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.



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 café-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.



Family Express – in short

Increased customer numbers and higher profit per cup, driven by:

- Coffee house quality
- Clear touch screen operation
- Fully customized choice

Get a bigger taste of FoamMaster™

See all the facts at:
coffee.franke.com

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