

**FRANK AND HONEST**  
GOURMET COFFEE COMPANY

*Ireland's no. 1  
coffee to-go  
brand.*



**UCC**  
COFFEE

THE TOTAL COFFEE SOLUTION

# A COFFEE BRAND SO LOVED THAT IT BECAME IRELAND'S LARGEST COFFEE BRAND WITHIN 18 MONTHS.



## THE CHALLENGE

Musgrave, Ireland's leading food retail and wholesale company that supply private label coffee under its Centra and SuperValu brands, identified that the out-of-home coffee offering in Ireland was convoluted, inconsistent, inaccessible, and not meeting consumer expectations.

With consumers expecting consistent, quality coffee, we worked together with Musgrave's to create what soon became Ireland's number one coffee-to-go brand, Frank & Honest.

## THE SOLUTION

### COFFEE



Bespoke coffee blend, medium roast 72% Columbian, 28% Brazil. RFA coffee.

### EQUIPMENT



### SUPPORT

COFFEE  
WORKS

## THE RESULT



Sales of over

# €60m

in 2019





## WHAT WE DELIVERED

- Helped create a brand-new coffee concept including name, design, proposition, coffee blend, and brand positioning
- Helped form a unique model, whereby Centra and SuperValu retailers could provide a premium self-serve coffee offering by only freeing up some unused floor space. The model means alongside Frank & Honest we take care of everything from the installation, ordering of products, and service and maintenance
- A dedicated in-house team to support with machine ordering and installs
- Developed a bespoke medium roast, 72% Colombian, 28% Brazil, 100% Rainforest Alliance certified coffee
- Implemented a seamless roll out, installing over 500 coffee machines in one year, with 900 machines installed since the project began late 2016
- Installed Eversys E2 CTM and E4 CTM machines to ensure consistency and ease of use.
- Helped create a bespoke retail range matched to their OOH offering launching NPD in R&G, beans, Nespresso compatible and Dolce Gusto compatible capsules

## THE IMPACT

- All employees including senior managers took part in wider COFFEEWORKS sessions to improve site set-up, understand what exceptional coffee is, spot mistakes across a site, and learn how to build a stronger coffee culture internally
- Going beyond out-of-home, we've taken the coffee into

consumers' home by developing an entire range dedicated to retail including: roast & ground, and beans and capsules

- Its first flagship stand-alone café opened in Dunboyne June 2019. As the estate looks set to grow, the Total Coffee Solution will continue to provide support, equipment and exceptional coffee

"What started with a premium self-service offer based around super-automatic machines soon developed into full in-store cafés, and dedicated retail lines. We worked closely with Musgraves to create the unique concept of Frank & Honest and not only developed a brand that met the demands of the consumer,

but we've filled the gap of inconsistent, dark roast, coffee. The beauty of Frank & Honest is not only its quality and consistency of product, but its availability. Traditionally, good coffee has not been easily accessible in Ireland, which is why Frank & Honest has been a total game-changer."

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**Dave Alexander,**  
National Account Controller,  
UCC Coffee UK & Ireland



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