



THE
KIA
OVAL

*A totally
flexible coffee
solution.*



UCC
COFFEE

THE TOTAL COFFEE SOLUTION



THE
KIA
OVAL

ADAPTING TO BIG GAMES AND THE SPORTING SEASON WITH EVER-SHIFTING REQUIREMENTS AT ONE OF BRITAIN'S TOP CRICKET GROUNDS.



THE CHALLENGE

Looking to premiumize their coffee offering, we worked with The Kia Oval in partnership with The Levy Restaurants to deliver a great quality product for their retail and foodservice sides of the business, to grow their coffee business faster with a reliable supplier they can trust.

THE SOLUTION

COFFEE

**Grand
Café
Coffee**

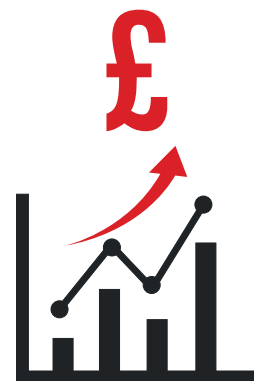
EQUIPMENT

thermoplan
Swiss Quality Coffee Equipment

nuova SIMONELLI
espresso coffee machines

BUNN
Quality Since 1840

THE RESULT



Hit every financial target for 2021





WHAT WE DELIVERED

- We carried out multiple site visits, online meetings and shared information on throughput and usage to understand the unique requirements of The Oval and deliver a total coffee solution with bespoke designed machinery, coffee beans, maintenance and support solutions
- Worked together to scale and manage the varying levels of their business while managing their year-round coffee requirements
- Provided a flexible support structure to scale up and support their huge peak events and international test matches
- Helped to create a new coffee concept including design, proposition, coffee blend and brand positioning
- After coffee tastings with the team, we introduced Grand Café coffee beans and filter to ensure a high-quality product while meeting budget requirements and their high customer expectations
- Installed a variety of machines (both barista and self-serve), across the site, as well as tried and tested Thermoplan, Nuova Simonelli and Bunn equipment to ensure consistency and ease of use
- Dedicated support provided to ensure the highest standards and profitability across the entire estate.

THE IMPACT

- Hit all financial targets for 2021
- Product exceeded customer expectations
- A smooth supplier transition in what could have been a risky change in a key area for the business
- Continuing to work with the team to provide support, equipment and exceptional coffee
- Working with the senior team to develop a new approach to coffee with a forward-thinking growth agenda and plans to expand the coffee business in years to come.

IN THEIR WORDS

"UCC Coffee has successfully helped us to deliver a great quality product, filling the gap in lack of support and maintenance. We've partnered to create a concept that enables us to fully manage and maintain our estate. We're getting consistent positive customer feedback and our commercial results couldn't be better. We've hit all 2021 financial targets, our sales have grown and we're going from strength to strength."

Alex Lewis, Venue Director, The Oval



Created: 2021