

OAKMAN INNS

*Competing
with the
high street.*



UCC
COFFEE

THE TOTAL COFFEE SOLUTION

OAKMAN INNS

THE PUB ESTATE THAT'S COMPETING WITH THE HIGH STREET'S BIGGEST COFFEE NAMES.



THE CHALLENGE

This estate of modern public houses wanted a coffee offer that could outcompete the big names on the high street.

With customers accustomed to their high quality, Oakman Group turned to our Total Coffee Solution to bring exceptional coffee to its entire estate, with great success.

THE SOLUTION

COFFEE

UCC COFFEE | THE TOTAL COFFEE SOLUTION

EQUIPMENT

nuova **SIMONELLI**
espresso coffee machines

SUPPORT

COFFEE
WORKS ☰

THE RESULT

43%

uplift in coffee sales.
Exceptional new site openings and +8% YoY growth despite COVID-19

OAKMAN INNS

OUR PARTNERSHIP

- Delivered a bespoke Total Coffee Solution including a committed training regime to maximise the Oakman coffee offering
- Installation and maintenance of traditional coffee equipment unique to the pub sector, bringing stand-out theatre and total drink customisation
- Working with the Oakman Group as their estate expands to deliver equipment, coffee blends, and support which are bespoke to the unique challenges of each venue
- Supported the group's "Oakmanology" and coffee ninja training programme with our own insights from COFFEE WORKS™ to ensure consistent coffee quality
- Means the continued partnership with the Oakman team ensures the highest standards and profitability across the entire estate moving forward.



THE OPPORTUNITY

- The Oakman team have participated in tours of leading coffee concepts, organised by UCC, and benefited from unrivalled sector insight to support their now well-respected innovation pipeline
- Our joint partnership has led to a coffee sales growth of 43%
- Most importantly, this offer has created something different to the noisy, crowded high street chains
- Oakman Inns have become a high-street destination across dayparts, championing coffee to drive incremental margin
- Coffee has become a gateway for Oakman to bolster their sustainability agenda, planting a tree for every hot drink sold and using UCC's RFA certified blends to protect rainforests and enhance the livelihood of coffee farming communities
- UCC have continued to work with Oakman during the pandemic to ensure continuous growth despite industry turbulence, as well as assisting with the uplift in takeaway offerings.

"We worked closely with Oakman to develop a concept that fits with the latest coffee trends, as well as the feel of the company."

Simon Delaney,
National Account Controller,
UCC Coffee UK & Ireland

"Using the UCC Total Coffee Solution, (particularly during a time where supply chains have been so inconsistent), has been a massive benefit for us. They have always been able to find a solution, even through challenging times, and they've kept it consolidated for us. We can always trust UCC to get the job done."

George Tompkins,
Oakman Inns & Restaurants

IN THEIR WORDS

"UCC Coffee developed a concept that works for our pubs and helped us launch it successfully.

"The new coffee offer, combined with some clever marketing efforts, attracted lots of new customers through the doors. More people are now seeing us as a coffee destination and we're always getting great customer feedback.

"Our café culture has totally transformed. Sales have grown and we're going from strength to strength.

"Our coffee is a real attribute to our business and we've rolled it out to all the other outlets in our group."

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