



WESTROCK
COFFEE

Optimizing Equipment for a Fresh Brew

Westrock's Approach to Improving Coffee Sales Through Equipment Optimization

Situation

A leading regional quick-service restaurant chain, renowned for its quality food, found itself grappling with a concerning decline in its coffee program. Despite the chain's unwavering commitment to excellence, customer feedback and sales data painted a troubling picture of declining coffee satisfaction and revenue.

Solution

A comprehensive regional audit, conducted by Westrock Equipment & Service, was launched to identify the root causes of the declining coffee program. The audit uncovered a series of critical issues that were undermining the chain's coffee program:

- **EQUIPMENT DETERIORATION:** A significant 50% of brewing equipment was found to be out of calibration and dated
- **SPRAYHEAD MALFUNCTIONS:** A staggering 88% of brewers were plagued by sprayhead issues
- **MAINTENANCE OVERSIGHTS:** 18% of brewing machines required immediate technical attention
- **OPERATIONAL INEFFICIENCIES:** 75% of locations were not adhering to the chain's standard hold times for coffee
- **HYGIENE CONCERNS:** A pervasive 95% of locations exhibited subpar daily upkeep and cleanliness standards

Based on the audit's findings, Westrock Equipment & Service provided a strategic roadmap for improvement:

- **ENHANCED OVERSIGHT:** Semiannual audits were implemented to ensure ongoing adherence to best practices and identify potential issues proactively.
- **PREVENTIVE MAINTENANCE:** A comprehensive preventative maintenance program was established, guided by equipment lifecycle benchmarking to optimize investment and performance.
- **DIGITAL EMPOWERMENT:** A user-friendly app was developed to provide greater access to visual training aids and manufacturer-provided use and care instructions, empowering staff with the knowledge and skills to maintain equipment effectively.

Results

The implementation of these recommendations enhanced the chain's coffee program. By addressing the identified issues and implementing best practices, the chain improved equipment performance, operational efficiency, and overall coffee quality. This, in turn, led to an increased customer satisfaction, a stronger brand reputation, and ultimately, higher sales.

