

Extraordinary Extracts: Westrock Coffee Elevates QSR Beverages

A Partnership That Brews Innovation and Profitability

Situation

A leading QSR, renowned for its innovative beverage offerings, sought to expand its menu with a tea-based slush that aligned with its high standards for taste and quality.

Solution

Westrock Coffee, a renowned beverage solutions provider, collaborated closely with the QSR to develop a customized tea extract that perfectly complemented the slush's existing flavor profile. Through rigorous testing and refinement, Westrock Coffee ensured the extract met the QSR's exacting standards for taste, appearance, and production efficiency.

Results

The successful launch of the new tea-based slush exceeded the QSR's expectations, driving significant sales and attracting new customers. The innovative beverage quickly became a popular menu item, contributing to the QSR's overall growth and profitability. The partnership with Westrock Coffee not only enhanced the QSR's menu offerings but also streamlined operations and laid the groundwork for future collaborations.

