



# Brewing Beyond Expectations: A QSR's Journey to Hot Coffee Success

Westrock Coffee's has a Data-Driven Approach to Create a Winning Blend

## Opportunity

A leading Quick Service Restaurant (QSR) in the United States was looking to increase their hot coffee sales and prepare for a breakfast daypart roll out. They were looking for a hot coffee blend that complemented its' breakfast menu offerings and decided that it would be best to mimic a famous coffee shop blend. They challenged Westrock Coffee to create a coffee shop blend to help boost their hot coffee sales.

## Approach

Westrock Coffee prioritizes listening to our customers. However, we do not recommend solutions we do not think are best suited to increase traffic and drive sales. Instead, our team compiles and analyzes applicable research and data while conducting thorough competitive landscape analysis in order to determine the best hot coffee blend for the customer.

Ultimately, we advised this QSR that the requested blend would not succeed and would not meet the needs of their customer base and would not compete in their current landscape. In fact, based on our research the QSR's customers could perceive the blend profile as stale or that it was not freshly brewed, potentially negatively impacting sales.

With some initial reluctance as they were already working towards mimicking the coffee shop blend, they agreed to test Westrock Coffee's recommended blend our team created as the proper blend for their brand. After approval, the blend was tested in a major city and against other top QSRs in that area.

## Result

The Westrock Coffee recommended blend performed extremely well in the initial QSR test and exceeded expectations when benchmarked against the other QSR competitors in the area.

The new blend was then adopted on a large scale by their franchisees and rolled out corporately to all locations. Today, this blend is the hot coffee served at this QSR and is the perfect breakfast blend for the daypart. Westrock's combination of research and product development coupled with the understanding of culinary implications sets Westrock Coffee apart. We consider the full menu offering landscape rather than focusing solely on one component.

As your consultative partner committed to your long-term success. We do the proper market research to make the best recommendations while keeping your goals top of mind.

