



# The market leading coffee brand

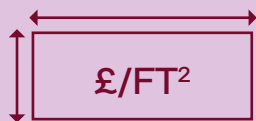


## Why choose Costa Express?

We sell **5 cups of coffee every second**.

Offer your customers the **Nation's No.1 coffee brand** in-store.

You provide the milk and we provide all other consumables, marketing materials, field service support and training.



### Costa machines deliver fantastic profit per sq ft vs other categories

On average you need to sell 7 chocolate bars to earn the same profit from 1 Costa Express drink



### Drives footfall in store

Coffee is a key driver for shopper missions: Costa Express drives footfall into your store & provides differentiation vs competitors



### Increases basket spend

Costa Express customers also buy other products when getting a coffee, driving your profits even further

#### Retailer provides



Semi-skimmed milk



Water, waste and electrics



Minimum 1m<sup>2</sup> floor space



Accessible sink for machine cleaning

#### Retailer responsibilities



Daily machine cleaning and replenishment



Installation of marketing materials



Adhere to brand standard compliance



Champion the Costa Coffee Brand at all times

#### Criteria for success



Minimum weekly stores sales of £28,000



Less than 50% of sales from cigarettes and alcohol



Food to Go success: Weekly sales of £3,000+ and 50+ units/day



Easy accessible store with high footfall and parking

**MEET THE CRITERIA?**

Please speak to your RDM to find out more about getting Costa Express in your store. Alternatively, email: [bookergroup@costacoffee.com](mailto:bookergroup@costacoffee.com) for more information.



# Are you already a Costa Express customer?

Follow these **TOP TIPS** to ensure you are maximising your sales revenue!

## Review your clean time

- The peak trading time for Costa Express is between 7am and 11am. Clean times should not be set between these hours to maximise trade

## Utilise point of sale

- Display your POS prominently to drive awareness in-store and boost sales!
- Need replacement POS? Contact the stock team on [stock@costacoffee.com](mailto:stock@costacoffee.com) quoting your account number and POS requirements

## Keep the machine clean, tidy & fully stocked

- Consumers are 90% more likely to purchase a Costa Express drink when the machines are clean, inviting and their drink of choice is readily available on the menu

## Tend to any active alarms!

- After 15 minutes of an alarm sounding, Operational Downtime will accrue, missing sales opportunities in-store

Scan the QR Codes below to watch our interactive machine cleaning and stock replenishment videos – don't forget to share with your store teams!

## COMPACT MACHINES



## MARLOW 1.0



## MARLOW 1.2 (ICE)



## COUNTERTOP



**DID YOU KNOW?**

+1 additional cup of coffee sold per day, per machine per year = £1100 in till sales. This has the potential to increase your margin share revenue with Costa Express into the next band.