

BALMFORTH & CO.

COFFEE HOUSE NEWARK

Case Study

Coffee House Newark



“

From the first time the Refreshment Systems team presented the Balmforth & Co concept to us, we just fell in love with it. It is just the perfect fit for the type of building we are in and looks stylish and current within the coffee shop industry.

”

Owner, Coffee House Newark



▶ ABOUT COFFEE HOUSE NEWARK

The Coffee House Newark is an independent coffee shop based in the historic town of Newark. The building is steeped in history and heritage and retains most of its original timber frame, beams and traces of its original decorative painting. The current owners took over in 2016 and have not looked back since! Their passion for coffee is apparent with the high quality of drinks being served on a daily basis. The café has a strong regular customer base, which has a lot to do with the team's friendly and professional approach.

▶ THE CHALLENGE

- The team had inherited the coffee house as a fully branded Café Amore site and have been so busy since taking over (as they are open 7 days a week), that they had not been able to refresh the look and feel.
- With there not being a true back story with the Café Amore brand, the team were finding it hard to truly engage their customers and explain the benefits of the blend that they were serving.



“ We can't thank the team enough, from helping us with the colour schemes to menuboard and point of sale materials, they have just been brilliant! ”

Owner, Coffee House Newark

► THE SOLUTION

- In November 2017, the RSL team approached the owners and shared the new brand concept with them, to see if it was something that they would like to roll out on their site. The enthusiasm and engagement could be felt straight away and so the planning began! As January arrived, it was time to give the coffee house a refresh and both teams worked together to achieve the finished article that you see today.
- The site is now fully branded as Balmforth and Co, including the coffee, the décor and even the barista aprons (worn by the team). The team chose blend 2 as their main blend, which is a Fairtrade medium roast originating from Brazil/Vietnam.

► THE RESULTS

- The team have seen a **15% increase in coffee sales** since the rebrand.
- There has been a big jump in coffee consumption, especially with their take-out business.
- They have seen an increase in their customer base, due to word of mouth.
- One of their biggest selling points (since the changes) is that their blend is now **Fairtrade** accredited.

To find out what we can do for your business call a member of the team on

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