



FARMHOUSE INNS
DINING & CARVERY

Case Study

Farmhouse Inns



“ Refreshment Systems really understood what Farmhouse Inns was all about and were able to offer the best solution for our requirements ”

Food Operations

▶ ABOUT FARMHOUSE INNS

Farmhouse Inns are a family pub dining franchise with 65 (and counting) sites around the UK. They aim to provide the best dining and drinking experience for customers of all ages. Modern pub chains are changing with 46% of drinks being non-alcoholic in 2014 compared to 26% in 2009 (source: The NDP Group). That's why it's so important to present a good coffee menu.

▶ THE CHALLENGE

- Due to rapid expansion, it was difficult to keep the coffee quality consistent throughout the brand.
- A traditional espresso machine was the ideal choice of machine as it reflects the quality of the food on offer. They do however require a great deal of staff training which can be difficult when you have many employees.
- A Farmhouse Inns branded coffee was essential to add to the 'out of house' experience, it had to be something you couldn't get from a supermarket.

▶ THE SOLUTION

- The most crucial factor when serving good coffee from a traditional machine is good training. Our Head Barista overlooked the training for every site, which involved providing a bespoke training package with tips on drink production, machine maintenance and troubleshooting.
- Key members of staff spent time at our Coffee School so they were able to manage the coffee quality and consistency and train up new staff.
- Our roastery are able to offer bespoke blends and branding to create a unique coffee experience.
- Farmhouse Inns Superior Blend helps create a 'coffee destination' making customers more likely to return.

▶ THE RESULTS

- The training issued to the staff, empowered them to serve great coffee. Staff can now operate the espresso machine to the fullest extent.
- **65% increase in top line coffee sales growth** - The increase in quality justified an increase in price.
- Overall customer coffee satisfaction also improved with customers happy to pay more for a better quality drink.
- **34% Increase in volume of coffee bought** - Farmhouse inns now order 34% more of their own blend from Refreshment Systems.

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

0800 169 3686

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REFRESHMENT SYSTEMS LTD.