



Case Study

The Glass Strawberry



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As an independent, I want to be able to compete with the Big Boys on the high street & I felt that the package that Balmforth & Co provide helps me do that. My machine is top quality, my coffee, the best on the high street & I have round the clock servicing and supplies.

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Owner, The Glass Strawberry

► ABOUT THE GLASS STRAWBERRY

The Glass Strawberry has changed quite a bit since it first opened its doors in 1983. The cafe began its life around the time of the miners strike and was called TJs. In 1996, the business was relaunched as a self-service café under the name of the Four Seasons and became a high street fixture for over 22 years.

With the coffee world evolving over the last 20 years it was felt that the café needed to adapt with the times, however with the ever-dwindling high street it was a daunting time to invest. The patience of the owners paid off and as new retail giants such as Flannels arrived in the town centre, and projects began on a new theatre, museum, college and cinema, it felt like the perfect time to move ahead with the plans.

The café is now unrecognisable, beautifully decorated with a modern yet homely feel. The menu has had a total overhaul, with nothing left from the old one! It has been created with today's society in mind, with over 80% of the menu now being gluten free and a variety of vegan and vegetarian options.



► THE CHALLENGE

- Beverley, the owner, had wanted to refresh the look of the café for some time to become modern and fashionable, however with the dwindling high street it had been a waiting game
- There was a need to appeal to the younger generation, who want to support small, independent businesses with an interest in looking after the planet
- There was the desire to provide top quality food and drinks to attract new customers



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Owner, The Glass Strawberry

► THE SOLUTION

- Our team approached Beverley prior to the refurbishment and discussed the future plans for the business
- With the refurb being extensive, modern and high-end, the team were looking for prestige and thought our Balmforth & Co brand would fit perfectly
- Beverley and her team wanted to choose the absolute right blend for their customers so two trips to our coffee school for tasting sessions were scheduled in
- Once a blend was chosen (Blend 1), the traditional espresso machine, grinder and point of sale items were installed. Our in-house barista then held a training session on-site (with the whole team) to ensure that everyone was confident with using the machine and fully understood the characteristics of the blend that they were serving
- Support continued thereafter with further Point of Sale items, social media promotions, recipe ideas and photography sessions

► THE RESULTS

“I chose Balmforth & Co because I wanted the back-up they could provide with not only the coffee machine & coffee supply but also constant new drinks ideas along with the point of sale merchandise to promote them.

As an independent, I want to be able to compete with the Big Boys on the high street & I felt that the package that Balmforth & Co provide helps me do that. My machine is top quality, my coffee, the best on the high street & I have round the clock servicing and supplies.

The training given to all the staff on fitting the machine was excellent & on the few occasions that we had a minor problem afterwards help was always on hand. I am glad that I chose Balmforth & Co and am happy with the relationship we have formed.”

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

0800 169 3686