



HOTEL

The Challenge

Högfjällshotellet in Sälen is a large hotel offering over 100 rooms and more than 200 apartments, located with direct access to the ski area. For years, Högfjällshotellet has operated a café through an outsourced external partner, but the concept struggled to gain momentum and did not achieve the desired level of success. This year, the hotel decided to take operations back in-house to refresh and strengthen the offer. Starbucks became the obvious partner thanks to its strong brand appeal, fit with the hotel's target audience, wide beverage range, and turnkey concept.

The Solution

Serving Starbucks® coffee in your café.

We introduced a *served tall* station offering the full range of Starbucks iced beverages, Frappuccinos, and hot chocolate. As a ski resort, hot chocolate is especially popular, making Starbucks' high-quality chocolate a perfect fit for the environment and guest expectations. Before launch, we trained the staff to ensure a smooth start and deliver the best possible guest experience from day one.



The Results

The launch exceeded all expectations. With the introduction of the Starbucks We Proudly Serve concept, the customer tripled their sales compared to the original sales target.