



HOTEL

The Challenge

Hundfjället is a ski area suited for families with young children. The resort offers the popular adventure area Trollskogen and a range of accommodation options, including apartments and cabins. In their warm and welcoming lounge, Hundfjället offers a broad range of food and beverages, but the coffee segment have not been a focus area. They saw an opportunity to elevate coffee quality and grow this part of the lounge café's business. Starbucks was identified as the ideal partner, matching the customer's expectations for premiumness and aligning well with their target audience.

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

Starbucks We Proudly Serve has helped elevate and drive Hundfjället's coffee business, resulting in significantly higher sales compared to previous seasons.