



UNIVERSITY

The Challenge

Mangold is a Café at Halmstad University faced several challenges in meeting the coffee preferences and desires of its students. The existing coffee offerings did not meet the expectations for premium quality, beverage range and brand recognition, leading students to seek better options off-campus. This resulted in a loss of potential revenue and decreased customer satisfaction. Additionally, there was a need to increase throughput, turnover, and overall profitability in the university's coffee service.

The Solution

Serving Starbucks® coffee in your café.

By offering Starbucks beverages in the café, they tap into the Starbucks brand's renowned reputation for high-quality coffee, attracting students who are already loyal to the Starbucks experience. Additionally, the diverse menu of Starbucks, with its various blends, flavors, and specialty drinks, ensures that the university cafe can cater to the different preferences and tastes of students, providing a wide range of options to choose from. To address these challenges, Café Mangold University decided to switch to Starbucks, a well-known brand that matched students' expectations for premium quality and brand recognition. Starbucks' reputation and willingness of students to pay for their products played a crucial role in this decision. Moreover, Starbucks extended beverage assortment offered more options to suit different preferences.

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The Results

Results have been extremely positive across the board. Since implementing the solution of offering Starbucks coffee at the university cafe, there has been a **+30% increase** in coffee sales.

