



CONVENTION CENTRE

The Challenge

Oslofjord Convention Center wanted to elevate their coffee offer, while also increasing their coffee sales. One of the main challenges was that the location was not where the majority of guests stayed. Despite the venue being new and modern, they struggled to attract enough guests, even after trying several different concepts.

The Solution

Serving Starbucks® coffee in your café.

To address this issue, Oslofjord Convention Center opted for a barista served solution from the We Proudly Serve Starbucks® coffee program in their outlet. They hoped that a recognized brand and quality ingredients would help draw customers to the location. Serving Iconic Starbucks® coffee was seen as the ideal solution to achieve this.



The Results

The implementation of the We Proudly Serve Starbucks Coffee programme solution has led to a remarkable **four times increase** in coffee sales*. The most popular beverages have been the **iced varieties**, which **account for 75%** of all sales. The concept has been very well received by guests, resulting in many positive feedbacks*.

“ We have seen a tremendous increase in sales and iced beverages have been best sellers, especially Frappuccino.* ”