AALBORG ZOO

CASE STUDY

LEISURE

The Challenge

Aalborg Zoo is a long-running zoo, where visitors have been meeting animals around the world since 1935. It's a place for people of all ages. Before Aalborg Zoo introduced Starbucks, they faced the challenge of creating a café experience that met visitors' expectations – in terms of quality, appeal and the overall experience. There was a need to strengthen the café's position and ensure a relevant and competitive beverage concept.

The Solution

Serving Starbucks® coffee in your café.

By implementing "We Proudly Serve Starbucks", Aalborg Zoo gained a strong and well-known premium concept. The solution included a thorough pre-launch induction, training on machines and recipes, as well as ongoing advice on the product range, volumes and pricing. This provided the team with the right tools and expertise to deliver consistently high quality.

"We received a thorough introduction and guidance ahead of the launch, as well as comprehensive training in the use of the machines and a review of recipes, along with professional support in assessing volumes and pricing. Our guests have expressed great enthusiasm, and we share that enthusiasm ourselves!"

The Results

Since its implementation, the concept has been a success from the outset. Visitors have responded very positively to the offering and expressed great appreciation for the coffee experience. The positive response has also boosted staff enthusiasm, contributing to an even better overall experience in the café. The concept has proven successful from day one, with impressively strong sales. The café is consistently busy, and international visitors in particular enjoy trying coffee beverages from a brand they recognise and trust.

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