



TRAVEL

The Challenge

Scandlines operates ferry routes between Denmark and Germany and is a leading operator in the region. Scandlines introduced Starbucks WPS in 2016 and immediately saw strong customer interest, particularly due to the high brand recognition among travelers. While sales increased significantly early on, the company wanted to further strengthen the coffee offer, expand the range, and continue driving customer satisfaction across its routes.

The Solution

Serving Starbucks® coffee in your café.

In 2024, Scandlines expanded its Starbucks lineup with iced beverages, supported by comprehensive training and operational support from Nestlé Professional. Ahead of the 2025 peak season, the company also installed 12 self-served coffee stations on the Rødby–Puttgarden route to increase capacity and reduce waiting times – thereby improving the overall customer experience.

Overall, we are experiencing a high level of satisfaction among both our customers and onboard staff.

Stine Brændeskov, Commercial Manager Food & Beverage

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The Results

The iced beverage expansion in 2024 delivered a **10% sales increase** compared to 2023 and generated even more positive customer feedback. In 2025, the introduction of self-served stations led to a **further 0,5% sales increase** compared to 2024 – based on the first eight months of the year – and included **50,000 cups** sold through the new machines.

