HIGHLAND LODGE

CASE STUDY



HOTEL

The Challenge

Highland Lodge is a hotel and apartment lodge in the center of Geilo, offering flexible accommodation and practical facilities for guests visiting the mountain destination.
Highland had been operating a café and bakery for some time but saw that the coffee category was not growing at the pace they wanted. To make the café more attractive and create additional value for hotel guests, they wanted to elevate their coffee offering and find a concept that could drive both sales growth and a stronger coffee experience.

The Solution

Serving Starbucks® coffee in your café.

The solution was to implement Starbucks® We Proudly Serve, introducing a broader beverage offering that also included iced beverages and Frappuccino®. The well-known brand and attractive concept enabled Highland to strengthen its coffee offering while also increasing the price per cup. Starbucks® also gave them the opportunity to introduce seasonal beverages and campaigns, bringing something new and exciting to the café and giving guests more reasons to return.

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The Results

Following the implementation of Starbucks® We Proudly Serve, Highland increased its sales within the coffee category by 50%. The new concept also contributed to higher customer satisfaction, while employees gained greater coffee knowledge and became more engaged and passionate about the category. The result was a stronger coffee offering that created value for the business, its guests and its employees.

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