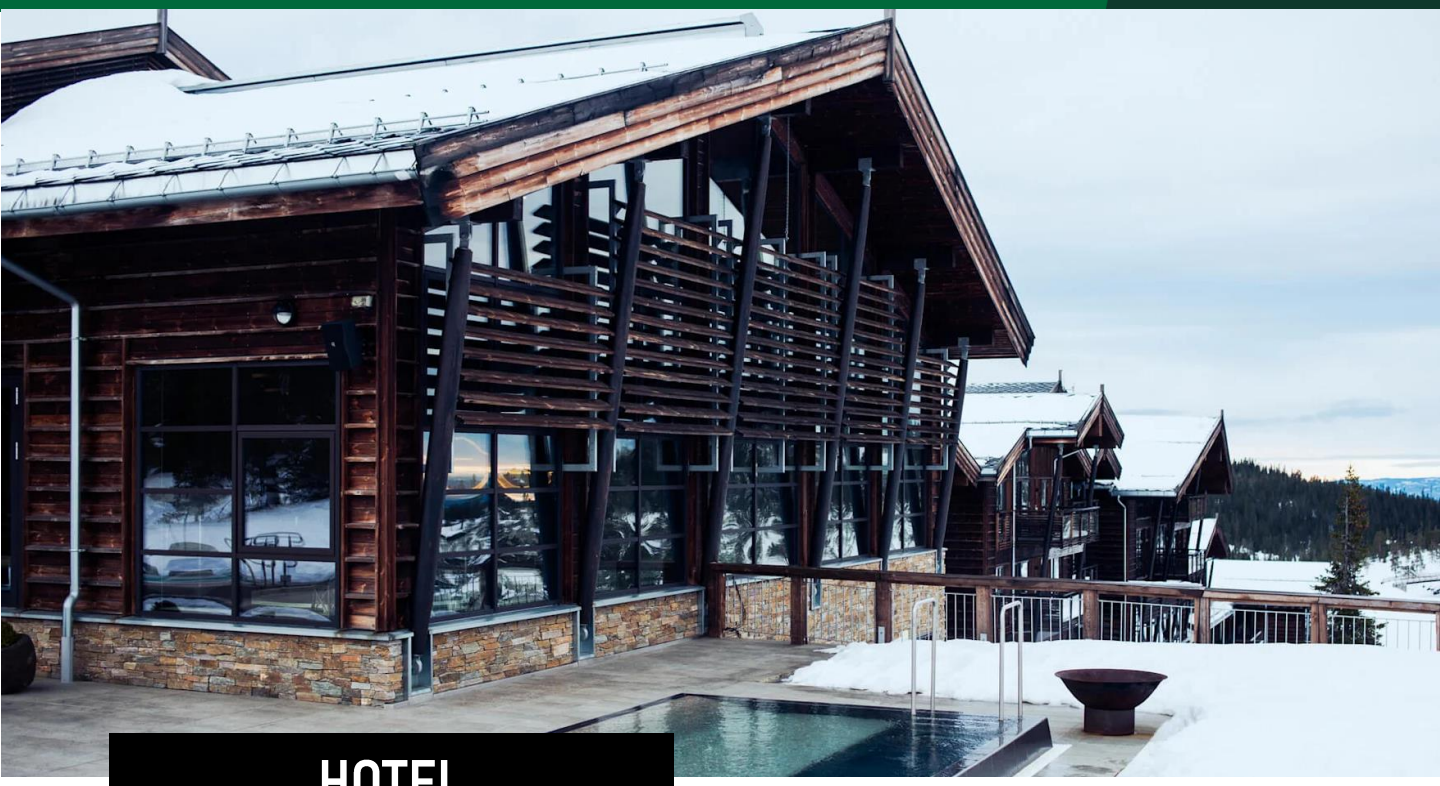
NOREFJELL SKI & SPA

CASE STUDY



HOTEL

The Challenge

Norefjell Ski & Spa is an exclusive hotel and ski resort located in the Norefjell mountains, offering accommodation with direct access to skiing, a full spa facility, and a range of outdoor activities. The hotel previously had an unbranded coffee offering that was not perceived as attractive or premium enough for its target audience. As a result, the coffee category was not reaching its full potential, presenting a clear opportunity to enhance the guest experience and increase sales through a more attractive and well-known coffee concept.

The Solution

Serving Starbucks® coffee in your café.

The solution was to implement Starbucks® We Proudly Serve, offering a broad beverage range that also included iced beverages and Frappuccino®. The concept was strategically positioned in the hotel entrance and lobby bar to maximise visibility and make the coffee offering a more prominent part of the overall guest experience. With Starbucks®, the hotel was able to offer a more premium and appealing coffee experience, while also creating an opportunity to charge a higher price per cup.

NOREFJELL
SKI & SPA

The Results

Following the implementation of Starbucks® We Proudly Serve, sales within the coffee category increased by more than 200% compared with previous levels, while the hotel was also able to increase the price per cup. The strong results have opened up opportunities to further develop the partnership by exploring additional Starbucks® solutions, such as coffee capsules in guest rooms and brewed coffee for conferences.

© 2025 Starbucks Coffe Company.
Nestlé uses Starbucks trademarks under license.

Nestlé PROFESSIONAL | WE PROUDLY SERVE