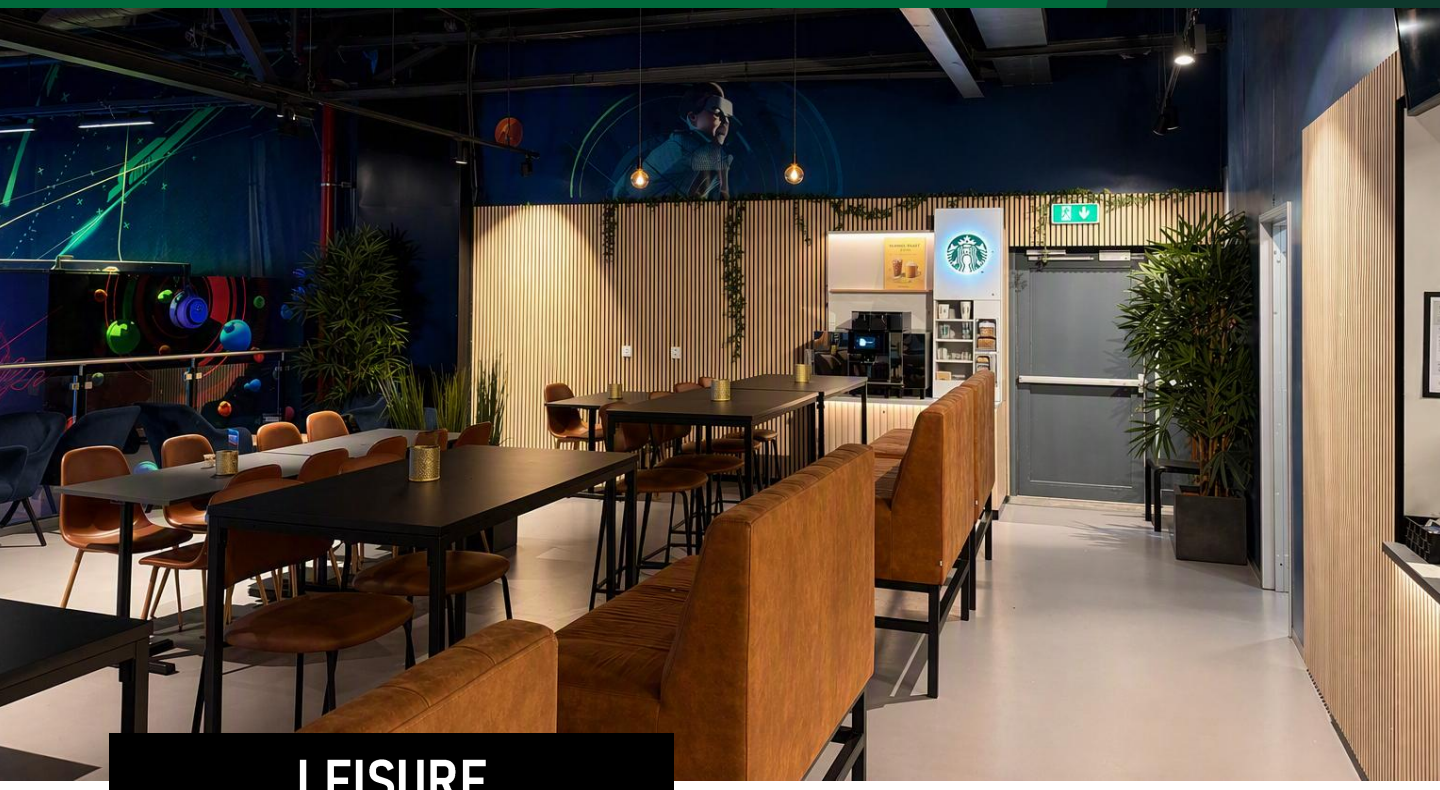
RUSH TRAMPOLINE PARK

CASE STUDY



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The Challenge

Rush is Norway's largest trampoline park and part of the Active On chain. With a broad audience ranging from children and teenagers to adults, Rush wanted to strengthen its food & beverage offering and create greater opportunities to drive sales. The existing coffee offering consisted primarily of traditional brewed coffee and was not reaching the category's full potential. Rush therefore wanted an attractive self-service solution that combined simplicity and convenience with the appeal of a strong, well-known coffee brand.

The Solution

Serving Starbucks® coffee in your café.

Rush chose Starbucks® We Proudly Serve, introducing a self-service solution featuring the Starbucks® Coffee House unit. The complete plug-and-play concept combines a coffee machine and milk solution with distinctive Starbucks® branding in an attractive and inviting unit. For Rush, the solution provided a simple and convenient way to elevate the coffee experience, increase the visibility of the category and offer guests a broader choice of Starbucks® espresso-based speciality beverages. By combining the strength of the Starbucks® brand with an easy-to-use self-service format, Rush was able to create a more appealing coffee offering suited to its diverse customer base.

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The Results

The implementation has transformed Rush's coffee sales mix. Previously, brewed coffee accounted for 90% of sales, while espresso-based speciality beverages represented 10%. Following the introduction of Starbucks® We Proudly Serve, Starbucks® speciality beverages now account for 73% of sales, compared with 27% for brewed coffee. This shift demonstrates how Rush has successfully moved towards a more premium coffee offering, encouraging more guests to choose higher-value beverages.

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