

Coffee Bar Project

Gracechurch Street, EC3

This ultra modern, purpose built office location in the City accommodates office staff & traders of a Bank who had migrated from several other smaller offices. It comprises 7 floors of open planned office accommodation and two trading floors as well as suites of offices and hospitality areas on the top floor. Already operating the Hospitality service and seeing that there were no catering facilities for staff we initiated the development of a contemporary work place coffee bar to be located in the previously unused basement atrium illustrated below.



We designed and developed a coffee bar facility that mirrored commercial trends and employee needs with the aim of bringing the right look, mood and feel to the project.

Design/Brand

Our recommended design was a branded Segafredo coffee bar



We saw Segafredo as an appealing international coffee brand, one that we felt stood for passion, excellence and enjoyment. It is a quality product and image that we felt confident in proposing because its' international feel complements the style and sophistication of this particular London office, yet remains specialist and quality driven.

We established a new Coffee partnership with Metropolitan Coffee, sole UK importers of the Segafredo Zanetti espresso brand. Their experience of Segafredo in the UK along with their barista team have helped us to deliver operational excellence to our drinks menu.

Our shop fitting specialists bespoke made the counters and cladding to create a unique image for the Bank whilst ensuring the Coffee bar operates efficiently. The area was accurately measured taking into consideration the removal of three glass panels and the identified space fully maximised with the back bar wall cladding/stud partition wall taken back to slightly encroach into a wide "corridor". The back bar stud partition wall completely encloses the café bar whilst also taking advantage of the existing three lights in the bulkhead to provide stylish spot lighting onto the back bar illuminating a striking simple to read coffee/menu price board as well as other design features.

All around the glass atrium is Segafredo imagery frosted onto the existing glass panels to completely give privacy to those wishing to sit and relax in the area from the working area behind. This imagery can easily peel off. This entire area enhances and adds value to the Segafredo brand. The hot beverages are served in branded cups with sugar sticks and napkins also continuing the image theme.

The seating is a combination of soft and hard seating to attract those wishing to have a relaxing coffee during their break whilst also encouraging those who wish to hold an informal meeting in the area. This has been a key to the success of the coffee bar.



Customer Flow/ Product

The design has been well thought out in terms of customer flow creating a stylish, compact retail operation. Customers approach the café bar on the right hand side of the staircase directed by floor standing signage visible from the bottom of the stairs or from the lift areas. Customers then gravitate anticlockwise around the coffee bar after making a quick grab and go choice of chilled snack or cold drink from a stand alone refrigerated three tiered refrigerated unit on the right side of the café bar. Customers can also self serve chilled cakes/pastries and also help themselves to a selection of packaged snack items or wrapped goods. Customers requiring coffee only go straight to the till point to order and pay for their choice of hot beverages and then move to the left side to wait to collect their drink which is passed to them to go on to a self service condiment area. Alternatively customers who wish to grab a sandwich, yogurt, salad pot, mineral water juice and/or crisps etc can access the products quickly themselves and jump straight to the till point to pay and go quickly. The "stepped" ambient area on the front counter also creates for example an interesting display of cookie/biscotti jars and fresh fruit.

The Baristas who are making coffees and other hot drinks are permanently visible to customers in terms of eye contact working "side-on". They are able to be working whilst communicating effectively with customers.

The coffee is made using a traditional Italian La San Marco espresso machine with three group heads and our trained, baristas produce up to 200 cups per hour!

Coffee and home cooked cookies are the only aroma penetrating through the building and this helps stimulate an immediate attraction along with the natural buzz generated by the area.

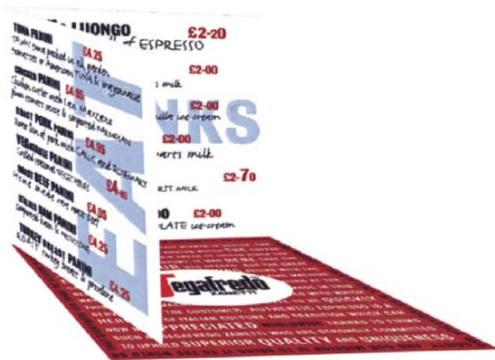
Unfortunately only limited hot food is served to complement the offer due to building restrictions.

More specifically from the three tiered display fridge sited against the glass panel on the right side customers are able to select from a range of packaged sandwiches, tortilla wraps, bagels, bloomers and salad pots. Other products include branded, recognised yogurts, bottled juices, smoothies, flavoured waters and trendy energy drinks as well as some home produced fresh fruit pots and yogurt/muesli pots as well as the freshest fruit smoothies. The fridge has a pull down lockable shutter so that it does not need to be emptied each night.

Other delicious products include a selection of handmade cakes, traybakes, flapjacks, brownies and blondies from our favoured suppliers along with a range of healthier snacks, organic and fair-trade snacks and bars which complete the offer.

Marketing/Signage

The coffee bar is signposted from the ground floor main entrance and also on the lower ground floor immediately outside the lifts to direct customers in to the correct flow.



Professional signage and imagery is extended through to include the general price lists, individual price labels and special offer price boards following the theme.



SEGAFREDO and INTEGRITY
- you choose...
All drinks can also be made with decaf

	Medium	Large	
ESPRESSO <i>Single shot of coffee</i>	£1.10		
ESPRESSO RISTRETTO <i>Double shot of coffee</i>	£1.10		
ESPRESSO MACCHIATO <i>Single shot of coffee with a cap of frothed milk</i>	£1.40		
AMERICANO <i>Espresso topped with hot water</i>	£1.30	£1.75	
CAPPUCCINO <i>Espresso with Hot Foaming Milk</i>	£1.60	£1.95	
CAFFE LATTE <i>Espresso with steamed silky Hot Milk</i>	£1.60	£1.95	
CAFFE MOCHA <i>Espresso with Rich Chocolate and steamed Hot Milk</i>	£1.85	£2.10	
HOT CHOCOLATE <i>The Finest Italian Chocolate with steamed Hot Milk</i>	£1.70	£1.95	
HOT CHOCOLATE SPECIAL <i>Chocolate with steamed Hot Milk, Whipped Cream and Marshmallows</i>	£2.00	£2.25	
ENGLISH BREAKFAST TEA	£0.55	£0.70	
SPECIALITY FRUIT/HERBAL TEA	£0.55	£1.10	
CHAI LATTE	£1.30	£1.75	
JUANACCINO - ICED VANILLA DRINK	£2.25		
JUANACCINO - ICED COFFEE	£2.40		
JUANACCINO - WITH SYRUP	£2.40		
JUANACCINO SPECIAL <i>Good Coffee with Syrup and Whipped Cream</i>	£2.75		
Extra Coffee Shot	Plus 50p	Organic Soya Milk	Plus 50p
Syrup Shot	Plus 40p	Whipped Cream	Plus 40p
Organic Milk	Plus 50p		

Uniforms

A modern black unisex, open neck shirt or polo shirt with long black bistro style apron with a subtle Zegafredo logo embroidered and black trousers completes the contemporary look and feel.

Nil Subsidy

The coffee bar area now provides a smart, bright, contemporary environment serving everything you would expect from a High street coffee bar. The Coffee bar is seen as a key focal point of the building visible from the main lift lobby on all floors. The attractive look and image along with it's easy operation encourage frequent use by the buildings employees and visitors , whether for informal relaxation at lunchtime or for meetings with colleagues and guests throughout the day.

It was clear that in order to achieve the nil subsidy requirement without high selling prices employees needed to be offered enhanced levels of service and product. Our original design and operations strategy was implemented taking into account the fact that the employees had a wide selection of coffee bars, restaurants, bars, sandwich outlets to choose from locally.

By adopting a commercial approach in terms of retailing, merchandising and selling the whole operation was soon generating a profit that is now shared between contractor and client.

The coffee bar has delighted everyone and brought a real buzz feel to the building.

Net cash sales generated in the first year were £160,000 and achieved a 65% uptake from the 800 office staff on site on a daily basis. A minimal subsidy was necessary to operate the facility in the first year as the Client wanted cheaper selling prices.

In the second year sales reached £190,000 with more than 70% of office staff using the facility and the subsidy was no longer required.

Success

In order to measure the success of this Coffee Bar not just in financial terms we need to define it's purpose and objective.

The purpose of the Coffee Bar was to provide High Street style coffee offer to employees within the workplace.

However, the actual objectives of operating the Coffee Bar are different:

1. To provide a benefit to staff

i.e. Provide the service and product at a lower tariff without staff having to leave work so employees have easy access to a top range product costing less than the high street.

2. To generate a profit from the service which can be used to offset other catering subsidies.

3. To keep employees at work instead of leaving the workplace for a break.

In all cases we have been successful in providing a Coffee Bar which meets its purpose.

Continuation of Success

The most difficult task of operating the Coffee Bar over a period of time is maintaining an established patronage to cover operating and capital costs.

We have affected this in several ways:

Branding and Image Maintaining the strong brand image and identity has been key to giving the Coffee Bar creditability with customers. Segafredo napkins and cups act as "free" advertisements for our products throughout the building and our clear pricing on good quality boards and signage is important.

The Quality of Coffee is of course important. We believe that the quality of the final stages of coffee preparation present the secret to exceptional coffee and happy customers. In an age where some of the big high street chain's service levels have become de-personalised and generic, the skill of a trained, motivated, informed and professional barista can really result in a great customer moment.

We have heavily relied on Segafredo and Metropolitan, the coffee supplier for support and training in this area. Segafredo hold regular Barista training schools where our staff are initially offered an intensive introduction to barista skills followed by on the job coffee coaching, scheduled on site coffee training and coffee quality audits. We and Segafredo monitor quality and check our product regularly. Metropolitan Coffee (the importers) are committed to working with us with field training (including drink techniques, grinder calibration and effective bean management) and ongoing auditing of the coffee quality

Location has been crucial. We believe our proposed location of the Coffee Bar is good. The smells and sounds emanating from the Coffee Bar and seating area carry into the atrium area and help to make the coffee bar highly visible

Operating Costs The principle challenge in managing this Coffee Bar (like any other) is organising staff cover so as to be able to meet customer demand at peak time without having the employment expense in the quiet periods. We have used our experience in managing labour to mirror demand from the variety of facilities we have managed

Menu/Product Fatigue Serving a defined product to a static market can often cause fatigue. We have countered this tendency by introducing new and innovative products and offering seasonal variety. As an example we have offered freshly made "Juannaccino Frappes" during the warmer Summer months and hot porridge, pasta pots and soup in the Winter.

Marketing/Promotions This kind of operation thrives if the merchandising changes regularly and the whole offer is made vibrant. The Segafredo branding and product has gone a long way to achieving this, however a key element has also been the marketing of the service to the customers. Using high quality materials backed by Segafredo Zanetti we regularly set up promotions which we will encourage the building occupants to become involved in free tastings and samplings; linked promotional offers where we discount each of two items if a customer buys them together i.e. Coffee and Danish and loyalty cards where each time a customer buys a coffee our Barista stamps their card. After a customer has 9 stamps they are entitled to a free coffee.

Feedback

Communicating with our customers has also been key to encouraging them to regularly use our coffee bar. We add value by creating an e mail channel of communication between us and our customers. We are eager to let our customers know what is happening, whether it is new products, new service initiatives, or topical issues relating to coffee or our products. We would also invite customers to share with us their views, comments and suggestions using the *Customer Satisfaction* link. We also like to host open days where customers are encouraged to come to the coffee area and meet our team. This has many benefits to all parties. From the customers point of view they are able to ask about products and suggest products which they would like added to our range. We will set out new products for tasting and customers will be encouraged to give feedback on them.

