

SUCCESS STORY

Self-Serve Coffee Stations Increase Meal Plan Sales



University of Reading

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UNIVERSITY OF READING

General Information

- 10 Franke machines on campus
- “Clever Cuisine” program offers a top-tier plan that gives unlimited coffee or soft drinks per week with other options for a lower price and less beverage flexibility
- Coffee and other soft drinks come pre-paid in cuisine program with an RFID-enabled refillable mug for self-serve capabilities
- Self-serve-enabled refill mugs are required to operate the machines



Meal Plan Details

- Self-serve-enabled refill mugs are required to operate the machines
- Students select either self-serve coffee, soft drinks, or both for their weekly meal plan, depending on the price tier
- Meal credits are paired with three tiers of beverage options with the entry-level plan offering five hot drinks per week, mid-level plan offering unlimited choice of coffee or soft drinks, and the highest level offering unlimited credits for both
- Meal and drink allowances are reloaded onto virtual “vouchers” every week, along with specified number of drinks credited onto students’ Franke or Freestyle-enabled refill mug

Sustainability

Students preferred the reusable mugs because they reduced waste. They also were able to avoid the fee for disposable cups, saving students money.



“Coffee and meal sales grew 2-3 times since bundling refills with meal plans. This is a great experience and value for both students and parents. Participation has increased and remained beyond students’ freshman year.”
- Matt Tebbit, Head of Residential Catering & Bars

Franke screen can display information about where the ingredients are sourced, the coffee farms and producers, and fair trade practices.

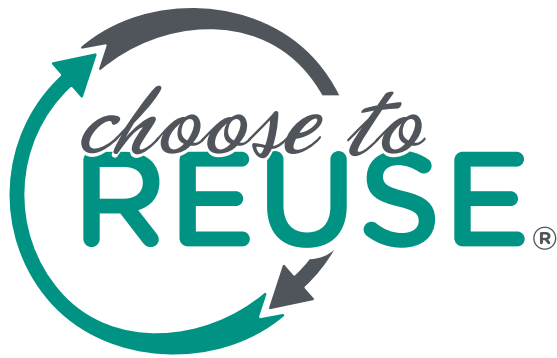


Key Results & Benefits

- Bundled meal plans increased coffee and meal plan sales by 2-3 times
- Some students even bought meal plans because of the unlimited beverage option
- Self-serve capability reduced the need for lines and freed up checkout
- Reloading meal & drink allowances onto vouchers and refill mugs every week instead of every semester brought students in more regularly
- Students stayed on meal plans longer due to unlimited beverage options
- Students and parents regarded coffee as a healthier option to soft drinks and loved the wide “barista” menu



Franke machines offer many options from hot chocolate and regular coffee to espresso drinks like lattes, mochas, and flat whites.



- Whirley-DrinkWorks! is committed to helping reduce disposable waste in the environment by providing safe, quality reusable products.
- Our drinkware product line has the option of Drink-Thru lids or reusable straws.



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