

“It’s about retailing your total beverage offer”

Peter Smith, General Manager of Catering Facilities, Molson Coors



Responsible for the catering facilities across four sites (Staff Restaurants, Conference Centre and Hospitality areas) and feeding on average 2000 employees per day; Peter’s main challenge is to ensure he gets the offer right to match the varying environments.

This is why Molson Coors was a perfect choice to trial both PG2GO and Lipton Speciality Teas with merchandising and point of sale throughout the various areas.

When we first asked Peter to be a trial site, he had no hesitation as he had introduced PG2GO alongside his Costa concession offer at the site he previously managed (Boots HO at Nottingham) and had enjoyed significant uplifts in both sales and margin.

Taking a Sip for Sustainability

We tasked Peter with trialling the ‘ethical’ point of sale messaging for both PG tips and Lipton, highlighting that they are both Rainforest Alliance™ Certified and summarising what this actually means for the local communities of the ‘certified’ tea estates in Kericho, Kenya.

Peter commented “By telling our customers about the support PG tips and Lipton provide to the local communities of their tea estates, such as free housing, education and healthcare and supporting the future for farming and the environment, it was a clear and simple message but had a huge impact.”

Within Hospitality and the Conference Centre, Peter introduced a wider range of Lipton Speciality Teas and used the merchandising units to display these ranges.

The impact of doing this has seen sales growth of 3%, whilst not as significant as the growth on black tea; this has been maintained and completes his hot beverage offer.

Within his staff restaurant Peter trialled both PG2GO and Lipton and used this as an opportunity to re-vamp his total hot beverage offer, which included introducing a PG2GO hot water boiler that subsequently helped to cut down on queuing times.

In addition to re-vamping his beverage area with the merchandising and POS, Peter also decided to maximise this opportunity of introducing a new range by increasing his tea prices from 45p to 55p per cup; his customers didn’t object as they were being given a NEW tea offer and a larger fill, and Peter was able to achieve a margin uplift of 22%, a fantastic result.

“Over the trial period Peter increased cup sales by 25% and his margin by 22%”



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Promotions

We asked Peter to offer loyalty cards as part of the trial for both the PG tips and Lipton brands which proved to be very popular, Peter commented “We regularly drive loyalty through Coffee but Tea always gets overlooked, I suppose this is much like the way we historically merchandised our Tea”. Peter has continued to offer loyalty cards which have enabled him to maintain his growth.

Retailing

When asked what the secret to his success is, Peter replied “For me it’s about retailing your total beverage offer, not just coffee. Offering my customers familiar brands and telling them what a difference they are making with every sip”.

As a result of the trial Peter has moved all tea bags to the PG2GO format and has continued to grow his tea sales by 25%.

Peter tells us that he is now responsible for supporting all of the Molson Coors Group which includes Leeds and Tadcaster and will be making the same changes to hopefully replicate the success he has delivered at Burton.

Peter’s final comment was to thank the team at Unilever Foodsolutions for their support and expertise in helping to develop such a successful Hot Beverage Solution.

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