

# “A quick WIN to success”

Louise Law, Catering Services Manager, Salford University



As the Catering Services Manager, Louise is always looking for new ways to increase appeal to customers, to retail their brands, reduce queuing times, and create overall service improvements of the catering facilities on site.

It is this vision that made Salford University the perfect fit for trialing the new PG tips point of sale materials and PG2GO Tea tidy units. The site trialed was responsible for the provision of catering services to over 20,000 students and 2,800 members of staff, spread out over 8 sites with a combination of restaurants, refectories and café bars.

## Branding

Louise comments “When we were asked to trial the PG tips brand point of sale materials and PG2GO cups with the branded tea tidy units throughout our 8 sites I was happy to do so in order to enhance our total branded hot beverage offer. We are a company that embraces brand retailing; having partnered with branded concessions Costa and Neo. However, I never expected the trialing of the materials and merchandising units to have as much instant impact as they did, before we even had a chance to set up we had people asking for PG tips.”

Louise continues “Where we’d previously offered tea in either Costa cups from our cafe bars or unbranded cups in our refectories, the branding instantly captured our customers’ attention. Our customers love the monkey; it’s synonymous to the PG tips brand. From an operational point of view we have really benefitted from the front of house communications too; we are no longer asked what tea is being served and with the branded PG2GO tidy units and dedicated water machine we have noticed a dramatic impact on our queuing times and maintenance of the serving area.”

“Over the last 6 weeks we have experienced a 57% increase in volume sales, with an increase on average of 1127 cups being sold per week. We’ve achieved a 1% margin uplift. Suffice to say, PG2GO is here to stay.”

The trick to the success of this trial has been simple; it’s a quick win to grow sales. It’s about retailing the brand, making the communications visible front of house and using promotions to encourage repeat purchase.

## Retailing

“Retailing is about bringing much loved brands to our customers. By introducing visibility for the PG tips brand front of house we immediately saw an impact on tea sales. We also found that by serving PG tips tea in the ‘to go’ format alongside Costa we are completing our branded retail offer, and it’s a great selling point that both are fully certified by the Rainforest Alliance™.

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## Promotions

As part of the trial we were asked to carry out a tea loyalty scheme, this was a hit with the customers and we had a great level of redemption. We will continue to run this scheme but we are going to alternate with Costa so that it's not loyalty scheme overload”

## A Focus on CSR

We were interested to find out Louise's thoughts on the ethical credentials of PG tips and see if this would have a place in future front of house communications. “As a catering company we have a strong focus on CSR, as does the University. Initially we were challenged to go ‘Fair Trade’ but then shared with the client what the Rainforest Alliance™ certification represents and the work PG tips has achieved being certified. It was agreed going forward that we would extend the breadth of our support and we are now supporters of the Rainforest Alliance™, Fair Trade and One Water. This year we will be looking to use the new PG tips POS that has the ‘ethical’ theme behind it to tell our customers what it means to ‘do your bit’ and buy PG tips tea. This will sit really well with our client's CSR credentials.”

Louise will continue to ensure PG tips and PG2GO have a strong front of house presence, it completes her branded hot beverage offer and in conclusion, “it's a quick win to grow sales”.

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