



WESTROCK
COFFEE

Iced Tea Transformation: A QSR's Refreshing Approach

Creating a unique identity to drive sales nationwide

70 Gal

of iced tea per
store per day

Situation

A leading QSR faced a stagnant iced tea sales performance, despite their belief in the product's quality. Consumer feedback suggested a lack of differentiation in their offering.

Solution

Westrock embarked on a strategic rebranding initiative to revitalize the QSR's iced tea. By crafting a compelling brand personality and establishing a distinct identity, Westrock aimed to elevate the iced tea's appeal and competitiveness in the market.

Results

The rebranding efforts yielded remarkable success. Iced tea sales surged, reaching an impressive 70 gallons per day per store—a significant increase that exceeded initial expectations. The transformation of the iced tea brand not only boosted sales but also enhanced the QSR's overall brand image and customer satisfaction.

