

Revitalizing the Brew: Coffee Equipment Optimization

Westrock Coffee's Approach to Enhancing Quality and Efficiency in a Major QSR Chain

Situation

A leading U.S. quick-service restaurant chain, renowned for its commitment to quality, faced a concerning decline in its coffee program. Despite meticulous in-house equipment service, the chain recognized the need for expert intervention to revitalize its coffee offerings.

Solution

Westrock Equipment & Service, conducted a comprehensive national audit to pinpoint the root causes of the coffee program's underperformance.

The audit unveiled a series of critical issues that were hindering the chain's coffee program:

- **EQUIPMENT DETERIORATION:** A staggering 63% of brewing equipment was found to be out of calibration and over five years old.
- **MAINTENANCE OVERSIGHTS:** 16% of brewing machines required immediate replacement, while 39% needed urgent technical attention.
- **OPERATIONAL INEFFICIENCIES:** 34% of locations were not adhering to the chain's standard hold times for coffee, compromising quality and consistency.
- **HYGIENE CONCERNS:** A significant 49% of locations exhibited subpar daily upkeep and cleanliness standards, posing potential health risks.

Results

Based on the audit's findings, Westrock Equipment & Service provided a strategic roadmap for improvement:

- **ENHANCED OVERSIGHT:** Semiannual audits were implemented
- **EQUIPMENT MODERNIZATION:** A planned replacement program was established
- **COMPREHENSIVE TRAINING:** Westrock facilitated greater access to visual training aids and manufacturer-provided use and care instructions

The implementation of these recommendations resulted in a marked improvement in the chain's coffee program. Equipment maintenance and operational efficiency were significantly enhanced, leading to a noticeable improvement in coffee quality and consistency. As a result, customer satisfaction increased, and the chain's reputation as a purveyor of exceptional coffee was restored.

