



**WESTROCK**  
COFFEE



# Flavorful Partnership: A QSR's Tea Evolution

Westrock Coffee's Role in Elevating Product  
Quality and Driving Sales

**15%**

increase in  
iced tea sales

## Situation

A rapidly expanding QSR chain faced a critical challenge: securing a tea supplier capable of meeting their growing demand while maintaining the unique flavor profiles that had captivated their customers. The supplier needed to be both a reliable partner for large-scale production and a flexible collaborator for innovative product development.

## Solution

Westrock Coffee stepped in to address the QSR's needs. By meticulously analyzing the existing tea profiles, Westrock Coffee not only replicated the beloved flavors but also embarked on a quest to enhance them. The focus was on two signature items: a tropical tea and a citrus green tea. Westrock's expert team meticulously refined the flavorings, striking a delicate balance between familiar and exciting.

## Results

The enhanced tea profiles proved to be a resounding success. Iced tea sales experienced a substantial 15% increase, directly attributed to the improved flavor quality. The QSR's customers embraced the refined teas, solidifying their loyalty and driving overall sales growth.

