



WESTROCK
COFFEE

Brewing for Success: Tailoring Coffee for a QSR's New Offering

Westrock Coffee's Role in Developing a Winning Cold Brew Blend

Situation

A top United States Quick Service Restaurant (QSR) seeking to elevate their cold brew offering. Since Westrock Coffee supplies its hot coffee blend and it is performing well, they requested we help them utilize the same blend in a cold coffee format.

Solution

Westrock Coffee recognized that even though their hot coffee blend was thriving, consumer preferences and the overall profile of a cold brew coffee drinker is different. By offering education, conducting market research, and providing valuable insights we guided the QSR to understand that it was best to introduce a new, tailored cold brew coffee blend to ensure success.

Result

A cold brew specific coffee blend was developed for the QSR chain to help support a new breakfast launch menu. Not only did the new blend successfully pair well with the breakfast items, the blend also emerged as an all-day cold coffee offering driving sales for the QSR in multiple locations.

The combination of research and product development paired with understanding culinary implications make Westrock Coffee unique in the industry by considering the full menu picture rather than just one component.

Westrock Coffee is your trusted partner committed to setting you up for long-term success. We do the proper market research to make the best recommendations while also making your goals a priority.

