

Caffè Nero

The Italian Coffee Company

About Caffè Nero

- Established in London in 1997, Caffè Nero is one of the UK's largest and most popular coffee shop chains.
- Starting small, Caffè Nero have grown one coffee, one customer and one store at a time and now have more than 800 coffee houses across Europe.
- Since launching they have achieved numerous awards including Coffee Shop Retailer of the Year, The Best Independent Coffee Shop Brand and Best Store & Best Menu.

Caffè Nero play music to...

Promote brand awareness

Motivate their employees

Create the right atmosphere

Increase customer loyalty

How does music create the right atmosphere?

"We use music to change the atmosphere so we, like all good retailers split our day into day parts...and you can actually feel the atmosphere change."

How important is music to Caffè Nero?

"It is absolutely core because one of the reasons that people come to a Caffè Nero is because of the atmosphere, it feels good, they want to come in...if you go into a Caffè Nero and for whatever reason the music's not playing, it just feels flat, it's amazing what a difference it makes."

How important is music to Caffè Nero staff?

"The staff do have an influence because they're listening to it everyday and if something isn't quite right, they will tell me and they also told me they wanted it to go more upbeat in the evening when they were clearing up so we play much more upbeat music...because it makes them feel good."

pplprs.co.uk

Watch the full Caffè Nero Success Story on the PPL PRS website.



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