

Caffè Nero

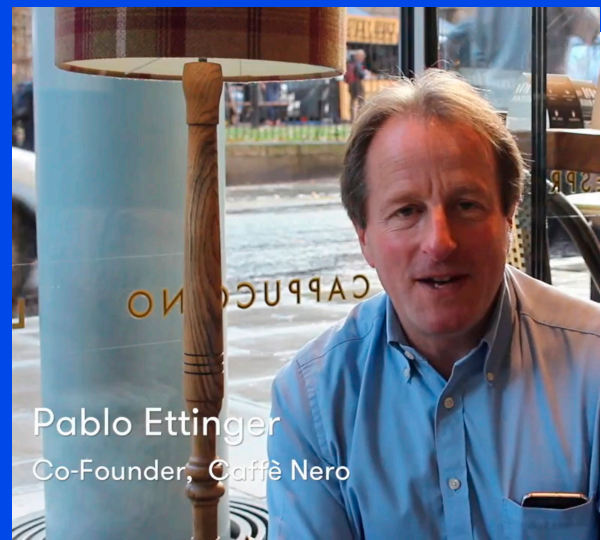
The Italian Coffee Company



Who is Caffè Nero?

Establishment over 20 years ago by founder, Gerry Ford, Caffè Nero is one of the UK's largest coffee shop chains.

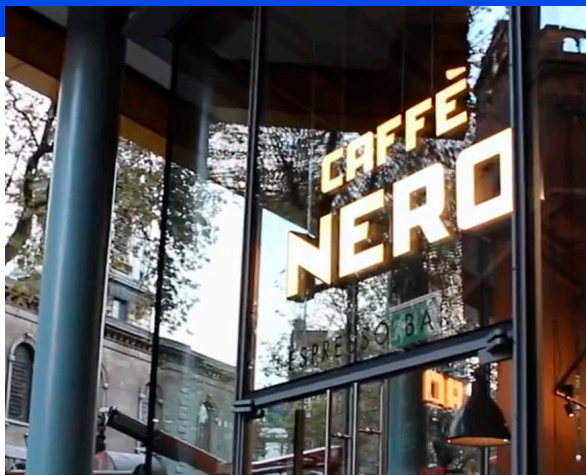
- Beginning simply, the chain have grown one coffee, one customer and one store at a time. They now operate more than 800 coffee houses across Europe.
- The vast majority of their beans are sourced from identifiable and traceable sources. Their coffee is also produced in their own Roastery to give it its unique award-winning taste.
- Awarded Coffee Shop Retailer of the Year in 2016 by the CEE Retail Awards.*



Pablo Ettinger
Co-Founder, Caffè Nero

“Generally, we get very positive feedback about the music, I think people recognise that our music is not background music, it’s a lot more than that”

- Pablo Ettinger, Co-founder, Caffè Nero



Music played in Caffè Nero



How do Caffè Nero use music in their business?

“We use the music to change the atmosphere so we; like all good retailers we split our day into day parts... and you can actually feel the atmosphere change. It gets more and more up-tempo as we go through the day, so it has a huge influence”

How does music benefit Caffè Nero?

CREATES AN
ATMOSPHERE
PEOPLE
ENJOY

DEFINES
THE
BRAND

PROMOTES
CUSTOMER
LOYALTY

HELPS TO
MOTIVATE
THE STAFF



“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”

“A very very large percentage of our customers are loyal and they come back every day or twice a week and the music has to be part of that otherwise they wouldn't come back if they didn't like it”

How does music help to motivate the staff?

“Later in the evening we play much more upbeat music when staff are clearing because it makes them feel good. In the morning before the customers get there we try and play something that's more upbeat as well when staff are getting going in the morning”

How do Caffè Nero choose the music that they play?

“Someone quite senior who understands the brand should have influence in choosing the music to make sure it matches the brand, it is absolutely essential, just as they influence the design, colours and everything else. It's part of the brand”

To view the full Caffè Nero case study,
please visit pplprs.co.uk

Comments and quotes in this case study have been provided by Pablo Ettinger, Co-founder of Caffè Nero in relation to TheMusicLicence.
*Information from www.caffenero.com



TheMusicLicence