



# COSTA COFFEE & DRIVE THRU GROWTH

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# COSTA DRIVE THRU- A DECADE OF GROWTH



## NEW SITES



All formats wanted



# COSTA COFFEE



- **1<sup>ST</sup> DT OPENED NOTTINGHAM CASTLE MARINA MAY 2011**
- **250 DRIVE THRUS UK&I TODAY**
- **OVER 50 TO OPEN 2021**
- **2020 OFFERED CONVERSION OF F&B AND EMPTY RETAIL & LEISURE UNITS.**
- **LEVERAGED OUR GROWTH WITH SCALE FRANCHISE PARTNERS SUCH AS MOTO & ROADCHEF**



## COVID 19: COSTA STEPPED FORWARD FOR CUSTOMER & TEAM MEMBER SAFETY....

We were the first major hospitality retailer to fit counter screens from March 2020. Rolled out across 1,500 company owned stores and our Partnerships estate.

DT window hatches across the DT estate to deliver a contactless experience, and now established in our proposition.



Costa has grow market share through 2020 & 2021 and our customer metrics show our customers feel safe in our stores

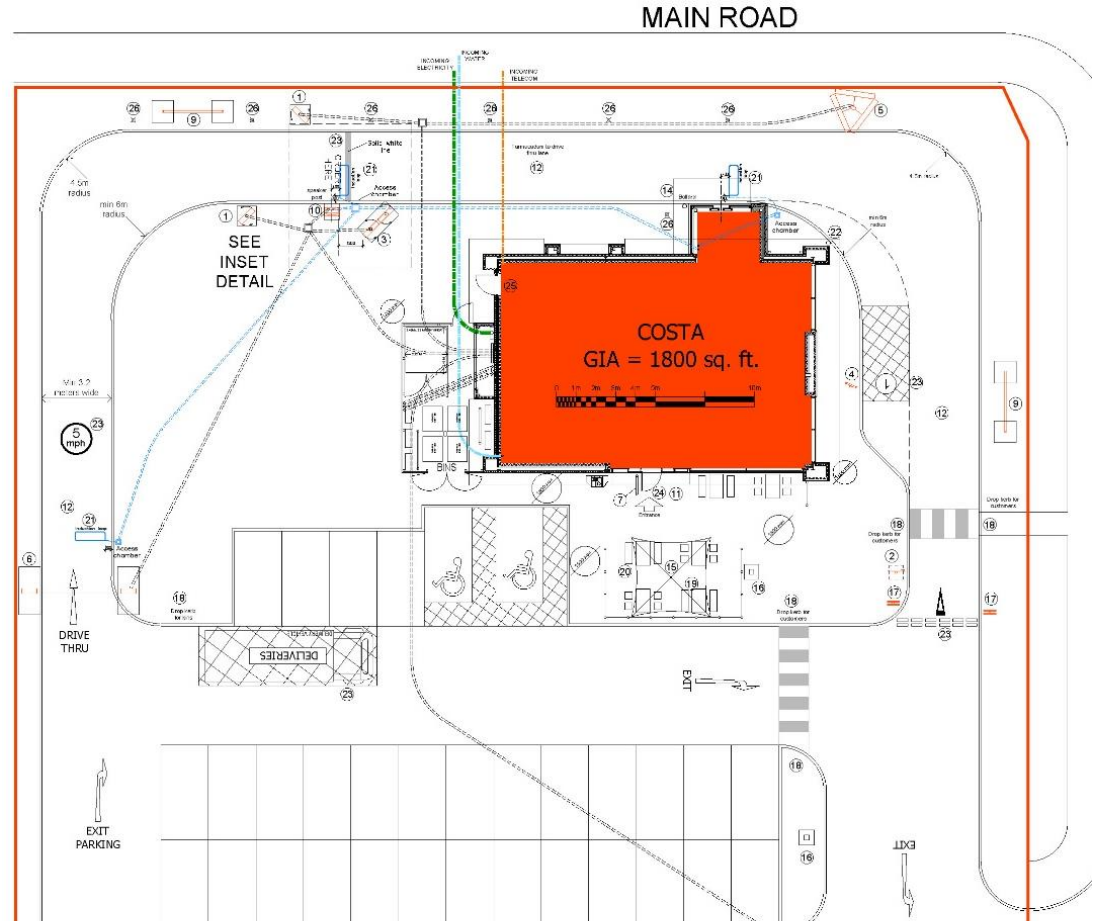


# 1,800 SQFT DRIVE THRU

STANDARD

Our most agile format delivering for both take away and in store occasions (60 Covers)

<b>LOCATION</b>	Retail Parks Urban Areas Rural Service Areas
<b>PLOT REQUIREMENTS</b>	1/2 Acre; 4-car queue capability Strong Visibility All ways Access
<b>SALES DRIVERS</b>	Combination of Traffic Retail Employment Residential
<b>PARKING</b>	Minimum <b>30</b> dedicated spaces



INSPIRING THE WORLD TO LOVE GREAT COFFEE

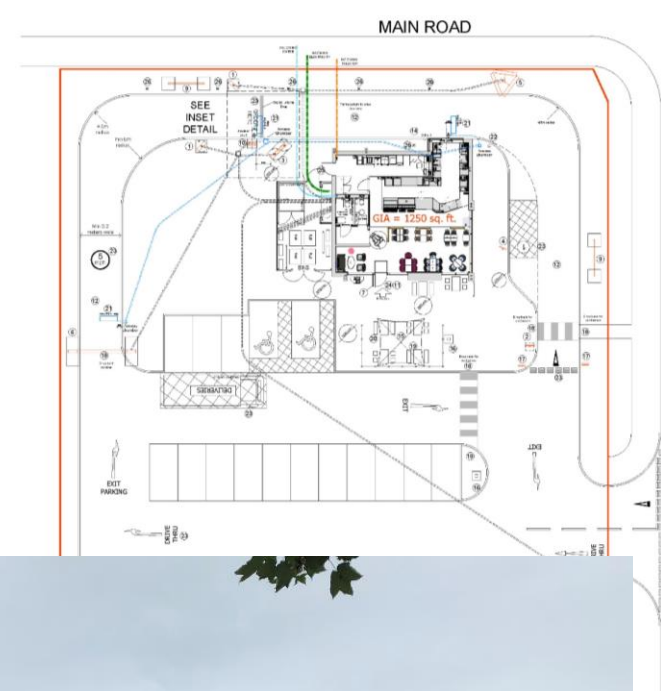


# 1,250<sup>SQFT</sup> DRIVE THRU

**SMALL**

DT lane focus with reduced covers (30) on smaller plots in high traffic locations

<b>LOCATION</b>	Urban Areas Rural Service Areas Complementing core existing retail estate
<b>BUSINESS / INDUSTRIAL PARKS</b>	Smaller towns with no existing Costa presence
<b>PLOT REQUIREMENTS</b>	1/3 Acre; 4-car queue space capability before order point Strong Visibility Optimum All ways Access
<b>SALES DRIVERS</b>	High Traffic, coupled with residential and employment
<b>PARKING</b>	Minimum 25 dedicated spaces



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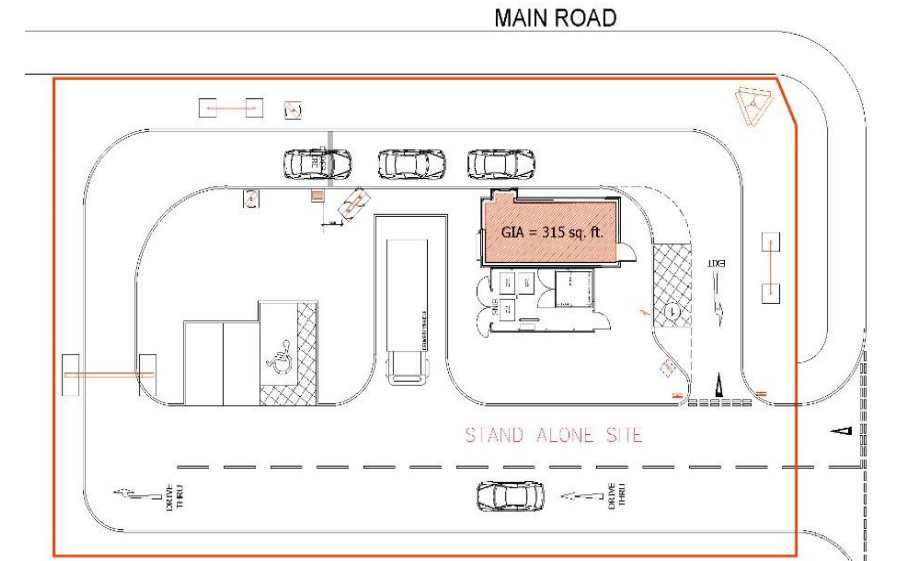
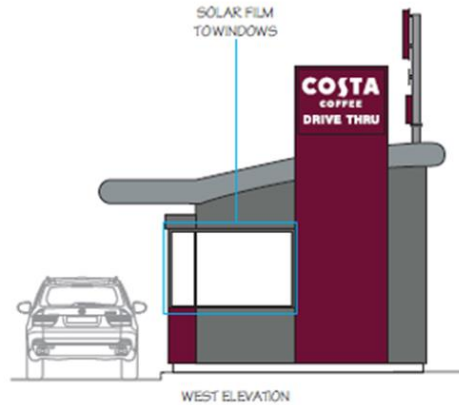


# DRIVE THRU LANE ONLY

300 sqft

Sole reliance on DT sales  
Option for Modular design

<p><b>LOCATION</b></p>	<p>High volume traffic to support DT sales only - Urban A-Roads/ Commuter routes; Entrance to Business or Retail Park</p>
<p><b>PLOT REQUIREMENTS</b></p>	<p>Fully serviced 0.2 Acre; with standard DT lane, 4+ car queue space capability from order point Strong Visibility DT fronting main traffic flow Optimum all ways Access</p>
<p><b>SALES DRIVERS</b></p>	<p>High Traffic High Employment / High Retail</p>
<p><b>PARKING</b></p>	<p>Staff parking and working bay required</p>



# DRIVE THRU NEW CONCEPT DESIGN: EDWALTON Q1 2021

With the pace of DT growth, we need to keep moving the store propositions forward.

2021 saw us trial our new concept DT at Edwalton, bringing a new fresh environment to attract existing and new customers, better work zone areas for mobile working and intelligent menu boards in the DT lane and in store, with a bespoke food range.

Early sales have been very strong and outstripping sales forecast.



Inspiring the world to love great coffee







**THANK YOU**



Inspiring the world to love great coffee