

BREWING STRONGER SALES AT TEASTERS TEA COMPANY



A story of innovative technology in action

Here's how the BKON Craft Brewer™ from Franke turned tea into a dynamic morning option for Teasters customers.

Despite its namesake focus on tea, coffee reigned supreme during morning drive-time at this Lubbock, Texas retailer. “Coffee was 85 to 95 percent of morning sales,” said founder Richard Austin. “Tea just took too long to make-to-order.”

With brew time at 5 minutes or more for traditional or herbal tea, the specialty of the house simply wasn't an option for time-pressed customers heading to work. That was unfortunate because the shop specializes in loose-leaf teas from around

the world, and Richard's mission was to offer the best cup of hot or iced tea in West Texas.

Clearly, something had to be done to change this coffee-first dynamic. Thankfully, Teasters discovered the BKON Craft Brewer™ and its revolutionary, patented technology called Reverse Atmospheric Infusion™(RAIN™).

Teasters Tea Company - in short
The BKON Craft Brewer positively impacted Teasters' business by:

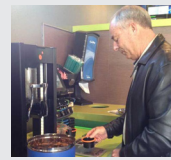
- Reducing tea brewing to 90 seconds
- Adding tea to the drive-thru menu

MAKE IT WONDERFUL

FRANKE

Tea at Drive-Through Speed

With the BKON Craft Brewer™ in place, Teasters now delivers its wide assortment of loose leaf teas, hot or cold, in about 90 seconds. And here's the big bonus - the shop has added its teas to the drive-through menu, something no other quick-service operator offers.



“We are setting the standard for anyone trying to compete in the arena of fast-brewed tea.”

Richard Austin, Founder, Teasters Tea Company, Lubbock, Texas



With BKON Craft Brewer™ in place, the positive results at Teasters were immediate. Morning traffic jumped from 10 - 15 percent of total business to 40 - 45 percent; customers were willing to pay more for a high quality beverage served in less time; and labor costs dropped thanks to easy operation of the BKON equipment.

In Richard's own words, “The reason for having a high high-end brewer is taste and speed. We can brew any loose leaf tea, hot or cold, in 90 seconds. The competition cannot. That is a competitive edge.”

The BKON Craft Brewer™ also delivers unsurpassed consistency in taste because recipes can be created and stored in the cloud for each individual teas.



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