

# BREAKTHROUGH TECHNOLOGY SPURS GROWTH AT PANTHER COFFEE



## A story of overcoming barriers in the beverage business

Here's how BKON Craft Brewer™ from Franke helped jumpstart Panther's single-origin coffee menu.

Over the years beverage retailers have tried without success to offer great tasting, single-origin brewed coffee in as little as 90 seconds. The BKON Craft Brewer™ has turned that quest into reality for Leticia and Joel Pollock, founder/operators of Panther Coffee stores in the Miami area.

The Panther team recently watched as BKON's revolutionary Reverse Atmospheric Infusion™(RAIN™) enhanced the flavor of single origin brews by removing CO<sub>2</sub> from the ground coffee and creating a deeply nuanced cup. . . in only 90 seconds. Compared to traditional means such as

pour-over brews, "The BKON's difference was very clear to me," Joel recalls.

Impressed with the technology, the Panther founders launched their own BKON Craft Brewer™ program. For the first time, Panther's entire single-origin coffee menu is now available, made-to-order, both hot and cold. "Customer response has been amazing," Leticia says. "Regular cold brew customers tell us this is the best iced coffee ever."

### Panther Coffee - in short

The BKON Craft Brewer positively impacted Panthers' business by:

- Providing new beverage opportunities
- Delivering faster by-the-cup production

MAKE IT WONDERFUL

**FRANKE**

## A Unique Offering

With The BKON Craft Brewer™ up and running, Panther says they are the first place in the world to create made-to-order, single-origin 'iced' coffee that captures the complete flavor, beauty, and individual characteristics of artisan coffee served hot.



"We are seeing a continuous increase in demand for our BKON-brewed beverages, both coffee and tea, during the summer, which has been the slowest sales period of the year in Miami."

Leticia Pollock, Co-founder of Panther Coffee



Sales and revenue have increased dramatically at Panther stores with the BKON Craft Brewer™.

- 15% increase in coffee and tea sold
- 50% increase in cold coffee pricing (\$6 hot, \$7 iced)
- 33% increase in tea pricing

The BKON Craft Brewer™ has also made a huge impact on Panther tea sales. A brewing process that once took five or more minutes is down to 60 to 120 seconds. This operational efficiency and enhanced flavor experience has led to a **77% increase** in tea sales. At this rate, the company expects a **return on their investment in less than six months.**



• JOIN THE FLAVOR REVOLUTION • [BKONBREW.COM](http://BKONBREW.COM) •

Franke Foodservice Solutions, Inc.  
800 Aviation Parkway  
Smyrna, TN 37167  
Tel +1-877-379-3769  
[frankeamericas.com](http://frankeamericas.com)

**bkon**  
CRAFT BREWER