

Transforming the Coffee Corner into a Revenue Engine.

From “necessary offer” to “top-margin category”



Redefining the Stop – from Refueling to Experience



Fuelling the Agenda



Explore 3 key trends reshaping forecourt coffee.



See real-world solutions and how operators are adapting.



Learn actionable strategies for your business.

3 Trends Reshaping the Forecourt Coffee Business

Premiumization

Protecting &
growing
non-fuel margin



Automation & Smart Workflows

Reducing operational pressure



Digital as Operating Layer

**Managing trend &
offer complexity**



Turning Complexity into a Revenue Engine

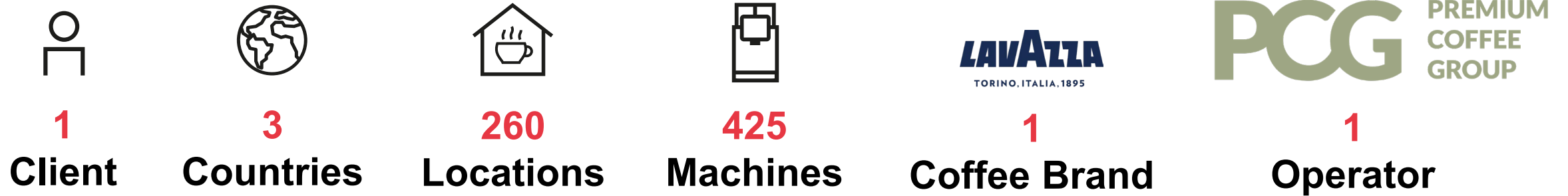
Case Study EG Group

PCG PREMIUM
COFFEE
GROUP

FRANKE



Running the Full Coffee Category



Coffee Experience in the Center



LAVAZZA

GALLERIA
Milano

The shimmering, sophisticated spirit of northern Italy and its cafes are captured in this blend 100% Arabica.

Aromatic notes
Honey and raisin.

TALES OF ITALY

LAVAZZA
TORINO, ITALIA, 1895

HOT DRINKS

Espresso	small 3,20	normal 3,90
Espresso Macchiato	3,40	
Koffie	3,45	3,95
Cappuccino	3,70	4,25
Koffie Verkeerd	3,70	4,25
Latte Macchiato	3,70	4,25
Flat White	3,90	
Matcha Latte		4,35
Chai Latte		4,35
Thé		3,40
Chocolademelk	3,50	4,10
Warme Chocolademelk	4,25	

PASTRIES

Groente koek	2,00
Appelgry	2,00
Chocoladebroodje	2,00
Croissant	2,00
Cinnamon roll	2,00
Biscotti Lava donut	2,00

TALES OF ITALY
GALLERIA

100% ARABICA BLEND WITH HINTS OF HONEY AND RAISIN.

Baguette
Oude Beemsterkaas
MET RICOLA, AUBURK EN MOSTERDONAISE
1,95

Baguettes

Grand pain de kip	6,30
Fillet amandine	6,30
Tonijnvulde	6,30
Zaai r	7,10
Carpaccio	7,30
Rijpgevulde kaas	7,30
Oude Beemsterkaas r	7,30
Waldorfe sal met r	7,30
Waldorfe sal met r	7,30

The Special Club

Croque monsieur	7,25
Croque madame	7,25
Croque cheddar	7,50

Hot sandwich

Hot sandwich kip	6,99
Hot sandwich salami	6,99
Hot sandwich chorizo	6,99

go-fresh BAKERY

FRANKE

NEW MATCHA LATTE

MYTICO

SWISS MADE



LAVAZZA

LAVAZZA
TORINO, ITALIA, 1895

COFFEE
ON THE GO



COFFEE MENU

- ESPRESSO
- ESPRESSO MACCHIATO
- COFFEE
- CAPPUCCINO
- CAFFÈ LATTE
- LATTE MACCHIATO
- FLAT WHITE
- TEA



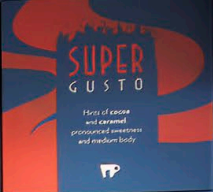
Lavazza Super Gusto is a blend of 100% sustainable, Rainforest Alliance certified coffees.



COFFEE MENU

- ESPRESSO
- ESPRESSO MACCHIATO
- COFFEE
- CAPPUCCINO
- CAFFÈ LATTE
- LATTE MACCHIATO
- FLAT WHITE
- HOT CHOCOLATE
- TEA

COFFEE
ON THE GO



COFFEE MENU

- ESPRESSO
- ESPRESSO MACCHIATO
- COFFEE
- CAPPUCCINO
- CAFFÈ LATTE
- LATTE MACCHIATO
- FLAT WHITE
- TEA



Super Gusto is a blend of naturally sweet and medium body coffees.

Three coffee machines with touchscreens and card readers are positioned on a light-colored countertop. Stacks of coffee cups and sachets are visible behind the machines.

Full Remote Control

Dashboard

Select option

Select store

Select machine

27/04/2026 to 03/05/2026

Apply

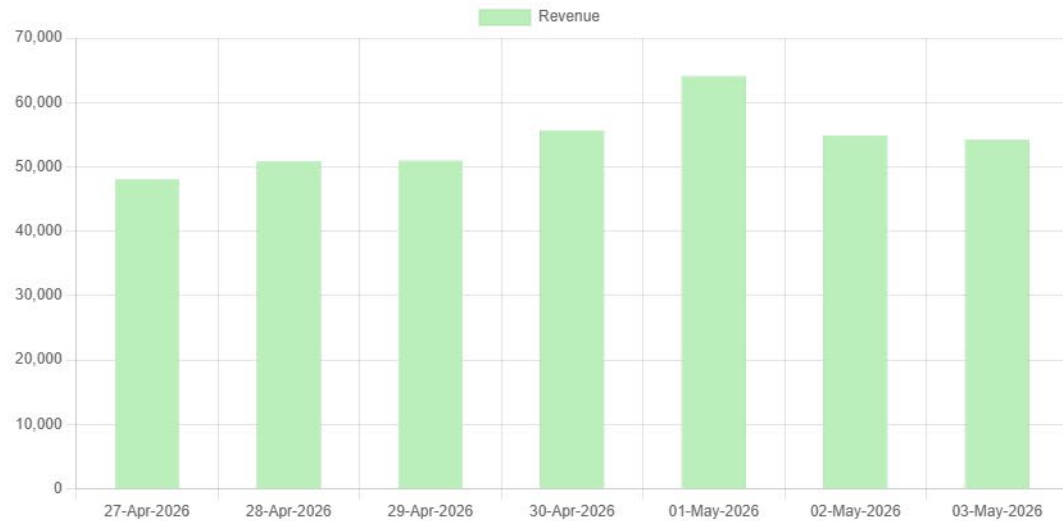
Exports

Revenue Report

Revenue of Paid Drinks

Total

€378,713.85

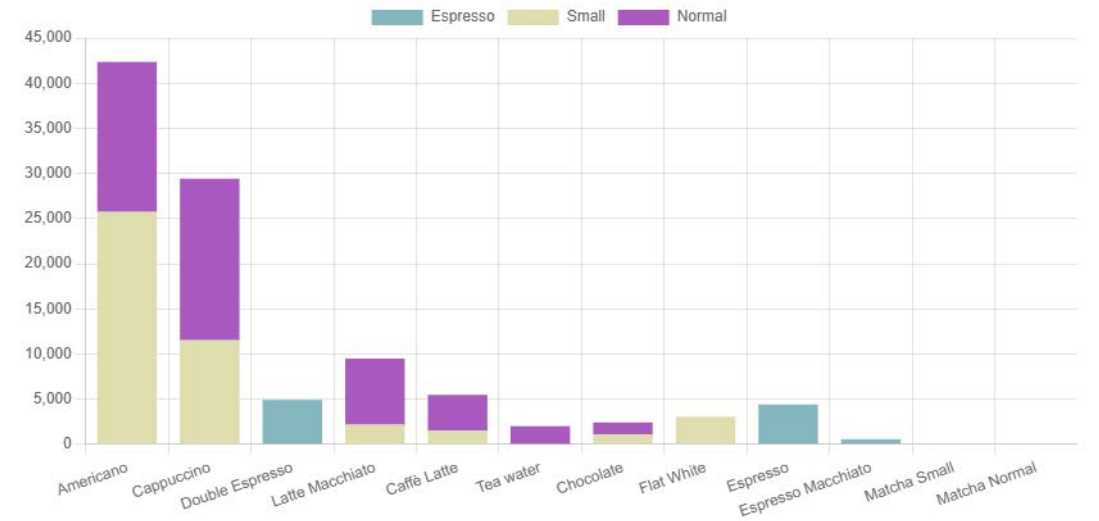


No of Drinks (Paid)

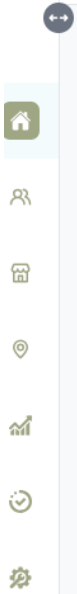
List number of drinks

Total

104,397

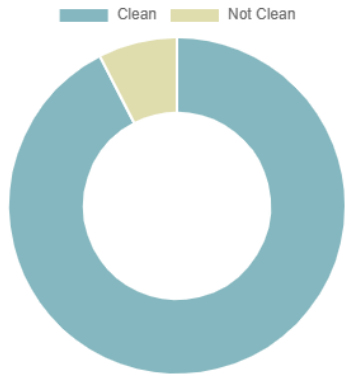


Full Remote Control



Cleaning Widget

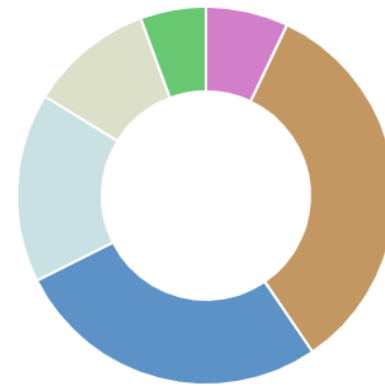
Total
268



Clean 92.43%
Not Clean 7.57%

Time Periods

Consumption time period



02:00-06:00	7.07%	8,383
06:00-10:00	33.40%	39,605
10:00-14:00	27.12%	32,165
14:00-18:00	16.21%	19,222
18:00-22:00	10.59%	12,558
22:00-02:00	5.61%	6,650

Grammage

Consumption of grammage



Coffee
1142.56 kg

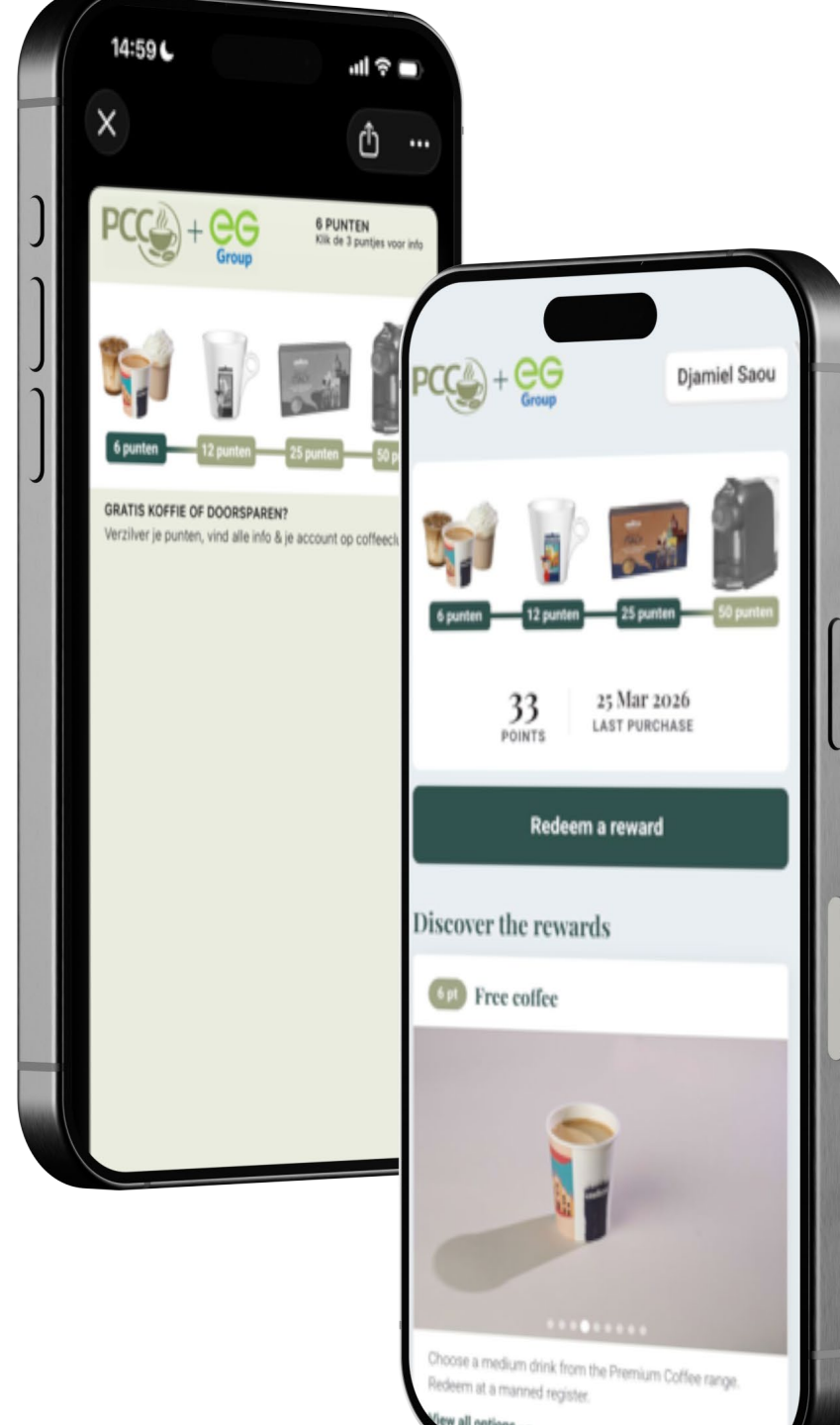


Powder
103.74 kg

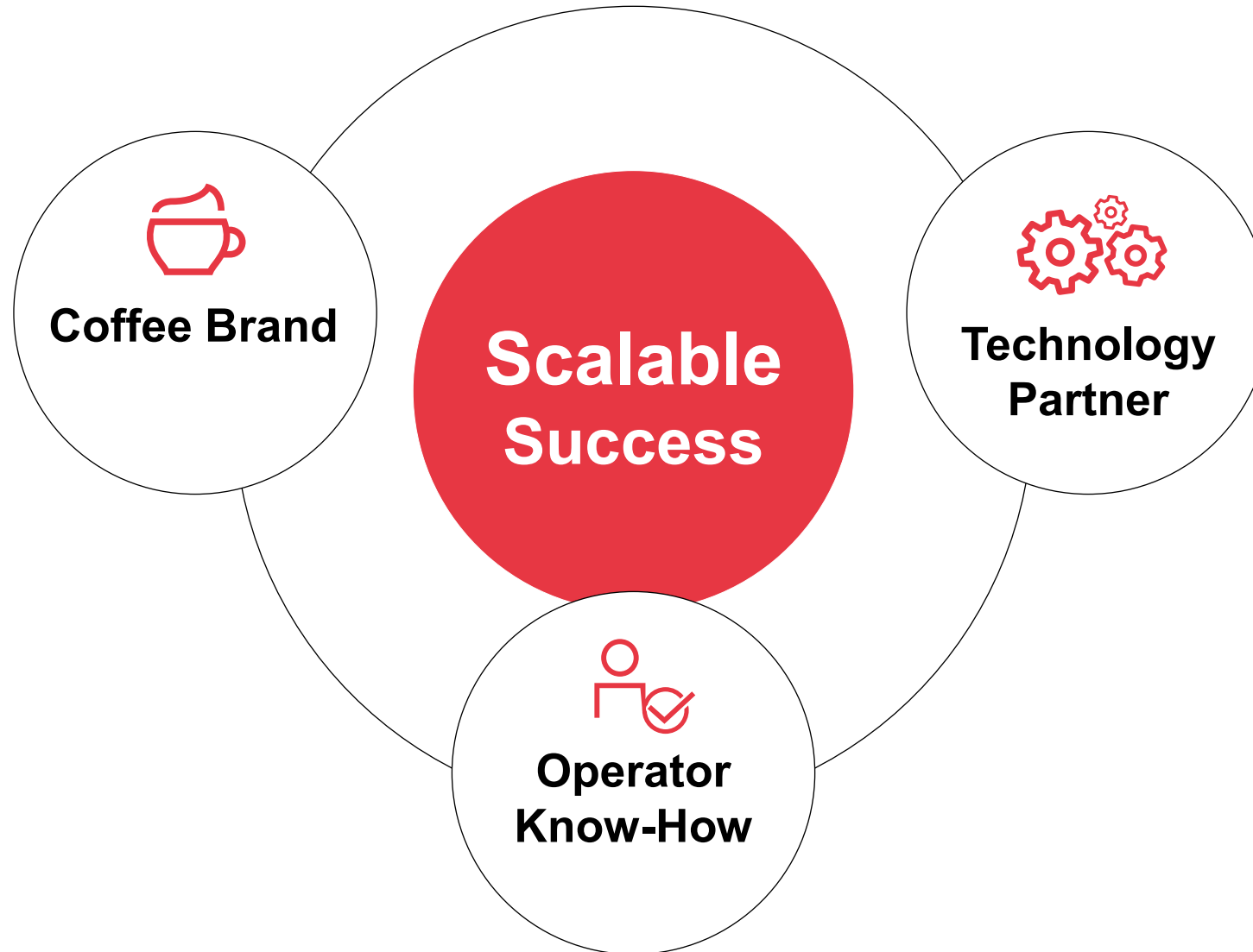
Riding the Trend Wave



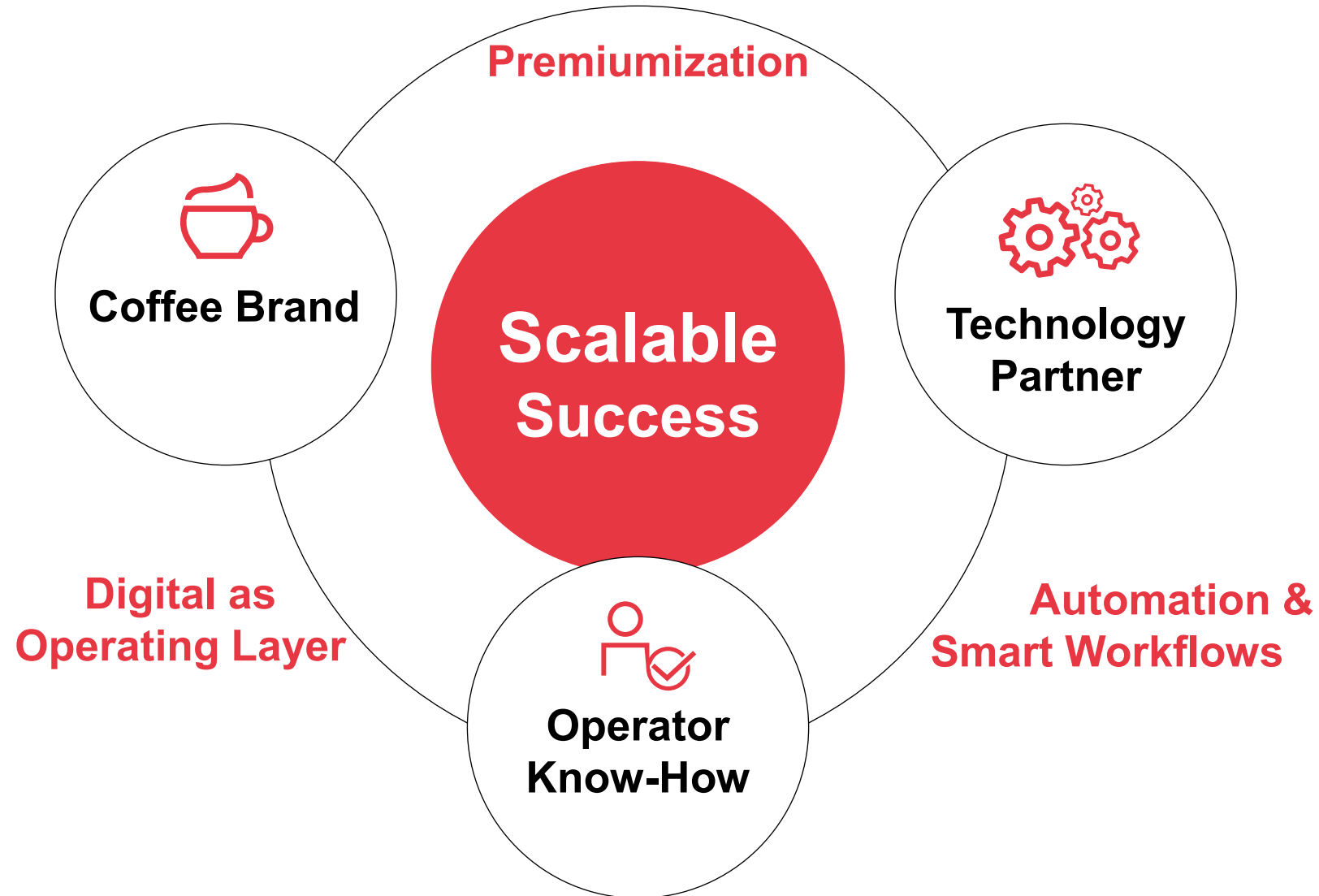
Offer Adaptation



Strategic Insights for Success



Strategic Insights for Success



Join Us at Booth 1D36

- Discover more innovative coffee solutions.
- Explore how to implement these strategies in your business.
- Meet Sjoerd and the Franke team for personalized insights.

We're around the corner – stop by, learn more and continue the conversation.



Ready for the Future?

Thank you.



Contact

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