



## PROGRAMME OUTLINE 2016

# 1 Allegra Coffee Leader Network

The **Allegra Coffee Leader Network (ACLN)** is the exclusive coffee industry membership programme providing specialist thought leadership to coffee shop operators, suppliers and distributors through an annual suite of reports, events, products, debriefs and coffee shop concept study tours.

Allegra Coffee Leader Network members benefit from the most up-to-date market data, coffee shop consumer insight, competitive intelligence and analyst support from World Coffee Portal.

The Allegra Coffee Leader Network programme includes access to the following (based on membership level):

## 1. Project Café UK /Project Café Europe Report

**ACLN-UK** members will receive access to the annual definitive Project Café UK report. **ACLN-UK/EU** members will receive access to the UK report and Project Café Europe (or an alternative market-specific report of choice).

## 2. Events

Attendance to Allegra's annual **UK Coffee Leader Summit** (conference), and for ACLN-EU members, the annual **European Coffee Symposium** (conference).

## 3. Debriefs

ACLN members are invited to an exclusive debrief for the launch of the annual Project Café UK report. Throughout the year other topic-specific debriefs will deliver insight on important subjects impacting the coffee shop sector. Each debrief will be hosted by industry thought leaders in the industry and brings members together to listen, learn, network and debate critical industry topics.

## 4. Study Tours

Allegra's coffee shop study tours identify the latest leading concepts within the coffee shop industry. Members are taken on a tour of the most cutting edge coffee shops around key cities in the UK, with the next tour taking place in London. Each tour is unique and allows members to gather intelligence, meet and talk to store owners/managers, take photographs, keep abreast of rising and influential concepts, network with their peers and gain innovative ideas.

## 5. CoffeeTrack™

Allegra CoffeeTrack™ is Allegra World Coffee Portal's definitive consumer panel dedicated solely to the highly dynamic UK coffee shop market. This panel tracks consumer behaviour, perceptions and trends by 24,000 consumers across the year (6,000 consumers per quarter) to provide the UK's most accurate and insightful continuous dataset on coffee shop trends.

## 2 Allegra Coffee Leader Network

### **Analyst Support**

All ACLN members receive **complimentary advisory support** with analysts available to explain particular datasets within the Allegra World Coffee Portal reports.

**Two requests** for extra analysis into the consumer insight within Project Café UK are available free of charge to all ACLN members.

**Premium members** receive up to **four specific requests** answered about the consumer based on the Project Café UK data set (e.g.: What do millennials eat and drink in coffee shops? Or at what time of day is product x usually consumed?).

### **Benefits**

Membership of the Allegra Coffee Leader Network provides clients with a vast range of high-value business benefits that will translate into market success:

- Access to definitive, market leading reports from Allegra World Coffee Portal
- Networking opportunities with leaders across the coffee supply chain through Allegra coffee shop study tours
- Attendance to the industry's leading flagship events, including the UK Coffee Leader Summit (CLS) and (for members with the Europe option) the European Coffee Symposium (ECS) (*conference only*). Each event provides members with extensive networking opportunities with players throughout the industry value chain and presentations from industry thought leaders.
- Exposure to some of the most cutting edge and innovative concepts via Allegra coffee shop study tours
- Access to Allegra's team of expert analysts

# 3 About Allegra CoffeeTrack™

**Allegra CoffeeTrack™** is Allegra World Coffee Portal's definitive consumer panel dedicated solely to the highly dynamic UK coffee shop market. This panel tracks consumer behaviour, perceptions and trends by surveying 24,000 consumers across the year (6,000 consumers per quarter) to provide the UK's most accurate and insightful continuous dataset on coffee shop trends.

Allegra CoffeeTrack™ is the most detailed and comprehensive coffee shop visitor tracking study to date.

## Key insights detail the following:

- Analysis of consumer **spend patterns** across day-parts, products and take-away vs. eat in, tracked over time across operators
- **Consumption patterns** and incidence for food and drink
- **Brand awareness, last visit choice** and **NPS** (Net Promoter Scoring), **revisit** scoring and **KPI** (Key Performance Indicators) ranking provides critical benchmarking of strong performing brands in the market
- **Excellence ranking** across four key cornerstones: customer-centricity, trust, product offer and quality, will provide unparalleled insight into emotional and rational consumer brand behaviour across the coffee shop market
- Month-on-month **performance tracking** highlighting seasonal changes in consumer behaviour, **delivered quarterly**
- **Demographic analysis** of frequent and infrequent visitors by major brands allowing for robust segmentation analysis and targeting

## The Importance of Excellence

For most businesses, the **link between consumer experience and growth** is a **fundamental principle of strategic management** and sustainable business management.

Experience is influenced by a range of expectations, which are set high, particularly in the coffee shop market. Leading brands improve performance by making the right investment into culture and capability to deliver to consumer expectations.

The key to unlocking consumer expectation is through excellence performance indicators. Allegra CoffeeTrack™ provides **ranking of these key drivers** by brand.

Chains that deliver successfully on these KPIs create engaged consumer relationships and achieve the strongest commercial returns. It is these businesses that will create brand advocates and neural loyalists, who are emotionally connected to the brand.

# 4 CoffeeTrack™ Benefits

Access to Allegra CoffeeTrack™ provides clients with a vast range of high-value business benefits that will translate into market success:



Track real-time consumer behaviour, average spend movement by channel, leading brands and day-part



Measure participation, frequency and spend levels



Benchmark performance against consumer perceptions



Develop detailed consumer profiles



Monitor category performance changes, brand and competitor success



Understand and benchmark consumer satisfaction and emotional connection



Make informed decisions based on compelling real-time data



Refine products/services according to market needs and consumer insights

# 5 Features & Pricing

	PREMIUM	STANDARD
<b>UK Only</b>		
Project Café UK Report	✓	✓
Market Briefings	✓	✓
UK Coffee Leader Summit (conference only)	2 tickets	1 ticket
CoffeeTrack™	✓	N/A
Coffee Shop Study Tours	✓	✓
Analyst Support	4 requests	2 requests
<b>Package Price</b>	<b>£ 16,500</b>	<b>£6,500</b>
<b>EU Supplement</b>		
Project Café EU Report	✓	✓
European Coffee Symposium (conference only)	2 tickets	1 ticket
<b>Package Price with EU</b>	<b>£21,000</b>	<b>£12,000</b>

## 6 Contact Information

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## 7 About Allegra World Coffee Portal

Allegra World Coffee Portal (WCP) is the global information platform delivering on the global coffee, café and related food-to-go sectors, building upon Allegra Strategies nearly two decades of experience in global coffee market analysis.

World Coffee Portal provides data, reports, research and consultancy to help businesses make informed decisions and is the only specialist information platform for senior decision makers in the coffee industry.  
[www.worldcoffeeportal.com](http://www.worldcoffeeportal.com)

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