

THE BAKE DISTRICT CASE STUDY



How The Bake District used Penningtons as their coffee supplier for their new start up business.

OVERVIEW

A family owned mobile coffee van located in the Lake District. Serving a selection of homemade savouries and cakes using local sourced products.



“Penningtons is a great fit with our own branding. We were impressed with the service we experienced right from the beginning and we liked that we would be supporting a family business. As well as great tasting coffee at our initial meeting. Penningtons offer a really supportive and attentive service. Always there if anything is needed, whether it be about the product, we buy from them or the service we run. Our customers love the coffee, returning for more coffees from us. Very positive feedback about the coffees we serve.”

Hannah Gale - The Bake District

APPROACH

Penningtons spoke with The Bake District to determine their requirements. A tasting meeting was arranged to discuss products required.

Once their van arrived, we carried out barista training to make sure they were confident in creating the drinks on their menu.



RESULTS



Fantastic feedback, people saying it is the best coffee they've had



Very high quality product with fantastic heritage



Clients loved the personalised coffee they can buy to take home.

CONCLUSION

After being recommended by friends to use Penningtons. We weren't disappointed. The coffee (and tea) is universally loved and the feedback has been brilliant.

A local company who offers a high quality product at a reasonable price. All backed up with great customer service and support.

The Bake District would definitely recommend Penningtons to others too.