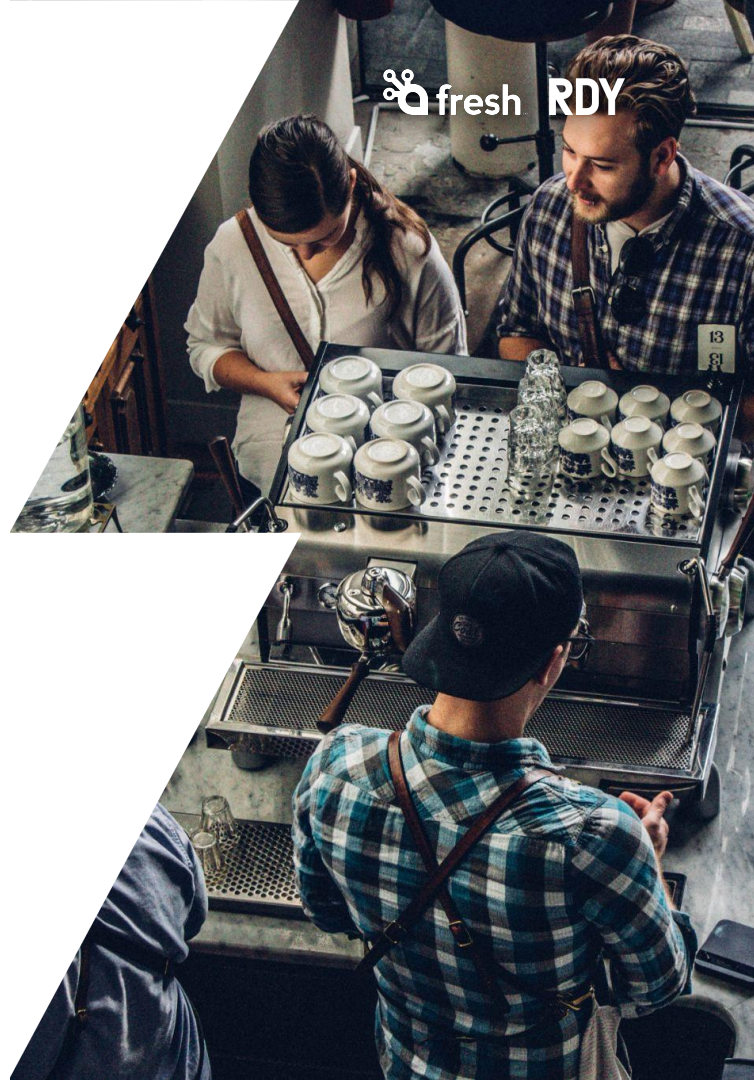




The State of Independent Coffee in Texas

Industry Report | 2022



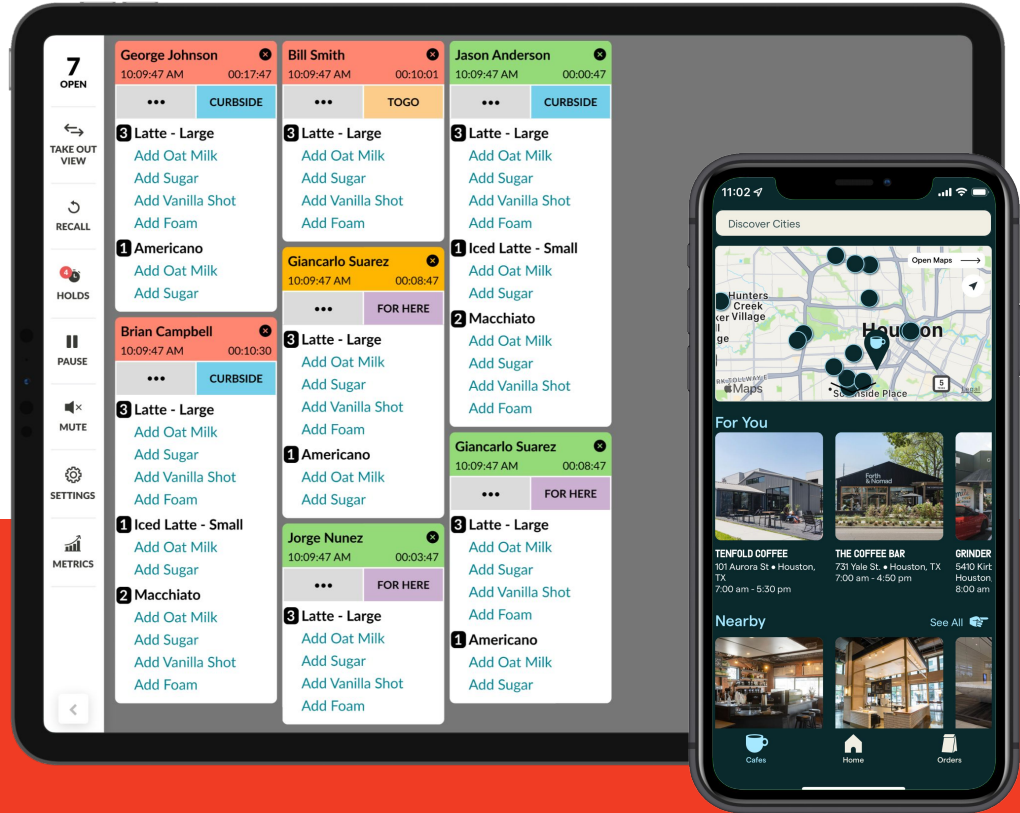
We asked. You answered.

Fresh and RDY have partnered to create our first industry report for independent coffee shops in Texas.

Our goal was to allow coffee shops to benchmark themselves against other restaurants to keep up to date with industry trends.

Key Insights

1. Consumers are moving to mobile to order their coffee
2. Everyone is increasing prices
3. Digital relationships are a key point of focus for most



KEY INSIGHT #1

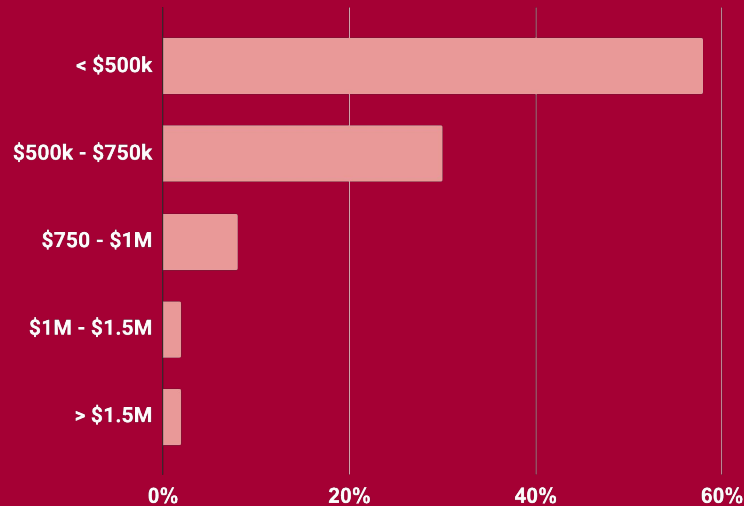
75% of coffee shops with over \$500k in revenue offer in-store, mobile, & online ordering

Consumers are moving to mobile to order their coffee.

Both drive-thru and Mobile Order & Pay activity have surged, together now generating over 70% of our US store volume. – *Starbucks Earnings Release Q2 2022*

QUESTION

What is your annual revenue (per location)?



KEY INSIGHT #2

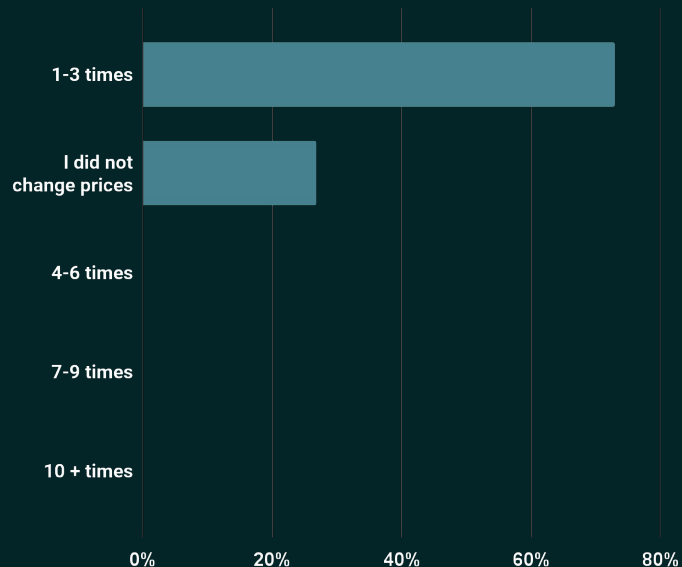
75% of respondents raised their prices at least once last year

Everyone is increasing prices.

“Over the last year, we raised prices several times to address increasing inflationary pressures. Yet we experienced negligible customer attrition once again.” - Starbucks Earnings Transcript Q2 2022

QUESTION

How often did you change your latte prices last year?



KEY INSIGHT #3

When ordering takeout, **89% of Gen Z and Millennials prefer to order without in-person interaction**

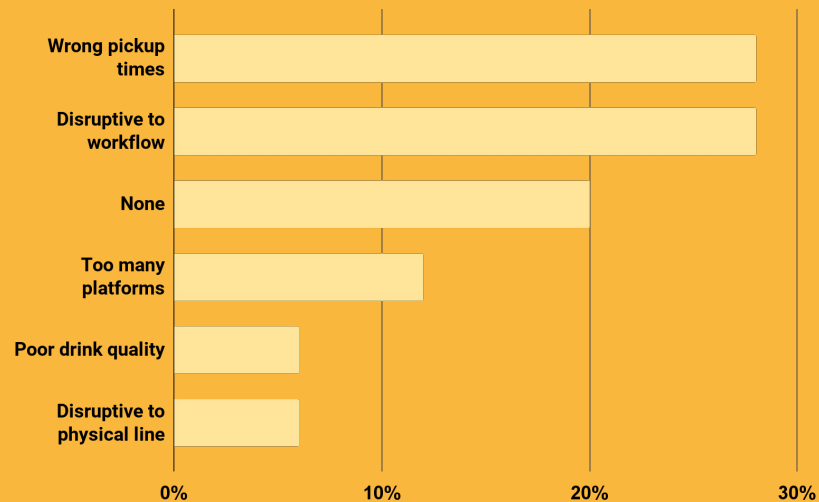
Oracle Restaurant Scene 2022: Consumer Trends

55% of coffee shops' biggest mobile order pain points are related to disruptive to workflow and wrong pick up times.

How do we make mobile work for merchants and not the other way around? **Fresh and RDY can help!**

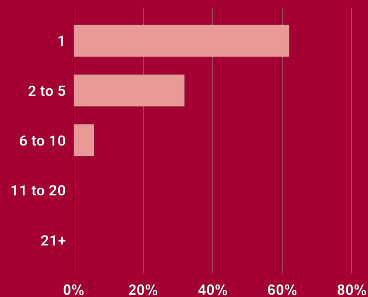
QUESTION

What is your biggest pain point with mobile and/or online ordering?

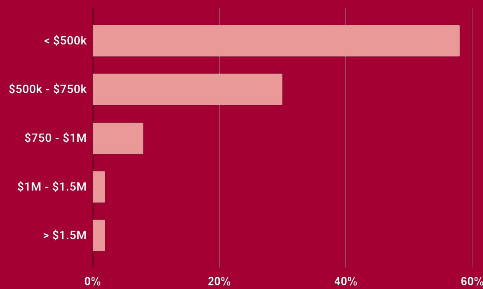


FULL RESULTS - GENERAL

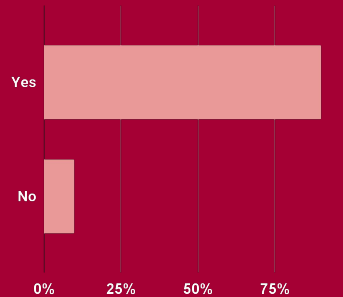
How many locations do you have?



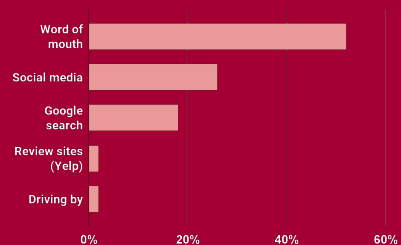
What is your annual revenue (per location)?



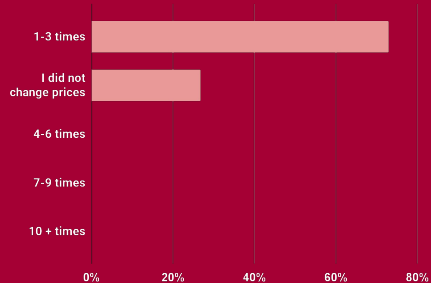
Do you serve food?



How do customers learn about your business?

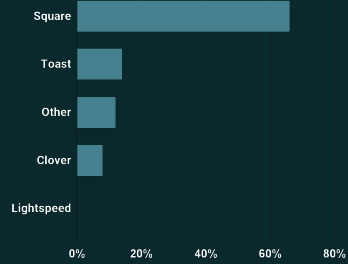


How often did you change your latte prices last year?

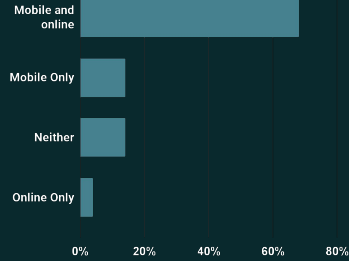


FULL RESULTS - TECHNOLOGY

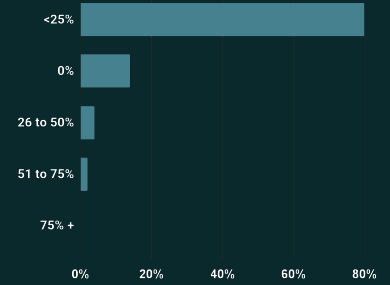
Which POS are you using?



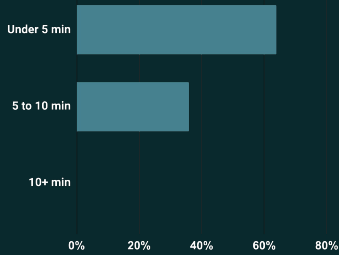
Do you support mobile online ordering?



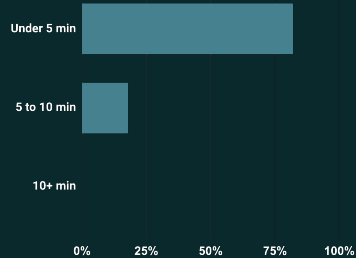
What percentage of your orders are done through mobile or online ordering?



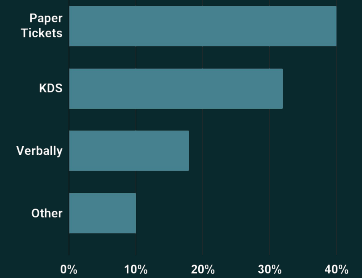
What is the average wait time for in-store orders?



What is the average wait time for mobile orders once a person is in the store ready to pick up?

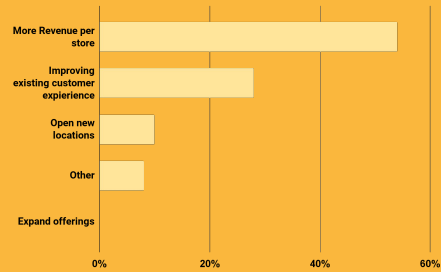


How does FOH communicate with BOH?

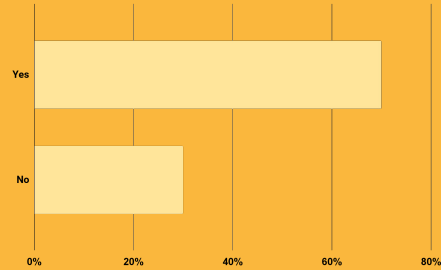


FULL RESULTS - GOALS, PAIN POINTS, CURRENT STRATEGY

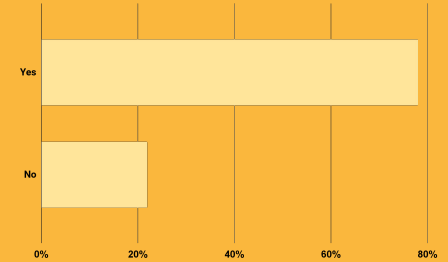
What is the number one priority for your business?



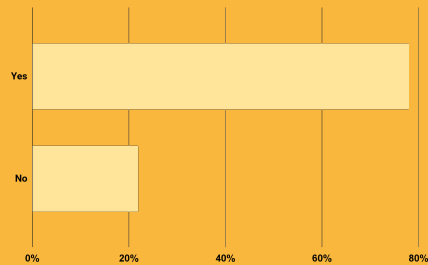
Do you strategically focus on building & nurturing a digital relationship with your guests?



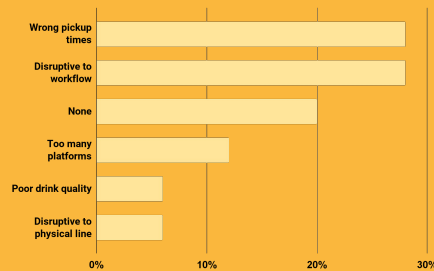
Are you strategically focused on driving more visits from your current guests?



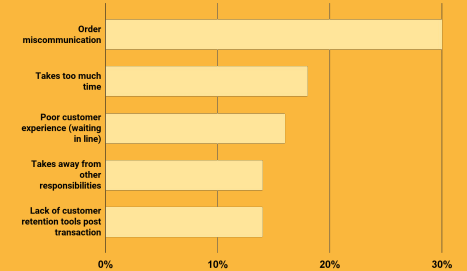
Are you strategically focused on finding new guests?



What is your biggest pain point with mobile/or online ordering?



What is your biggest pain point with in-store ordering?



ABOUT US



Introduction to Fresh

Fresh builds restaurant technology for growing businesses. From in store, to delivery, and to go, Fresh can help you improve efficiency, eliminate errors, and increase revenue in every aspect of your restaurant.



ABOUT US

RDY

Introduction to RDY

RDY is the digital marketplace for independent coffee shops with the first touch-less barista workflow.

Yea, we're an order-ahead app.

Our goal is simple: make it super easy for Texans to discover and order better coffee.





Conclusions

Consumer preferences for digital ordering and short wait times are here to stay, but legacy solutions have not necessarily translated into a positive experience for baristas.

Nearly every coffee shop is prioritizing their digital relationship with customers, but face challenges to do so. Over 50% of coffee shops indicated that their biggest pain point with mobile & online orders, is that they are disruptive to existing workflow or result in bad pick up times.

If you're looking to invest in a digital strategy that works around you, and not the other way around, Fresh & RDY have partnered to specifically address the needs of coffee shops and baristas.