



JDE PEET'S UK & IRELAND INSIGHTS CRAFTING THE PERFECT COFFEE SOLUTIONS FOR HOTELS



**DOUWE
EGBERTS**



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UNDERSTANDING THE COFFEE LANDSCAPE

The UK hotel industry is a substantial market, with 9,804 businesses¹ and over £24 billion in revenue².

In this dynamic world of hospitality, every touchpoint shapes the guest experience. Coffee plays a pivotal role across diverse moments – from breakfast and bar service to conferences and in-room options. Today's hotel guest expects quality, convenience, and a seamless experience, seeking more than just a caffeine fix.

They want a great quality, delicious tasting coffee to boost their day or accompany their meal, whether for business, leisure, or events. Guests expect a choice of high-quality beverages that reflect your establishment's standards.

Ready to elevate your hotel's coffee experience and delight every guest? Explore the possibilities within this guide.





TAP INTO THE COFFEE OPPORTUNITY



At JDE Peet's, we understand that in hospitality, coffee is crucial for guest comfort and hotel distinction.

Coffee is a significant part of the hotel experience for a large segment of guests with 60% usually drinking coffee when staying at a hotel¹. The quality of coffee is considered important by 72% of guests². This emphasises that coffee quality is a significant factor in their overall experience. That's why we developed this JDE Peet's Insights Guide for the Hotel channel. We recognise the unique challenges you face, from diverse guest preferences across various service points (in-room, buffet, lobby, conference) to ensuring consistent quality, speed, ease of use and budget management.

As an experienced partner, we've listened to your needs and understand the high expectations of today's hotel guests. This guide is a practical, solution-focused resource designed to help you optimise your coffee offering, meet evolving guest demands, and deliver a high-quality coffee experience that aligns with your brand and delights your clientele.

We're here to help you transform challenges into opportunities for growth and guest loyalty.

Hannah Morris,
Head of Out of Home at JDE Peet's UK & Ireland

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KEY CONSUMPTION DRIVERS

The hotel industry continues to evolve, with guest expectations for food and beverage, particularly coffee, reaching new heights. To thrive in this ever-changing landscape, hoteliers must understand and adapt to key consumer trends to deliver the coffee experience guest truly desire.



72% of UK consumers consider coffee quality important³

77% associate recognised brands with quality⁴

QUALITY & CHOICE

Today’s guests demand café-quality. With consumers considering coffee quality important; offering diverse, high-quality beverages is no longer optional. This is further reinforced by the fact that a significant proportion of consumers associate recognised brands with quality, highlighting the importance of both inherent quality and the perceived assurance that a known brand can offer.

26% of guests prioritise good customer service and speed for their hotel coffee⁵

THE NEED OF SMOOTH SERVICE

Long queues frustrate guests and disrupt operations, ensuring efficient service within high throughput occasions is important.



14% actively seek responsibly sourced coffee⁹

THE GROWING IMPORTANCE OF SUSTAINABILITY

Conscious consumers value responsible practices and a commitment to sustainability.

64% of guests drink coffee in the morning⁶

61% consider a 24/7 self-serve machine important⁷

11% of guests drink coffee in the evening⁸

THE RISE OF CONVENIENCE & 24/7 ACCESS

Our research shows the demand for accessible, high-quality coffee beyond traditional service hours. While the morning remains the dominant time for coffee consumption during a hotel stay, a notable percentage of guests also enjoy coffee in the evening, lunch time, and afternoon. This diverse consumption pattern further underscores the need for convenient, round-the-clock coffee options to cater to guests’ varied routines and preferences.



60% of guests are more likely to buy coffee if it’s a known brand, especially Gen Z who are 77% more likely to be swayed¹⁰

THE POWER OF BRAND & TRUST

A recognisable coffee brand builds confidence. Guests are more likely to buy coffee if it’s a known brand.

WE UNDERSTAND YOUR CHALLENGES

Hoteliers face unique operational hurdles in providing premium coffee experiences, and we recognise these intricate demands, from the need for high throughput in peak services such as breakfast and lunch, through to staff training.



SMOOTH SERVICE & GUEST FLOW IN HIGH FOOTFALL AREAS

With 26% of guests prioritising good customer service and speed when enjoying coffee during their hotel stay¹¹, it is important to consider the right coffee solution. Operators need to serve drinks quickly and efficiently, ensuring a seamless experience that keeps guests moving, happy, and ready to fully enjoy their visit.

In high-footfall areas like bustling breakfast rooms and conference break-out areas, pace of service is key. Long queues for coffee don't just frustrate guests; they disrupt operational flow, create bottlenecks, and significantly diminish the overall guest experience.



THE DEMAND FOR DIVERSE BEVERAGE SERVICES

Today's hotel guest expects more than just a standard cup of coffee. From the bustling breakfast buffet to the serene lobby lounge, and even in-room dining, they anticipate a diverse café-quality menu – lattes, cappuccinos, flat whites, and even hot chocolates – all delivered with consistent excellence.

Hotel operators need to meet this demand not just with variety, but with the capacity to handle high volumes during peak periods without compromising quality or service. Whether an early-morning commuter or a leisurely holidaymaker, it is important to offer guests their preferred beverage, consistently prepared, every time.



OPERATIONAL SIMPLICITY

Your hotel staff are multi-talented, but their time is precious, and high staff turnover can be a reality. Investing heavily in complex, time-consuming training for coffee machine operation and maintenance can be a significant drain on resources.

Hotel operators need solutions that are intuitively easy to use, allowing new team members to become proficient quickly, and existing staff to focus on guest interaction rather than intricate machine management.



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Guests expect diverse, high-quality coffee, delivered with speed and seamless consistency. It's essential for cultivating a positive guest experience.

A COFFEE SOLUTION FOR EVERY OCCASION

No two hotels are the same – and neither are your coffee needs. At JDE Peet's, we understand the unique demands of every hotel space, from the welcoming lobby and bustling breakfast/lunch occasions to the refined restaurant and café, dynamic conference facilities. That's why we've developed a comprehensive suite of coffee solutions, encompassing responsibly sourced beans, intuitive equipment, tailored training, and ongoing support, ensuring a perfect cup for every guest, every time.

JDE PEET'S HAS A SOLUTION FOR EVERY AREA OF YOUR HOTEL...



NEW L'OR SOLUTION

The L'OR full solution package offers a complete and considered coffee experience, with all the accessories and little details included that elevate every moment. Perfect for self-serve on-the-go or, a served experience bringing barista-quality coffee directly to your counter, ideal for café areas or restaurant settings.

L'OR TO GO

- Includes L'OR premium and stylish furniture unit and is ideal for self-serve coffee to go locations such as hotel receptions.

L'OR COUNTERTOP

- Ideal for hotel cafes, bars and restaurants and is ideal as a served coffee offering.

L'OR COFFEE BEANS

- L'OR coffee beans are expertly blended, unlocking the layers of taste and aroma, creating an elevated drinks experience.



LOBBY

L'OR TO GO

A fully automatic bean-to-cup machine, offers a user friendly solution bringing barista-quality coffee on-the-go to areas such as hotel lobbies, where premium quality and 24/7 ease of access are essential.

- **Barista Quality Coffee & Wide Variety of Drinks:** Delivers premium, café-quality beverages (including cappuccino, latte, americano, and hot chocolate).
- **Ready for 'on-the-go':** encourages convenient coffee consumption for guests on the move, enhancing their stay by offering delicious easy access coffee on-the-go.
- **User-Friendly & Intuitive:** The 12-inch touchscreen simplifies operation for guests and staff.



BREAKFAST, LUNCH, CONFERRNCING AND EVENTS

Whether an uplifting morning coffee or post-lunch refresher, offer your guests' an easy-to-use coffee solution.

CAFITESSE EXCELLENCE TOUCH AND CAFITESSE HOT N COLD EXCELLENCE TOUCH

The perfect companion for busy breakfast buffets, conferencing and much more with solutions for back and front of house.

- **Extensive Drink Variety:** Serve a wide array of popular beverages, from classic black coffee and rich cappuccinos to comforting hot lattes with the Cafitesse Excellence Touch. Look no further than the Cafitesse Hot N Cold Excellence Touch for all of these options plus refreshing cold drinks.
- **User-Friendly:** From an Americano in 7 seconds to a cappuccino in only 14 seconds this machine is designed for guests to easily enjoy a wide variety of coffee options, perfect for self-service.
- **Intuitive & Low Maintenance:** With an intuitive touchscreen, easy refill and cleaning (only 6 minutes twice weekly), ensuring minimal staff intervention.
- **Customisation at Your Command:** Empower users to create their perfect drink by customising milk, ice, and syrups, allowing for endless creative combinations that cater to every taste.



- **Intuitive Touch Interface:** A user-friendly touch screen ensures a smooth and enjoyable experience for both staff and self-service guests.
- **Rapid Service:** Quickly prepare and dispense drinks, ensuring minimal wait times for your guests.



CAFITESSE QUANTUM 300

Delivering high-volume, consistently great coffee for your breakfast and lunch service.

- **Rapid & Dual Dispense:** With two separate coffee outlets, this machine can rapidly dispense a delicious 1.5L pot of coffee in just 23 seconds, or two pots simultaneously (e.g., regular and decaf).
- **High-Speed Service:** Ideal for consistently great tasting coffee during peak service, ensuring no guest waits long.
- **Minimal Staff Effort:** Only 5 minutes to clean once per week, ensuring minimal staff intervention and maximum uptime.

RESTAURANT, CAFÉ AND BARS

Offer barista-quality coffee and customisation before or after every meal.

L'OR COUNTERTOP SOLUTION

A fully automatic bean-to-cup machine, offers an easy to use solution bringing barista-quality coffee directly to your counter, ideal for hotel cafes where premium quality, efficiency, and a seamless serving experience are paramount.

- Offers user friendly café-style, barista-quality wide menu variety under the L'OR brand at the touch of a button.
- Ideal for cafes, bars or breakfast countertop service.
- User-friendly Schaerer Soul coffee machine with a 12-inch L'OR branded interface to enhance the guest experience.
- L'OR 1kg premium, responsibly sourced beans.
- Includes L'OR branded point of sale and accessories.

ASTORIA CORE 600

Authentic Italian espresso coffee with a modern, functional design that delivers exceptional quality, ideal for coffee shops, bars and restaurants.



SOURCING FOR BETTER

At JDE Peet's we live our purpose to create a better future for you and your business.

Every day, billions of cups of coffee and tea are enjoyed across the globe. Our belief is that together, through the power of our brands, we can unite our actions to deliver impactful change and be a 'force for better'.

The JDE Peet's Common Grounds programme embodies our ambition to positively impact people, our planet, and the future of coffee and tea.

Common Grounds is comprised of three pillars: Responsible Sourcing, Minimising Footprint and Connecting People. Bringing all our ongoing sustainability work together under one programme.



RESPONSIBLE SOURCING

SOURCING FOR THE BETTER

We champion regenerative agriculture to protect and enhance livelihoods and positively impact our planet.

As of 2025, 100% of our coffee sold in Europe is responsibly sourced. Responsibly sourced does not mean or imply the absence of human rights violations or other supply chain risks in connection with the production or supply of coffee or tea. It is about delivering continuous improvement and driving true measurable impact for people, nature and climate. Sourcing coffee and tea responsibly is more than just meeting a target, it means engaging with farmers and situations in our sourcing regions to better assess the challenges and then actively invest to address these issues and drive progress.



CONNECTED PEOPLE

PUTTING PEOPLE FIRST

JDE Peet's creates opportunities for farmers, suppliers, customers, consumers, employees, and communities.

We touch the lives of millions of people across the globe. As an organisation at the heart of the coffee and tea world, we lead with clarity and vision to transform outcomes for people as well as the planet.



MINIMISING FOOTPRINT

TOWARDS A POSITIVE PLANET

To minimise our environmental footprint, we are prioritising our effort and investment in areas where we have the biggest impact so we can deliver lasting change.

We are taking an end-to-end sustainability approach, working with our partners along the supply chain, in our efforts to reduce emissions and waste as we strive towards a planet-positive future.



IN ROOM

High-quality coffee without leaving their room.

L'OR MINI

Ideal for hotels looking to offer their guests a premium in-room capsule coffee experience. With an award winning, sleek design, simply plug in and create gold standard coffee with L'OR Capsules.

INSTANT COFFEE STICKS

Douwe Egberts Coffee Sticks and Kenco Coffee Sticks (500 x 1.5g and 200 x 1.8g) - consistently delicious coffee in an instant.



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**TO FIND OUT MORE ABOUT
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