

A photograph of two young women sitting at a wooden table in a bright, modern setting, likely a cafe or office. The woman on the left has long blonde hair and is wearing a black t-shirt, smiling broadly at the camera while holding a white coffee cup. The woman on the right has dark hair and is wearing a green top, also smiling. On the table are two more coffee cups, one with a latte and one with a flat white. A tablet and some papers are also visible on the table.

# JDE PEET'S UK AND IRELAND INSIGHTS CRAFTING COFFEE SOLUTIONS FOR THE NEEDS OF EDUCATION



**DOUWE  
EGBERTS**



**KENCO**



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## UNDERSTANDING THE COFFEE LANDSCAPE

There are currently 32,149 schools in the UK<sup>1</sup>, encompassing a wide range of educational institutions from primary to higher education.

Specifically, with over 165 universities in the UK<sup>2</sup>, serving around 240,000 staff<sup>3</sup> and 2.9 million students<sup>3</sup>, today's university campuses are buzzing hubs. From lecture halls to study zones, these are high-footfall areas where every moment counts.

Today's university coffee drinker is trend-aware, and expects quality, convenience, and sustainability. They seek more than a caffeine fix – they want an experience that fits seamlessly into their busy lives and expect a choice of beverages you would see on any café menu, whether they're getting a quick grab-and-go or a looking for a relaxed moment in a campus café.

**Ready to transform your campus coffee experience? We invite you to explore the possibilities within this guide.**





# TAP INTO THE COFFEE OPPORTUNITY



**We understand the dynamic environment of university life – where coffee isn’t just a beverage, but an integral part of the daily routine.**

Recognising the growing importance of sustainable choices for students and staff, our Common Grounds program ensures that the coffee enjoyed on campus aligns with these values.

We know that providing an exceptional coffee experience on campus isn’t just about brewing a good cup; it’s about fuelling academic success, supporting student well-being, creating moments of connection for students and staff alike, catering for guests and stakeholders; as well as enhancing the overall campus environment.

Which is why we’ve developed this JDE Peet’s Insights Guide, from the canteen to the library, conferencing facility, breakout area or staff room, your coffee solution needs to manage high throughput and consistent quality across multiple campuses.

Tailored for the University channel and informed by our TUCO partnership, this guide is a practical, solution-focused resource, designed to help you optimise your coffee offering, meet evolving demands, and deliver high quality experience that truly resonates with your university community. We’re here to help you turn those challenges into opportunities.

**Hannah Morris,**  
**Head of Out of Home at JDE Peet’s**

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# KEY CONSUMPTION DRIVERS

Fuelling the demanding pace of university life, coffee remains essential. However, how it’s consumed on campus is undergoing a profound shift. Beyond traditional campus coffee shops, there is a high demand for more great tasting, consistent and accessible coffee experiences.



## “ANYTIME, ANYWHERE”

Students operate on tight schedules, demanding immediate coffee access. The ability to grab a hot beverage quickly and on-the-go, without waiting in long lines, is key. University coffee consumption is 24/7, meaning solutions need to be available around the clock for early mornings, daytime energy, and late-night study.



## CONVENIENCE IS KING

Coffee is increasingly moving beyond dedicated cafés into libraries, common areas, canteens, conferencing/banqueting areas, and halls of residence. This widespread availability means both traditional served options, ideal for peak times, and self-serve solutions, perfect for off-peak hours or breakout areas; ensures coffee is always within reach for students and staff.



## HIGH QUALITY EXPECTATIONS & FAMILIAR BRANDS

Today’s university students have a clear preference for beverages offering great taste, variety, and consistent barista-style quality, often extending to familiar brands.



## EFFICIENCY & SPEED

Beyond convenience, quick preparation and speed of self-serve is important. Students and campus staff often have only minutes between commitments, making quick dispensing and minimal interaction time highly valued.

## WIDER MENU VARIETY:

Students want to choose their drink type, strength and flavour. The trend leans towards systems offering diverse beverage types and individual adjustments, including the significant rise of cold coffee options, catering to a wide spectrum of preferences.



# UNLOCKING THE PERFECT BREW: NAVIGATING COFFEE CHALLENGES IN THE EDUCATION SECTOR

In the vibrant world of education, JDE Peet's understands the unique challenges of fuelling thousands of students, faculty, visitors and staff daily. We recognise the intricate demands, from diverse preferences to operational hurdles and budget optimisation. This guide offers strategic solutions to elevate your campus coffee experience.



## OPTIMISING OPERATIONAL EFFICIENCY

**Speed, Simplicity & Hygiene:** The fast-paced environment of a university campus, characterised by peak rush hours, high foot traffic, and frequent staff changes, requires coffee solutions that are not only delicious but also incredibly efficient and easy to manage. Operators face the pressure to:

- Ensure Consistency and Speed of Service:** Long queues are a major deterrent. Systems must be designed for pace, allowing staff to serve a high volume of beverages quickly and consistently.
- Simplify Staff Training & Usage:** High staff turnover, necessitates user-friendly equipment. Complex machines or multi-step processes lead to errors, slower service, and increased training costs.
- Easy To Clean:** With thousands of users daily, cleanliness is paramount. Coffee machines must be designed for easy and quick cleaning. This ensures food safety compliance and maintains a positive perception of the campus's food and beverage offerings.



## OFFERING CHOICE

The modern university campus is a melting pot of diverse tastes and preferences. Students and staff expect a wide array of options, but all demand a quality coffee that delivers on taste. Operators face the pressure to:

- Enhance Consumer Experience:** Offering choice isn't just about different coffee roasts; it's about creating a dynamic and engaging coffee landscape. This includes varying price points and specialty options, as well as offering familiar brands.
- Maximise Footfall & Loyalty:** When consumers feel their preferences are understood and catered to, they are more likely to frequent on-campus coffee points. A diverse brand portfolio can transform a transactional coffee purchase into a valued part of the daily campus routine.



## CHAMPIONING SUSTAINABILITY & RESPONSIBLE CONSUMPTION

Students and staff increasingly look for ethically sourced and sustainably produced coffee. Ensuring transparency and integrity in your supply chain is paramount.



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# A COFFEE SOLUTION FOR EVERY OCCASION

Whether it is for the staff room, canteen, conferencing or communal areas, At JDE Peet's, we offer a comprehensive suite of coffee solutions. From responsibly sourced beans, modern and easy to use equipment, training, maintenance and ongoing support; we have got a coffee solution that meets your facility needs.



## FOR IN THE CANTEEN & HIGH-DEMAND AREAS

### CAFITESSE HOT N COLD

Cold drinks have never tasted so good. Douwe Egberts Cafitesse now offers cold coffee along with the great tasting hot coffee from the brand you trust.

Quickly serve your students, staff and guests great tasting hot or cold drinks. From cosy caramel lattes, to refreshing ice vanilla lattes, or the classic cappuccino, students and staff can have their favourite drinks at their fingertips. Anyone can be a barista with the Cafitesse Hot N Cold system.

With a wide variety of drinks from black coffee and cappuccino to cold or hot lattes, and everything in between.



2 in 5 consumers aged 18-34 drink cold coffee<sup>4</sup>

### CAFITESSE EXCELLENCE TOUCH AND CAFITESSE HOT N COLD EXCELLENCE TOUCH

The perfect companion for busy canteens, conferencing and break out areas.

- **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. For all these options, plus refreshing cold drinks, look no further than the Cafitesse Hot N Cold.
- **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:** Customise drinks with milk, ice and syrups to make creative combinations everyone can enjoy.
- **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.







## FOR UNIVERSITY CAFÉ'S

### 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 university 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 cafés and canteen countertop service.
- User-friendly Schaefer Soul coffee machine with a 12-inch L'OR branded interface to enhance the student and staff experience.
- L'OR 1kg premium, responsibly sourced beans.
- Includes L'OR branded point of sale and accessories.



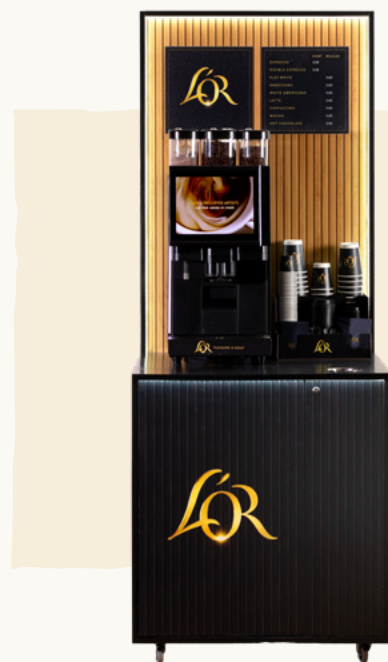
## FOR BREAKOUT AREAS

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 canteen settings.

### 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 self serve in canteen, break out areas or libraries, 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 students and staff on the move, enhancing their experience by offering delicious easy access coffee on-the-go.
- **User-Friendly & Intuitive:** The 12-inch touchscreen simplifies operation operation for students and staff.



## STAFF ROOM & FACULTY AREAS

### INSTANT COFFEE

Coffee is one of life's simple pleasures. Years of coffee passion go into producing our instant coffee across leading brands, such as Kenco and Douwe Egberts to deliver consistently delicious coffee for staff.

- **Kenco Instant Coffee Tins (750g and 500g) & Kenco Instant Coffee Sticks (200 x 1.8g sticks)** - Kenco Smooth Instant Coffee offers a perfectly balanced, aromatic, and smooth coffee experience, crafted from high-quality Arabica beans roasted to perfection. It's the ideal quick and delicious pick-me-up for any time of day, backed by nearly a century of coffee expertise.
- **Douwe Egberts Coffee Sticks (500 x 1.5g)**





# UPLIFT YOUR MORNING

For over 100 years, Kenco has championed the uplifting potential of coffee for all.

Kenco is proud to be parkruns official coffee partner to organise free, uplifting 5k events across the UK & IE every weekend, as part of their mission to make people happier and healthier, whilst bringing communities together.



OFFICIAL PARTNER OF PARKRUN

WWW.JACOBSDOUWEEGBERTSPROFESSIONAL.CO.UK

# 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.



## 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.



## 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.





**DOUWE  
EGBERTS**



**TO FIND OUT MORE ABOUT  
JDE'S PROFESSIONAL COFFEE  
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