

CASE STUDIES

Last updated at: 18th Mar 2021

Urban Fox, Leamington Spa

Quote

“The launch was fantastic with sales far surpassing expectations. This provided much-needed cash injection into the business in a period of dramatic uncertainty.”

Dan Mason, General Manager, The Urban Fox

Results

Average weekly sales for KBOX brands over launch period just under £4k

The story

The Urban Fox is an independent community pub located in South Leamington Spa. When Covid hit sales ground to a dramatic halt and manager Dan Mason had to think quickly about how to survive.

Dan knew that delivery could be the answer but the pub had never focused on it before.

Enter Kbox. We got to work quickly, understanding the opportunity by analysing the local catchment area and considering market size, trends and demographics to see what was missing. The answer was fried chicken.

We helped Urban Fox launch brands such as Absurd Bird, as well as adjust the brand's presence on the delivery platforms, improving menu structure and adding dishes. We set up the technology, helped train the team and organised any additional supply chain changes. We were also there during the launch.

The outcome was a much better experience for users and exposure to a whole new set of customers. Launch sales far surpassed expectations and provided much-needed cash for the business.

The average weekly sales for the Kbox brands over the launch period were just under £4k. “My experience with Kbox from day one has been fantastic,” says Dan, “The demographic results really show you the opportunities you have in your area. If you chose to utilise this information you could really be on to a winner.”

Best Western Westminster Hotel, Nottingham

Quote

“Kbox has given the Westminster Hotel the opportunity to enter this fast growing industry with the advantage of established brands and user friendly tech.”

Al Malik, Managing Director, Remarkable Hotels UK Ltd

Results

Average weekly sales for KBOX brands, £3k minimum

The story

Best Western Westminster Hotel in Nottingham hotel made a decision in August 2020 to introduce a takeaway service to its existing offer. With limited knowledge of this market, the hotel approached Kbox for help.

We looked at the demand in the area, discovering what market segments performed best and scoped out competitors. After discovering a gap for an alternative branded concept in the area that would appeal to target groups (including a student population), Kbox set about helping transform the offer towards a vegan-friendly menu.

The hotel had a kitchen set up for a typical hotel operation. To implement this takeaway service there was a need for additional equipment such as a salad bar, table-top fryer and bain-marie. We also suggested altering the kitchen layout to accommodate vegan menus and advised on staffing changes and opening times.

After launching, revenue moved up to £3k per week very quickly and customer reviews have increased. The pub has also launched a second vegan brand, Voodie, and has plans to move the takeaway business to a standalone business and introduce additional brands.

The hotel has also engaged with Kbox to create a marketing plan, using social media, aggregators and local marketing to increase sales.

“For the large majority of hotels, this multi-billion pound industry is untapped due to lack of understanding and experience. The Kbox partnership delivers this knowledge to empower our

kitchen teams to significantly drive food and beverage revenue and profit.”

Al Malik

Berkeley Catering, Peckham

Quote

“The Kbox model speaks to the very core of our challenge as an established catering business; how to maximise the kitchen facilities we have on site, utilise the skills and experience of our team, and ensure we are grabbing new revenue opportunities with both hands. Since partnering with them in July this year, we’ve added to our turnover by 10%, and we won’t be looking back.”

Amit Patel, owner, Berkeley Catering

Results

Average weekly sales for Kbox brands for launch period - £3,746.59

The story

Berkeley Catering is a commercial provider for events, corporate functions and business lunch services. Naturally, lockdown impacted business dramatically with all events cancelled, no corporate functions and hardly anyone working in offices anymore.

The team saw delivery as a potential opportunity to make use of both their kitchens and their kitchen teams and provide an additional income stream when operations returned to normal capacity.

Berkeley had great kitchen space and equipment – as you would expect from a commercial caterer – and, although making dishes on an instant order/produce basis was very different to their existing operations, the team adapted quickly and easily with our support and training.

Berkeley has continued to build its delivery Kbox Brand portfolio over the last nine months and now operate the following Kbox brands; Absurd Bird, Epic Chicken, World of Wings, Wing World, Dog N Bun, Epic Hot Dogs, Legit Burgers, OTT Burgers, Absurd Bird, Epic Vegan Chick, Voodie, Earth Buns, Chotu, and Oh My Ghosh.