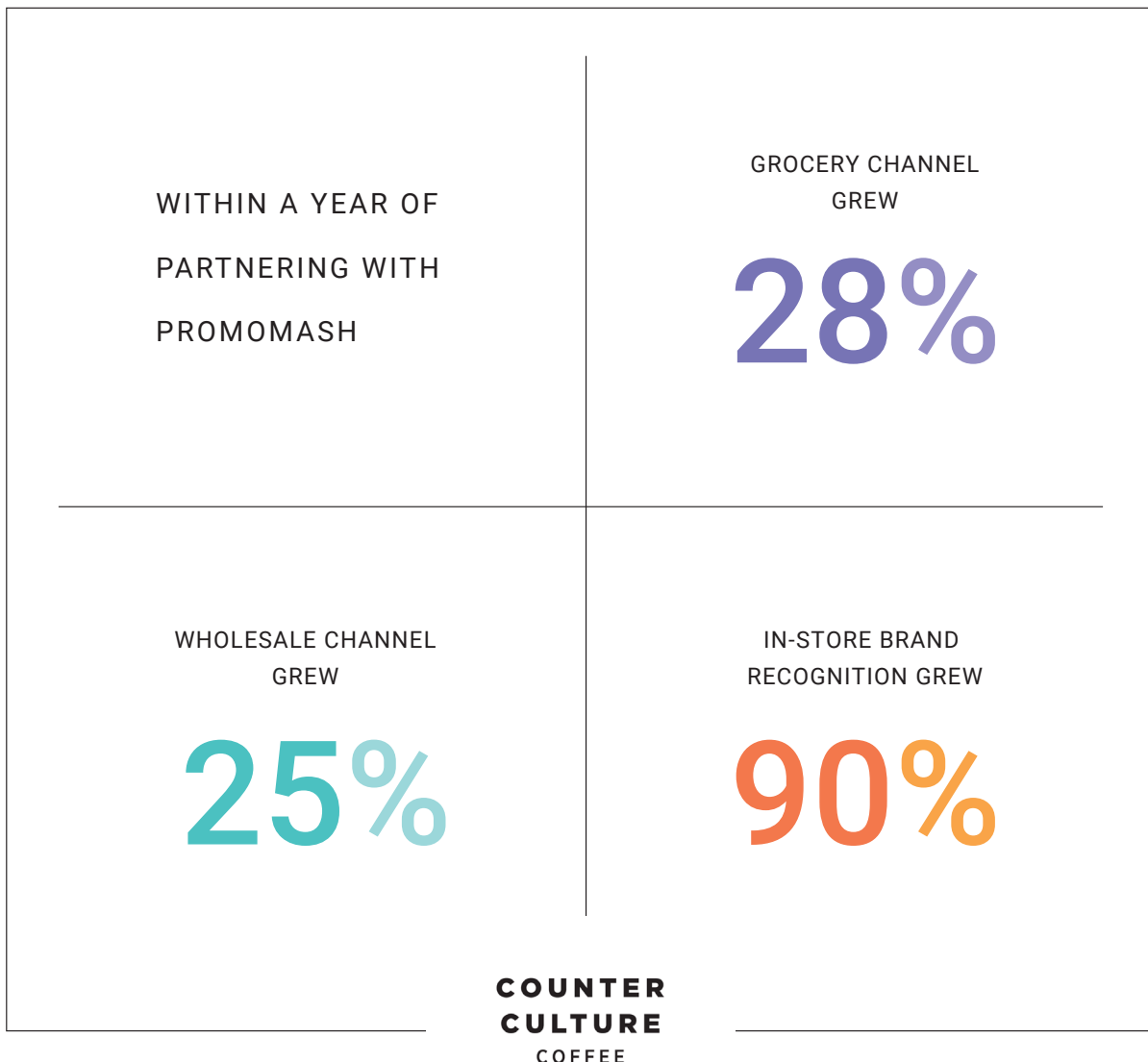


Counter Culture Coffee Leans on Promomash Client Success Team to Level Up In-Store Demos

*"I viewed Promomash as a personal coach. Promomash was very much a human response. I wasn't just putting this question out there into the universe, waiting for an automated or pre-written response. I was talking to a real person. **I felt comfortable and confident and knew every response I was getting was coming from a person with a lot of experience.**" - Matt Davis, Customer Representative, Counter Culture Coffee*



Background

From day one back in 1995, Counter Culture Coffee was “grounded” in ethical practices. As the name suggests, the founders set out to go against then-current practices and culture that were prevalent in the coffee industry. Over the last 23 years, Counter Culture Coffee has revolutionized the direct trade coffee industry by maintaining a commitment to sustainability and to their core values – all while scaling their business in wholesale markets.

The Problem

After spending two years with Counter Culture Coffee, Matt Davis decided it was time to go to market with an in-store demo program to educate consumers on their products and on how to properly brew the perfect cup of joe. Little did Matt know the challenges he would encounter.

“We were completely blind,” he recalled. “I worked in coffee for 11 years and had no background in marketing or consumer engagement. In creating this program, I didn’t know what variables to track, what visibility was important, or what to make of the outcome of a demo...not to mention that I was living in a slew of Google Docs and spreadsheets.”

Without the expertise and tools needed to efficiently run in-store demo programs that would engage customers, Counter Culture Coffee was leaving money on the table and missing bigger opportunities. In addition, Matt and the Counter Culture Coffee team were putting in endless effort without seeing any significant return on in-store demos.

The Solution

Once Counter Culture Coffee signed up for Promomash and set up their in-store demo program with the help of the Client Success team, an immediate benefit Matt identified was a new level of transparency not seen before, since all elements of the program were now visible and trackable in the system.

“Promomash was the only way to guarantee any visibility for our Account Managers, and accountability for our Brand Ambassadors,” said Matt.

While Matt worked with his personal Account Manager to learn best practices for effective, efficient and profitable in-store demo programs, the Counter Culture Coffee team immersed themselves in the resources available to them including the one on one training, 24/7 support team, account managers, webinars, Help Docs, and system tutorials.

According to Matt, it was the coaching and attention from real experts that made all the difference.

“Throughout the onboarding process and beyond, the Client Success team at Promomash gave our new hires and existing employees a place they could go to for support and real education.”

The Results

While partnering with Promomash, Counter Culture Coffee has **grown their grocery sales 28%, their wholesale sales 25%** and expanded their **in-store brand recognition 90%** in just one year. The Counter Culture Coffee and Promomash partnership turned the coffee company's in-store demo ambitions into a highly effective, profit-generating program.

"Promomash gave me confidence in my ability to be a good manager in this program," said Matt. "I now have visibility into our accounts across the nation and can better understand our full clientele."

By working with Promomash, Matt and the Counter Culture Coffee team also realized the importance of having a quality, trained staff of Brand Ambassadors to execute the program.

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"I can't tell you how many times a Brand Ambassador has made an impact in-store because they are truly genuine, feel like a valued part of the company and are educated on how important their role is. Without Promomash, this never would have happened."