



censa

coffee

Make your day!

**Elevate the Coffee
Experience at SPAR**

Exclusively at

SPAR 

Coffee is big business

€ 388 billion global sales
in 2019 (US\$429)*

*<https://www.statista.com/outlook/30010000/100/coffee/worldwide>

SPAR CENSA Coffee: The Premium Brand

Premium own brand, full barista counter coffee solution and self-service bean-to-cup coffee.



Retailer gross margin:	High
Recommended price positioning:	Mid to high
Perceived coffee competence:	High
Perceived brand influence:	High impact, standalone brand – exclusively at SPAR
Quality image:	High
Location instore:	Standalone; adjacent to bakery; within a dedicated food service area
Recommended assortment:	Full beverage & food offering*

*only applicable to CENSA Coffee Plus format.

Coffee-to-Go is a significant growth category, offering high margin with low effort

Coffee is one of the main drivers of drink-to-go, which is the most common food-to-go mission

Coffee can be used to attract & upsell shoppers on other shopping missions

Possibility to directly link Coffee & (Sweet) Bakery

Coffee allows for social interaction with shoppers & staff

Coffee can enrich the image of point of sale, giving it a young & modern edge



Why should CENSA be in your stores?

- Premium positioning
- SPAR Exclusive Brand
- Three formats – from self-service to barista-operated café.
 - **CENSA** Coffee-to-Go
 - **CENSA** Coffee
 - **CENSA** Coffee Plus
- Extensive POS & communications package
- Branded packaging
- Branded uniform
- Specially developed CENSA coffee beans
- Top-selling hot beverage range
- Food menu guidance
- Best-in-class equipment solutions through SPAR International Preferred Suppliers
- Sales & after-sales services
- Marketing toolkit (incl. best practice loyalty & promotional plans)
- Loyalty app template & guidelines
- Coffee calculator
- Category leadership
- Self-payment terminal (applies to CENSA Coffee-to-go)
- Global concept standards

Branding & Format

Unique brand identity

Format flexibility & local adaptation

Storytelling & targeted POS

Assortment

Core beverage assortment

Food menu guidance

Access to packaging supplier database

Operations

Best-in-class equipment solutions

Sales & after-sales services

HR & training pack

Commercial & Marketing

Comprehensive coffee calculator

Promotions plan & loyalty app

Category leadership

Our Brand promise

CERTIFIED

Ethically sourced

EXPERTISE

Serious coffee knowledge

NATURAL

100% Organic beans

SENSATION

Convenience served with passion

AUTHENTIC

A genuine coffee experience

Experience the
Coffee Censation!

Our Brand story



CENSA is about celebrating the different coffee moments that we all live and experience every day.

These moments are about how we feel and not about what we do.

And these moments need to be acknowledged, celebrated and embraced whilst enjoying a great coffee!



SPAR CENSA Coffee Solution is available in 3 formats

From self-service to barista operated café



1m²
CENSA
Coffee-to-Go

CENSA Coffee-to-Go is a self-service format, targeted at our most time-sensitive shoppers who still wish to enjoy great flavour in every cup. This format is ideal for smaller stores where a high level of convenience is key and supports locations that boost a comprehensive Food-to-Go offering.

Location instore: Standalone or adjacent to the SPAR Bakery, in close proximity to the store entrance or within the dedicated food service area.



CENSA
Coffee
15m²

CENSA Coffee is ideal for SPAR retailers wanting to increase the time their shoppers spend instore. This barista-operated café format includes dedicated indoor seating which allows for social interaction amongst regular shoppers and coffee lovers.

Location instore: Standalone, in proximity to the SPAR Bakery or within a dedicated food service area.



25m²
CENSA
Coffee Plus

CENSA Coffee Plus is the large barista-operated café format. Ideally suited for extra-large store formats, including dedicated in and outdoor seating.

Location instore: Standalone or within a dedicated food service area.



ELEVATE THE COFFEE EXPERIENCE IN YOUR STORE

Contact Rainer Glaubitz at SPAR International who will guide you through 3 easy steps to get your CENSA Solution up and running:

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Exclusively at
SPAR

There is a loyalty app concept as well!

