

CASE STUDY

- Vue -

A Luxury Big Screen Venue with a Menu to Match!

Vue Entertainment, a leader in the out of home entertainment sector in the UK, has won numerous accolades for its services and innovations since it opened its first cinema in 1989, and now boasts 843 screens at 87 sites across the UK & Ireland. July 2017 saw the opening of the latest Vue, situated in heart of Bedford town centre, with a modern, luxurious design that highlights the company's commitment to the ongoing growth and development of its premium entertainment experience.

Vue has clearly recognised that many customers want an immersive big screen experience, combining the latest screen technology with luxurious details such as reclining leather seating, well thought out lighting and a carefully considered, high quality, varied food and drinks menu. As such, the menu at Vue's new Bedford site includes much more than just popcorn and hot dogs, offering high-quality thick milkshakes, and soft gelato sundaes, made using state of the art machines from Carpigiani, the highly acclaimed global leader in ice-cream equipment.

Jamie Graham, National Retail Manager for Vue Entertainment, explains:



"Our Bedford site opened in July this year, and is the first where we have integrated our newly expanded range of food and drinks - reflecting our forward thinking approach - these are the kinds of high quality offers that will be seen in all our venues in the future. We have 87 sites across the UK & Ireland, from Exeter to Inverness, and our business model is all about quality and innovation. We work hard to reflect our customers' behaviour and motivations so that they get the experience they are looking for. We offer the latest technological innovations and comfy seating, and recognise that our premium food and drink offering is a crucial point of difference."

With the milkshake market growing substantially year on year across the UK, thanks in the main to the availability of equipment manufactured to deliver exceptional quality and consistency, Jamie and his team quickly recognised an opportunity for Vue, adding:



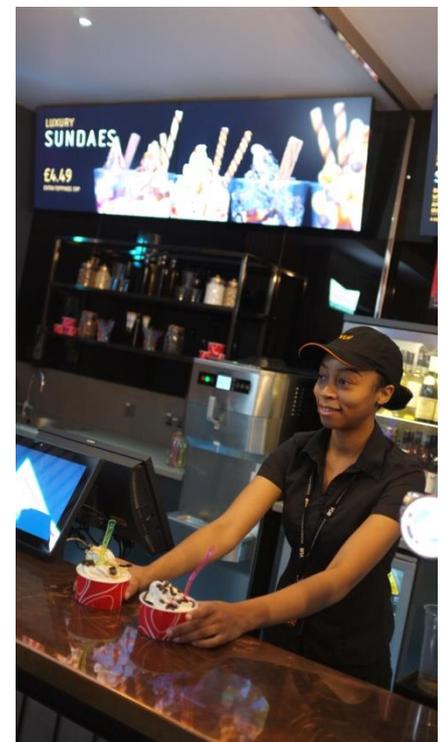
“We started testing the milkshake concept two years ago because of the clear demand for milkshakes, as reflected by their popularity in casual dining and fast food restaurants. We were looking for a clean, clinical machine that is easy to keep well maintained, creating quality product every time. After trialling two machines we opted for the countertop Carpigiani 191K, having been immediately impressed by the Carpigiani machine’s ease and speed of use during demonstrations.”

For a nationwide business like Vue, the availability of training and the standard of service are as important as the quality of the machine and the product, Jamie continues:

“Right from the start the general level of service from Carpigiani has been excellent, the Carpigiani team made sure we had everything we needed from testing stage onwards. The staff training that has been delivered by Carpigiani was seamless – they made sure all our people became familiar with the new machines very quickly and are happy to assist us with further staff training in the future, should we require it.”

Following a successful milkshake trial at eight venues, the offer was extended to 67, and now all but two sites in the UK has a Carpigiani milkshake machine. Moreover, they are now a standard inclusion in the specification for all new Vue venues. Jamie comments on the reason behind this roll out:

“Milkshakes are proving to be extremely profitable for us, and they clearly appeal to our customers. We use a high quality Jersey thick shake mix in three flavours, strawberry, vanilla and chocolate, and have linked up with a confectionery supplier to provide a branded milkshake offer with a range of delicious toppings. Staff members find the machines easy to use and maintain and we get lots of positive feedback from our customers.”



As part of Vue’s expansion of their menu, the Bedford site is also offering soft-service-cream, made using the Carpigiani XVL. Jamie comments on the company’s move towards a product not traditionally associated with cinemas:

“We have extended our portfolio of products to include more than just popcorn, nachos and ice-cream tubs, and we now offer soft-scoop gelato sundaes at three of our sites, including Bedford. Like the 191K milkshake machine, the Carpigiani VXL uses a simple, high quality powder mix that produces a gorgeous creamy texture, customers and staff love the products, and we are expecting to expand soft serve across the UK.”

With its continued growth and innovation, the future certainly looks bright for Vue Entertainment. Jamie concludes:

“Premium additions to our offering, such as our milkshakes and gelato sundaes, are an integral part of our long term strategy. If someone was in the same position looking for advice, I would definitely recommend choosing Carpigiani for all milkshake and soft serve ice cream needs.”



Vue Entertainment is part of the largest cinema group in Europe, Vue International – one of the world’s leading cinema operators, spanning 10 countries, 212 sites and 1902 screens. For more information on Vue, please visit www.myvue.com.

Whether you’re looking for the latest in milkshakes, soft serve ice cream, artisan gelato or display storage solutions, or would like more information on the extensive shop fit and design services available from Carpigiani UK please call 01432 346018 or visit www.carpigiani.co.uk.

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