

# Profiles of Success



## Customer Case Study: Ultra

**Frozen dispensed beverages are now a staple of the Convenience Store landscape. However in the not so distant past; the BUNN Ultra frozen beverage dispenser was the foundation of this industry-wide success story. Learn how Ultra was the main tool in building this phenomenon.**

### The Client Issue:

C-Store owners were looking for a way to compete in the frozen beverage market, which at the time was an exclusive industry by a global chain. A group of leaders from a competing chain approached BUNN seeking guidance and assistance for a vehicle which would allow them to “get into the game.”



### Proposed Solution:

Assessing the frozen beverage equipment landscape at the time, BUNN discovered a market in its infancy, controlled by a select few companies, and providing mainly carbonated product offerings. After research and development of equipment that could dispense non-carbonated frozen beverages in a cost-efficient manner for both operators and customers, a production of the initial model was completed.

The initial model was dubbed the CDS (the Cold Drink System). The CDS would feature non-carbonated product kept cold and fresh in a large, manually-filled hoppers which not only created delicious product but was front of the store ready with its clear hopper and visually pleasing graphics.

BUNN provided equipment for select locations of the chain and the implementation trial period lasted approximately a year. Throughout this trial, BUNN service and sales staff provided periodic checks and visits to ensure the equipment was performing as desired along with meeting consumer needs.

### Solution Evaluation:

At the conclusion of the trial period, BUNN met with the owners, managers, and staff at the selected locations of placement. The feedback was resounding approval. From the operator’s perspective, Ultra had created a popular frozen beverage which was housed in efficient and easy-to-use equipment. Plans were then made to add additional equipment at each location which would also provide multiple product flavoring options.

### Final Results:

Years of refinements to the CDS led directly to the inception of Ultra. With the success of the initial concept, Ultra has evolved and grown into the best piece of equipment for non-carbonated frozen beverage worldwide. The testing chain now has thousands of units in place throughout the United States and some stores boasting as many as 20 units in a single display. Now the chain that once dominated the market has recently looked to placing Ultra in its stores as well.

To find out how BUNN can provide solutions to your beverage dispensing equipment needs, visit [www.bunn.com/frozen-beverages](http://www.bunn.com/frozen-beverages) or to speak directly with someone about questions or inquiries contact your local sales representative or call 800-637-8606.