

**Connect Group press release:** 23 February 2015

# Jack's beans launches campaign to recruit new stores

Today, Jack's beans Coffee Company launches a trade recruitment campaign as it looks to recruit more retailers as official Jack's beans outlets.

The campaign, which uses the headline 'Enjoy fresh profits with Jack's' aims to inspire retailers with endorsements from existing customers who've already reaped the benefits from having a Jack's beans coffee bar installed. Ray Conway, General Manager, Jack's beans said:

"We wanted to highlight to retailers how they can diversify with a Jack's beans coffee bar, and see their profits grow. We enlisted a number of retailers to help us highlight how Jack's beans has increased their profits, made their store stand out from local competition and bring more customers through their door."

Ian Lewis, Spar retailer, Minster Lovell, was delighted to take part in the campaign and said:

"Since we've had Jack's, we've been selling between 15-20 cups per day and our food-to-go sales are up by 20%."

Jack's beans Coffee Company was launched a year ago by Smiths News in response to the growing demand for barista quality coffee on-the-go.

Designed with local retailers in mind, the Jack's Beans unmanned coffee bar measures just 500mm in width, thanks to an impressive space-saving design. The 'pay at till' machines will be capable of serving 100 drinks per day and enable retailers to boost incremental revenue with minimal staff maintenance required.

Retailers will see the campaign across a number of platforms including; trade publications, direct mail and online. The Jack's beans Coffee team will also be at the National Convenience Show on 20-22 April which is held annually at the NEC, Birmingham.

- Ends -

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## About Connect Group PLC:

Connect Group PLC is a leading specialist distributor operating in large and diverse markets. The Group has four separate divisions, connecting suppliers to customers in an efficient, knowledgeable and service oriented way:

**Connect News & Media** – encompassing: Smiths News, the UK's largest news wholesaling business with an approximate 55% market share, distributing newspapers and magazines on behalf of all the major national publishers as well as a large number of regional publishers. Smiths News serves approximately 30,000 customers across England and Wales, supplying large general retailers as well as smaller independent newsagents; and Dawson Media Direct, an international media direct business supplying newspapers, magazines and inflight entertainment technology and content to over 80 airlines in 50 Countries.

**Connect Books** – combining a number of recognised brands in print and digital bookselling, including Bertrams, Dawson Books and Wordery. A leading distributor of physical and digital books, the division serves over 8,200 customers in approximately 100 countries, with over 200,000 in stock titles and access to over a further 7 million consumer and 20 million academic titles.

**Connect Education & Care** - a leading independent supplier of consumables through The Consortium and West Mercia Supplies with an approximate 5% market share. The division serves over 30,000 customers with an extensive range of over 40,000 products across a branded, own brand and value range, including stationery, arts and craft and cleaning.

**Connect Parcel Freight** - led by Tuffnells Parcels Express – one of the UK's leading business to business distribution specialists. With over 100 years' experience, Tuffnells' national network is trusted by over 4,000 customers, with over 700 vehicles operating from 34 depots. A reliable road based service into Europe and Air Express service to the rest of the world complements the range of domestic delivery services.

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