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## **ZONAL IS THE RIGHT BLEND FOR COFFEE#1**

Fast expanding and award winning coffee shop chain, Coffee#1, has chosen Zonal Retail Data Systems as its hospitality technology provider.

The SA Brain owned chain has installed Zonal's Aztec EPoS in 71 locations with a further nine sites due to open in the next 12 months. The technology is fully integrated and encompasses Coffee#1's loyalty programme, gift cards and end-to-end purchasing management through Zonal's [Acquire](#).

The initial roll-out was delivered without a hitch, over a six week period. Coffee#1's IT & Hospitality Manager, Steve Hicks, said: "We were looking a technology partner that could grow with our emerging coffee shop concept. Zonal ticked all the boxes in terms of solutions, experience, expertise and support. We are delighted with the service that we have received and the seamless integration of Aztec into our sites.

"Through their integrated solutions we have a clear picture of how each [Coffee#1](#) is performing and can analyse business performance effectively. We also have a full picture of our customers and can tailor offers to suit their purchasing habits."

Training was, and continues to be, a key part of the installation success, with Zonal hosting training sessions ahead of the new systems being installed and on-site support on the go live day.

Steve added: "This is a major investment for us and having Zonal by our side during our journey to upgrade our estate has been an outstanding experience. It's vital that our teams have the support they need to deliver first class service from the moment our stores serve their first customer through to the end of the working day. We have a loyal customer base and improving their interaction with our brand through advanced technology ensures they have a great experience and return time after time. Zonal's training has been both thorough and expertly delivered."

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 9,000 leisure and hospitality businesses across the UK. For over 37 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

**ENDS**

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