

GROUND CONTROL® CUSTOMER INSIGHT | FIREBRAND BAKERY



Founded in 2008, Firebrand is one of the busiest and most renowned bakeries in the San Francisco Bay Area. Anchored by their beautiful downtown Oakland bakery/cafe, Firebrand has over 250 premium wholesale accounts that purchase its coveted baked goods.

MAKING THE MOVE FROM TRADITIONAL DRIP

In 2018, Firebrand teamed up with Ground Control® to step up their coffee program to replace their legacy drip brewing system with the **award-winning Cyclops®**. Their batch coffee now **exceeds pour-over quality... and they haven't looked back since!**

COLD BREW SIMPLIFIED

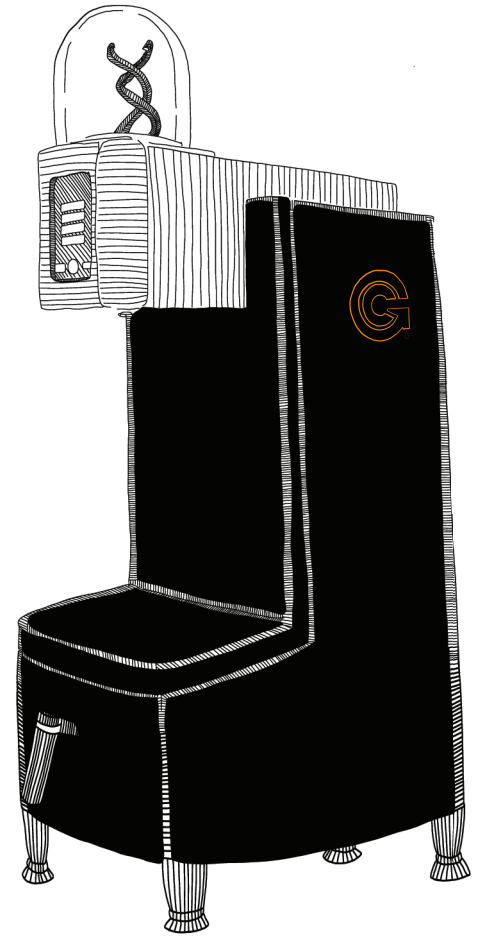
By replacing their legacy cold brew system, an industry-standard plastic bucket that steep brews coffee for 24 hours, with Ground Control®, Firebrand now brews a dramatically tastier, fresher 'cold brew' by the batch in only **8 minutes**. 'Cold brew' is no longer a planning challenge, as idle time for both machine and staff are refocused as needed to make batches of low-temp brew. Customers love the smoother, silkier flavor produced by Ground Control®, and **increased sales of over 65% for cold brew** since making the switch shows it! Firebrand also **launched a takeout program** featuring bulk cold brew and pre-prepared iced lattes using concentrates brewed on Ground Control®.



BARISTA APPROVED

SEAMLESS TRANSITION + BETTER EXPERIENCE

Since Ground Control's® workflow is identical to standard batch drip, Firebrand's team was trained and up to speed on the machine in under 10 minutes. The easy-to-use interface makes the process simple and error-proof for employees, guiding them to success using the options presented on the touchscreen to prepare consistently amazing beverages... every time.



CUSTOMER APPROVED

In a neighborhood flooded with high-end coffee shops, Firebrand stands out as the go-to for the best coffee in downtown Oakland. Because Ground Control® beautifully produces a cup whose quality consistently exceeds a well-made pour over, Firebrand has increased their batch brew price by **\$0.50**, and **increased the number of cups sold, too**. To say it's been a success is an understatement.

Making the switch to Ground Control® was one of the smartest investments we could have made. We love the look, the beverages it creates, and the experience partnering with the Ground Control® team. Our measurable return on investment was realized in less than 8 months, and the immeasurable factors continue to reveal themselves. Our team has been energized working with cutting edge technology, and we would definitely plan on using Ground Control® in future locations as well!
-- Matt Kreutz, Founder, Firebrand Artisan Breads

