



CUPS Launches B2B eMarketplace Connecting Coffee Shops to Suppliers

CUPS is an exciting company with a mission to rethink independent business in the specialty coffee industry. Our community gives coffee shop owners access to the only set of tools, services, and savings designed specifically for them. CUPS works with coffee shops in cities across the US, and in New York, where we have been active since Spring 2014, our 200+ locations around the city make us the second-largest coffee “chain” after Starbucks. With tools like our mobile app, which brings new customers into our shops every day, and buying groups, which save cafe owners money on various commodity items, we empower our partners by granting them access to resources that would normally only be possible for a larger corporation.



BUSINESS CHALLENGE

CUPS, a technology company dedicated to rethinking independent coffee shops operations, realized a major challenge was hitting the independent coffee shop space: it’s hard to procure goods at affordable rates if you’re not part of a larger chain of coffee shops.

The team at CUPS saw this as an opportunity to aggregate a community of independent coffee shops to provide them with the ability to use their combined purchasing power to get access to the suppliers they need to order from at fair market prices. Coffee shops need access to everything from coffee beans to milk to paper goods to electricity, and if that was accessible in a one-stop-shop online, the team at CUPS knew they could help change the way these businesses run.



800%
**sales growth in
first 8 months**

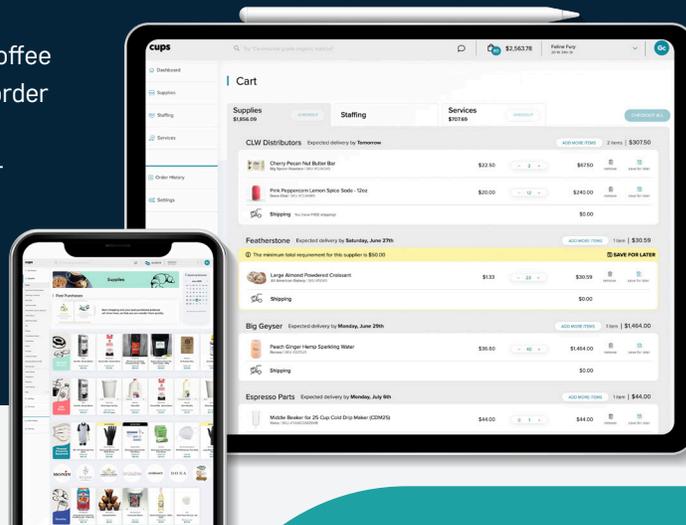


SOLUTION

CUPS came to Four51 looking for an eCommerce platform that would allow them to create their B2B marketplace. They needed technology that would allow them to build the exact experience they were looking for – combining a best-in-class B2C experience for the independent coffee shops with the ability to handle the complexity needed to connect and configure a network of suppliers, each with unique requirements of their own. They also needed a partner who could guide them through the development process to make sure they built something future proof.

TODAY, CUPS SUPPLY STORE IS A B2B MARKETPLACE THAT OFFERS:

- A one-stop-shop for independent coffee shops to buy all the supplies they need to run their business.
- The ability to shop products by category (coffee, tea, baked goods, paper products, etc.) or by specific suppliers, and access fair market rates aggregated by the size of the CUPS network.
- A streamlined shopping experience for the coffee shops, where they're able to place a single order with products from multiple suppliers.
- The ability for administrators to set supplier-specific minimum order requirements, shipping rules, fees, order cut-off times, notifications and more.



RESULTS

Four51 enabled CUPS to imagine the marketplace they wanted to provide coffee shops with, and design and develop it in three short months ready to launch to their initial market. Within the first eight months in production, sales grew by over 800%, and the number of coffee shops placing orders each month has grown by over 280%.

“ A paper goods or milk supplier is going to offer better prices to a group of almost 400 coffee shops than a single one. By negotiating on their behalf, we can give our partners access to those better deals, helping their bottom line. ”

Gilad Rotem,
CEO & Co-Founder, CUPS



About Four51

Inspired by the temperature at which paper burns (451°), Four51 is a technology solutions company dedicated to shattering antiquated business processes and out-innovating the limitations of eCommerce. We design, develop, and deliver digital transformation through customizable and scalable eCommerce, order management and B2B marketplace solutions powered by our API-first, headless eCommerce platform, Four51 OrderCloud™, that dramatically change the economics of their businesses. Companies spanning manufacturing, distribution, and retail have looked to Four51 as their go-to strategic partner for the past 20 years. Learn more at www.four51.io.