

# Ciocchino Case Study



**Outlet:** Cocoa  
**Type:** Chocolate Shop  
**Location:** Sheffield, Yorkshire  
**Partner:** Kate Shepherd

## Sales profile

Cocoa has been selling Ciocchino since October last year and it has been going very well for them. **“People have been coming back to buy it time and time again! It works well for us because it is just the sort of thing people expect from a chocolate shop.”**

According to Kate, Cocoa sells an average of 48 Ciocchinos a week with Saturdays being the busiest day for them when they sell 20 or more Ciocchinos. **“The best we’ve made on some days is about £60-£70 which is about 30-35 cups.”**

### Profitability

Average revenue per week:	£93.60 [48 x £1.95]
Revenue per week ex VAT:	£79.66
Cost of batches per week:	£18.64
Cost of cups & biscuits per week:	£7.20
Net profit per week:	£53.82
<b>Net profit per annum:</b>	<b>approx. £2,800</b>

They make mini batches during the week (1 scoop chocolate, half litre cream) and small batches (2 scoops chocolate, 1 litre cream) on Saturdays, topping up the machine if needed so they don’t have much wastage.



## Customer Feedback

Their customers like to try new things and find the style of Ciocchino to be very continental, but if some people find the concept of sipping chocolate too thick, Cocoa can add hot milk to make the sort of hot chocolate they’re more used to.

**“We like experimenting with it and have a tray of spices (which consists of nutmeg, chilli, cinnamon caramelised nibbed hazelnuts, ginger and cocoa powder) which customers can try putting into their Ciocchino. One customer recently asked if we could do it as a milkshake, which we did by mixing with cold milk and crushed ice.”**

Since Cocoa started selling Ciocchino, sales of it have increased as people grow more used to the idea of it.

Kate says they find the dispenser easy to use and to clean and feels that the marketing support from Keylink has been very good.

Date: 2 May 2008