

Outlet: Kimble's
Type: Café
Location: Glasgow
Owner: John Kimble

Kimble's is a family owned business which began 6 years ago as a chocolate shop. They buy in chocolates and package them in boxes supplied by Keylink.

In November 2007 they opened a café which is now part of the chocolate shop. They introduced Ciocchino to their opening menu, and Ciocchino has now established itself as a primary focus within their business.

Sales profile

"Ciocchino is a key part of our café. It is featured at the centre of our back counter; customers can clearly see the liquid chocolate turning in the machine. It has instant eye appeal for everyone visiting us," says John.

Kimble's menu includes shots of Ciocchino which sell at £1.75, long drinks at £1.95 as well as Mochas, Iced Ciocchinos and Irish Whiskey Ciocchinos. They are served with a Ciocchino biscuit with marshmallows as an optional extra.

"Ciocchino is the basis for all our chocolate drinks; as it's made with real chocolate you are just never going to create the taste of Ciocchino with anything else. Selling something that's made with real chocolate entices our customers in and then they go on to buy the chocolates from the shop side. They come to Kimble's and leave extremely happy.

"At the end of the day, whatever is left in the machine is used to fill our tart cups. Ciocchino, when cooled, becomes a lovely ganache and we sell the tarts in the café the next day topped with cream and strawberries. There is absolutely no wastage!"

Profitability		
	Summer (26 wks)	Winter (26 wks)
Average revenue per week:	£314.90	£629.80
Revenue per week ex VAT:	£268.00	£536.00
Cost of batches per week:	£25.45	£50.90
Cost of cups, biscuits & other ingredients per week:	£10.00	£20.00
Net profit per week:	£232.55	£465.10
Net profit per annum:	approx. £18,000	

Kimble's make a small batch or a mini batch of Ciocchino each day, depending on demand, and sell over 150 drinks per week even during the summer months, giving them an average weekly net revenue in summer of £268, with net profits exceeding £220 per week. In the winter, sales are generally two to three times higher!



Customer Feedback

"Our customers see the shots of Ciocchino as an indulgent treat. The office across the road comes in to order 12 shots at a time with strawberries and marshmallows. I can just imagine them, sat at their desks, dunking the marshmallows in their Ciocchinos."

John Kimble thinks the Ciocchino support from Keylink is great: **"The posters and tent cards have really helped us to engage our customers and educate our staff."**