

# Centra Health Partnered with Hubert to Refresh their Cafe and Drive More Food Sales

*“The overall business and traffic we’ve gotten—along with the great compliments—has dramatically increased after the cafe refresh by Hubert.”*

Chef Timothy Schoonmaker, System Director and Executive Chef

## Prior to Hubert

For years, Centra Health wanted to attract more customers to their cafe and drive more food sales. The only problem: their food stations were outdated and starting to show signs of wear and tear that turned customers away. To make matters worse, Centra Health felt their cafe layout wasn't optimized for customers and often led to a bad user experience. Because of tight budgets, Centra Health thought a refresh was out of the question. But when they turned to Hubert for help, they found affordable product options and expert advice.

## Experience with Hubert

Centra Health was more comfortable working on the project completely remote with no in-person meetings. Although they expected a fair share of challenges, Centra Health was delighted with the promptness, reliability, and expertise Hubert provided every step of the way. As for Hubert's creative lead on the project, Centra Health was impressed with their ability to see through the customer lens at every single angle: from their staff's work flow, to the customer experience, and everything in between. Chef Schoonmaker notes how quickly the Hubert team was able to come up with innovative product solutions and provide much improved design layouts.

## Challenges

- Worn out food stations looked unappealing and couldn't properly cook certain foods, creating roadblocks to updating their menu items
- Cafe design layout didn't flow naturally, making it hard for customers to find what they were looking for
- Top selling areas like the salad bar and grilling area needed better variety—customers were getting bored of the same offerings every day
- Working under a strict budget, this transformation needed to be completed without any construction or renovations

## Solutions & Products

- SmartFit™ Pan Sets
- Expressly HUBERT® Smallwares
- Décor
- Cal-Mil Dressing Bottle Sets
- Expressly HUBERT® Cerve Collection
- Sign Holders

## Improvements and Key Results



Sales improved  
by 20%



Noticeable upsurge  
in daily customers



Overall customer  
purchase size increased

## Overall Experience with Hubert



CUSTOMER  
SERVICE



SERVICE  
QUALITY



LIKELIHOOD TO WORK  
WITH HUBERT AGAIN

*"Hubert is a great fit for us. They're industry experts, and that helps us immensely since they truly know our business. They gave us great ideas and introduced new leading practices in our cafe refresh."*

Chef Timothy Schoonmaker, System Director and Executive Chef