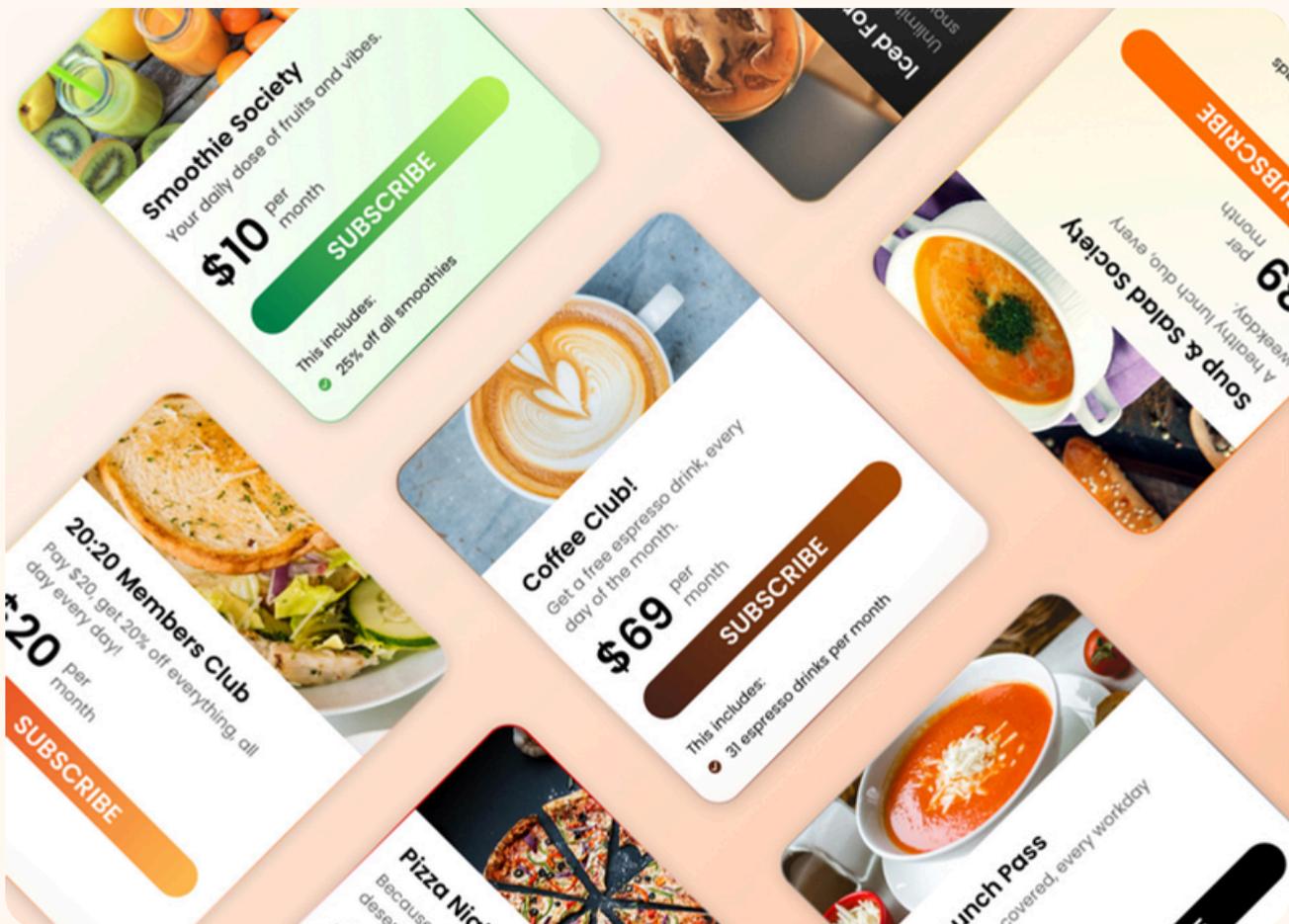


A CAFE OWNER'S GUIDE

HOW TO START A SUBSCRIPTION PROGRAM

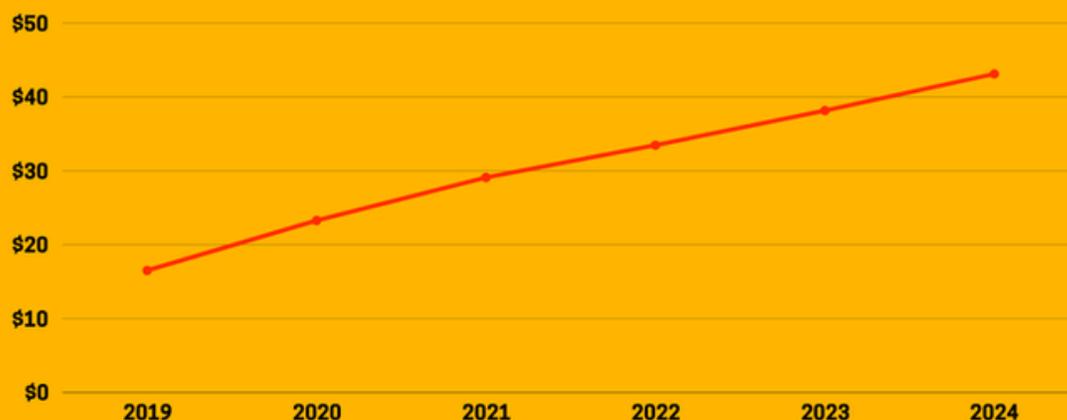


What is a Cafe Subscription?

Subscription services were originally made popular by big companies like Netflix and Spotify, and have now gained popularity in the restaurant and coffee shop industry.

On average, American households are spending over \$200 each month on various subscriptions, so there's plenty of subscription pie to go around.

US SUBSCRIPTION ECOMMERCE SALES 2019-2024



Now, **cafes** are rolling out **subscription-based offerings**, such as:

- Regular meal deliveries
- Unique dining experiences
- Membership benefits like exclusive events and discounts
- And more!

Benefits of Subscriptions

For Guests:

Cost Savings: Subscriptions often give guests better pricing compared to buying items individually, which can help frequent customers save money over time.

Convenience: Regular perks or included items mean guests don't have to order or plan as often, making their dining experience quicker and easier.

Exclusive Access: Subscribers may receive early or exclusive access to new menu items, events, or special promotions.

Personalization: Many subscriptions tailor offers or experiences based on customer preferences, helping guests feel more valued.

Consistent Quality: Guests can rely on the same food and service they already enjoy, without the uncertainty of trying somewhere new.

For Owners:

Predictable Revenue: Subscriptions give steady, reliable income, which makes it easier to plan ahead and stay stable in an industry where sales can change often.

Customer Loyalty: Regular engagement with subscribers helps cafes improve loyalty, repeat visits, and long-term customer value.

Operational Efficiency: Subscriber demand helps cafes plan inventory better, reduce food waste, and use staff more efficiently.

Valuable Data Collection: Subscriptions help cafes learn more about customer habits and preferences, making it easier to create experiences guests actually want.

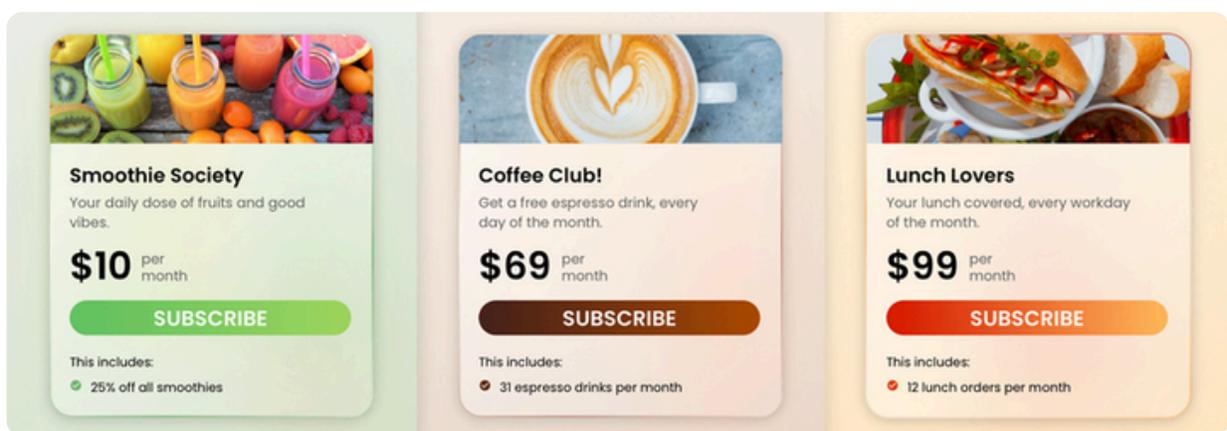
Resilience: During uncertain times, like the COVID-19 pandemic, subscriptions can help cafes stay connected with customers and maintain a more stable source of income.

Get Your Own Subscription Program With Craver

Craver offers a **Memberships & Subscriptions** feature as part of its custom-branded mobile apps for coffee shops and restaurants.

Here's what you get:

- **Benefits Beyond Bucks:** You can expand your benefits beyond monetary discounts, offering unique, exclusive experiences.
- **Personalized Perks:** Whether your customers love consistent savings or they prefer one-off free items, Craver lets you personalize your membership perks.
- **Custom Constraints:** Want to put a limit on "unlimited," or switch to monthly membership fees? No problem! Craver lets you customize your membership constraints.



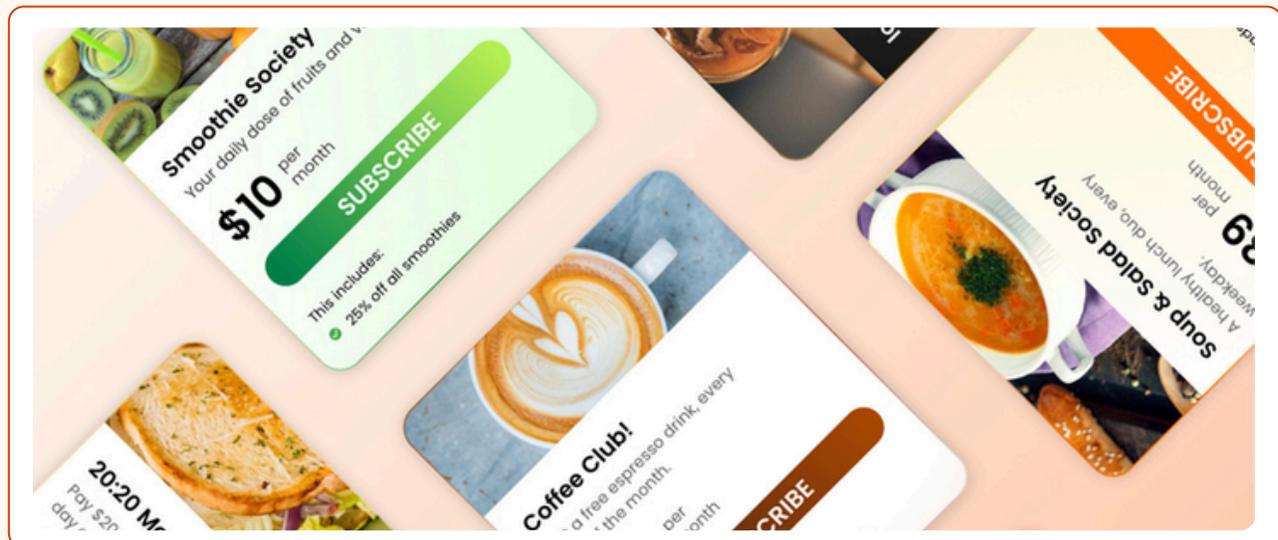
4 Steps To Get Started With Craver's Subscription Program

Step 1: Decide What's Included: Pick your entire menu, specific items or an entire category for each subscription. Then decide if modifiers are included, like additional flavourings or alternative milks.

Step 2: Set Your Deal/Discount: Choose one option per subscription, or offer multiple subscriptions if you want different options. For example, a 20% off pastries subscription or a free drip coffee subscription.

Step 3: How Often They Can Redeem Their Perks: Decide how often members can redeem items. Whether that's a coffee a day, three sandwiches per week, or even five pizzas a month.

Step 4: Pricing & Billing: Choose how much each subscription costs and how often you'll charge your members. Weekly, monthly—you name it!



Example #1

Club Pret By Pret a Manger

Price: ~ \$40 USD/month

Includes:

- Up to 5 drinks a day, any size
- 20% off everything in the shop
- 20% off through Pret Pick Up
- Pret Perks stars for free rewards
- Exclusive discounts and promotions

Results:

- 1.25 million weekly redemptions.
- 14x as many transactions from subscribers as non-subscribers.
- 11% year-over-year growth
- Pret a Manger continues to expand its subscription program to create the best experience for customers.



Tip: Focus on everyday value, not just discounts

By offering frequent drink access, rewards, and exclusive discounts, they encourage repeat visits and stronger customer loyalty.

Example #2

Blank Street Regulars By Blank Street Coffee

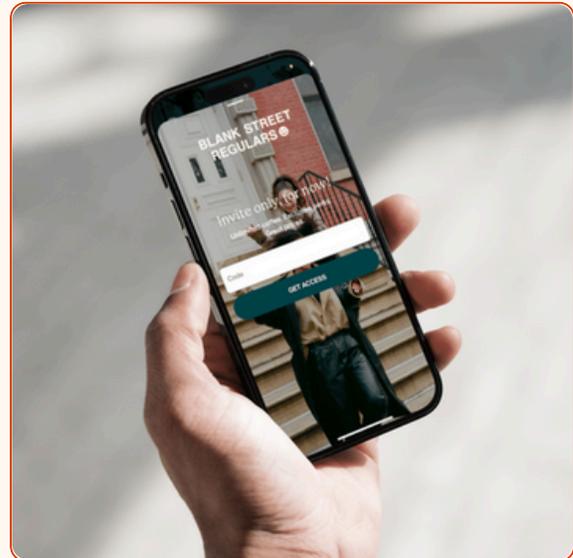
Price: ~ \$71 USD/month

Includes:

- Free hot or iced drinks, any size (up to 14/week)
- Free alternative milk(s)
- Free coffee flavors
- 20% off pastries
- 20% off coffee beans
- 20% off merch

Results:

- 5,000 subscribers in only four months.
- Co-founders estimate that ~40% of customers will eventually become Regulars; they serve ~300,000 customers annually in the UK alone.
- Secured ~\$100M in funding to support the growth of its coffee shop subscription.



Tip: Make your subscription feel premium and exclusive

Bundling popular add-ons — like alternative milks, flavors, and discounts make customers feel like they're getting VIP treatment.

Example #3

Unlimited Sip Club By Panera Bread

Price: ~ \$15 USD/month

Includes:

- Unlimited iced & hot coffee (plus tea!)
- Unlimited fountain drinks & charged sips
- Unlimited \$0 delivery fee
- “Sip Club Saturday” deals
- An extra treat on your birthday week

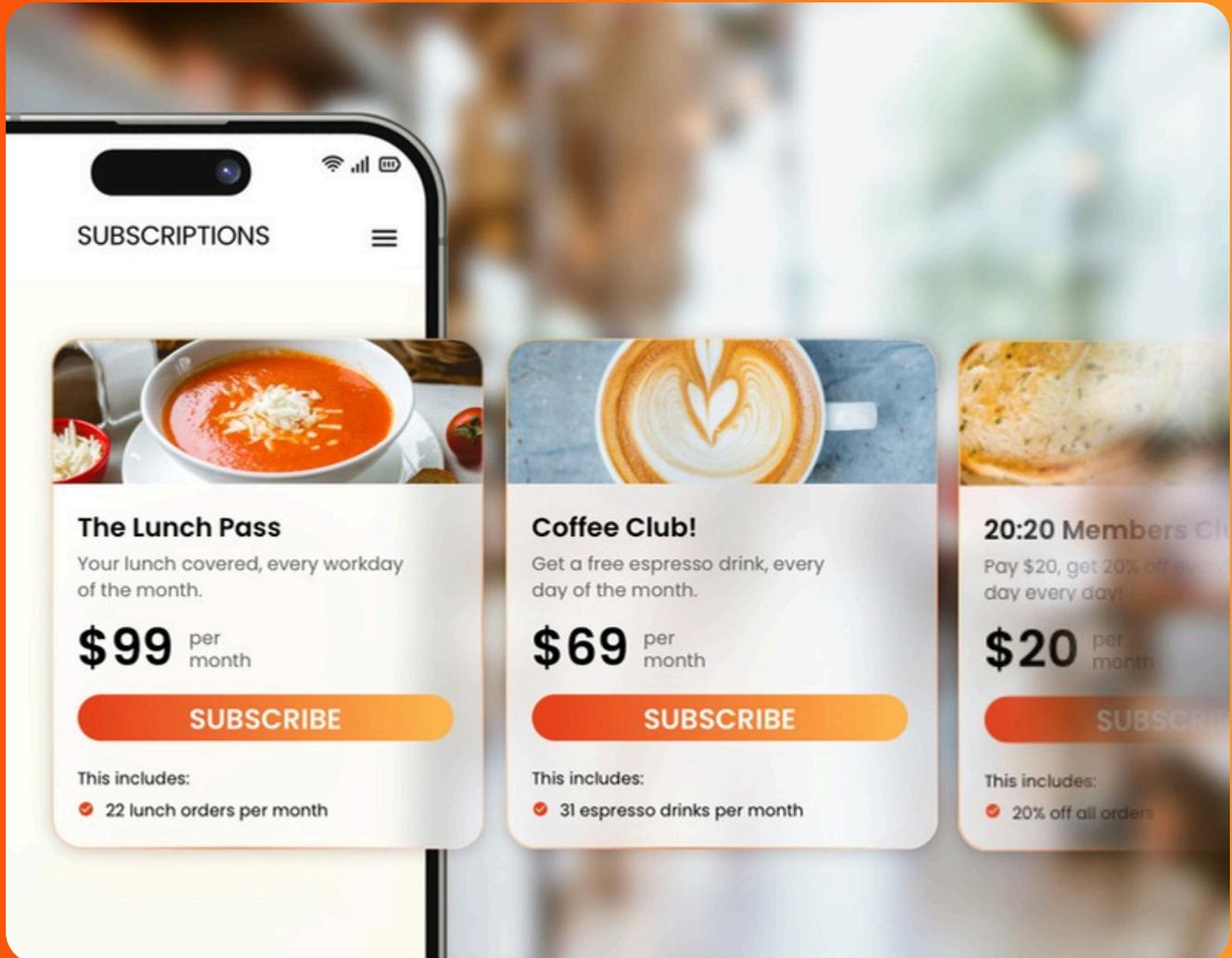
Results:

- Since the launch of Unlimited Sip Club, more than half of its members have joined MyPanera, Panera Bread’s loyalty program.
- This crossover between MyPanera members and Unlimited Sip Club members has taken Panera Bread’s recurring revenue to the next level.



Tip: Keep the subscription simple and easy to use

Clear benefits, redemption rules, and in-app management make the subscription easier for customers to understand (and more likely to use).



If you're interested in learning more about **Craver**, scan or [click here](#) to book a demo.

