



CASE STUDY

# Five Lakes Coffee - Highly Caffeneited Coffee



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Five Lakes Coffee is a family-owned and operated company founded in Michigan, USA. It all started with two brothers passionate about creating fresh coffee. Today, the company runs multiple coffee houses in Michigan and Indiana, and it offers branded merchandise, coffee, and NFTs. Other passionate coffee makers can also join by purchasing a Five Lakes Coffee franchise.

A few years back, when the business was opening a new coffee house, they decided to do things a little differently by starting with digital signage instead of promotion posters and printed menus. They hired an in-house marketing expert to help them with their marketing needs and set up their new signage strategy. The business was growing for a number of reasons, but MagicINFO and the expert support from our team of them.



[www.fivelakes.com](http://www.fivelakes.com)

## The story of Five Lakes Coffee

Founded in 2002 by two brothers in Sturgis, Michigan, Five Lakes Coffee is one of the top 5,000 fastest-growing companies in the USA for 2018. It all started with two hard-working and passionate siblings who wanted to create the freshest coffee possible.

Two decades later, the company owns multiple coffee houses in Michigan and Indiana. Five Lakes Coffee is a customer-centric company, Fair Trade certified, and a partner of the Rainforest Alliance. Five Lakes Coffee has expanded its product line to branded coffee, merchandise such as hats and on-the-go coffee mugs, and NFTs. The company also offers franchise options.

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## The opportunity of opening a new coffee house

Initially, Five Lakes Coffee worked with external marketing agencies that helped them with their business goals. However, the company was opening a coffee house at a new location and decided to change directions. So, Five Lakes Coffee hired a marketing specialist internally who is also in charge of their digital signage network.

The company owner needed a digital signage solution that is extremely user-friendly and intuitive. Five Lakes Coffee wanted to take advantage of a fast setup and get everything up and running for the new coffee house as quickly as possible.

This is where we enter the story. As an official MagicINFO distributor, Five Lakes Coffee contacted us because they needed a team of MagicINFO experts to help them with a fast setup. With our help, the installation was completed in just a few days. This was possible thanks to the excellent email and phone support during the process.

Five Lakes Coffee chose to use digital signage so that they could easily communicate important time-sensitive information with customers. Digital signage made it possible for the company to change featured items and item prices remotely quickly and easily. Five Lakes Coffee can control the content at all cafes from anywhere there is an internet connection.

## Why Five Lakes Coffee chose MagicInfo Services

Five Lakes Coffee was opening a new coffee shop a few years ago and they were ready to try digital signage solutions to meet their business needs. They had a small in-house team which is why the company needed user-friendly digital signage software from a company that could provide expert support.

Here's what Corey Kline, Marketing Director, had to say about why Five Lakes Coffee chose MagicInfo Services: 'It wasn't just that MagicINFO allowed us to improve our customer experience in a very short time window. We quickly found that the features, user-friendliness, quality, and dependability of MagicINFO we superior to the systems that were previously in place.'

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## OUR FAVORITES

S	M	L	XL
4.65	5.25	5.65	6.35

Vanilla Caramel Latte

Caramel Latte

Caramel Mocha

Cafe Mocha

Black Tie Mocha

White Chocolate Mocha

# How Five Lakes Coffee used MagicINFO

Five Lakes Coffee uses MagicINFO to encourage customers to follow them on social media, sign up for text alerts, subscribe to their newsletter, visit their website, and order DIY coffee direct from their roastery. All of this and more is in addition to the fact the company uses MagicINFO for their menus so they can update images, text, and prices remotely.

When asked if MagicINFO met their expectations, Corey Kline replied: “Yes, there is more we can do with MagicINFO and we plan to explore all of the capabilities in the coming months.” Furthermore, using MagicINFO has proven beneficial for Five Lakes Coffee which is why the company is interested in continuing our partnership. The brand plans to incorporate more video content and is interested in using a video wall. Five Lakes Coffee is happy with MagicINFO and the expert support we provide.



## The Results

MagicINFO is helping Five Lakes Coffee save time and increase productivity because the company no longer needs to have printed signs made and delivered to all the cafes. That alone saves time and money. Moreover, the software enhances the competitive advantage of the family-owned business.

MagicINFO makes it easy for the brand to update or change anything on their menus quickly so we can stay current, communicate about relevant issues, and engage with customers encouraging them to deepen their relationships with Five Lakes Coffee by informing them about our e-commerce offerings and other ways to stay connected with the brand.



## Five Lakes Coffee - Recap

The family-run fast-growing company, Five Lakes Coffee, wants to provide people with the freshest coffee possible. Additionally, the business sells its own coffee brand, merchandise, and NFTs. After testing MagicINFO and digital signage displays at one coffee house, the company saw an increase in revenue and decided to implement this in all other locations.

A high-class cloud infrastructure, device and data administration, and comprehensive monitoring and reporting capabilities are just a few tasks our team of MagicINFO specialists can assist with. In addition, we provide MagicINFO add-ons that can be customized to suit specific client requirements.



## Get in touch with one of our experts

Are you prepared to level up your digital signage game? Arrange an appointment with one of our MagicINFO specialists.

[SCHEDULE A MEETING](#)