

Black Rifle Coffee Company Case Study



Situation

In 2019 Black Rifle Coffee Company (BRCC), a highly successful direct to consumer coffee brand, decided to leverage their e-commerce success and deploy brick and mortar coffee shops. At the time, they had a single location, attached to their roasting facility. In addition to needing help with brokerage, they first needed assistance creating a data driven deployment strategy.



Initiatives

While BRCC had no real stores, they had a significant amount of e-commerce data. JLL leveraged their e-commerce sales to:

- Documented the most valuable Customer types and where to find them across markets
- Analyzed relevant comparable competitors to learn spacing between stores and competitive thresholds
- Created a market screening tool with the BRCC team to identify the first 20 markets to consider for deployment
- Developed a customized site evaluation tool to determine the areas in markets that meet the thresholds to support a new BRCC location
- Ranked markets based on the quality and quantity of identified for expansion



Results

- JLL created a bottom up deployment strategy across 20 markets to determine where the initial stores should be deployed
 - A total of 250 initial target areas were identified across those markets
- JLL brokers and broker partners are executing on the strategy in 4 of top markets

