

# Helping Thorntons Meet the Bottom Line



Thorntons has various beverage flavor combinations, all complete with one vital ingredient: The Original Chewable Ice® from Scotsman Ice Systems.



Barbara Nova, a senior category manager for Thorntons, says that nine out of 10 Thorntons customers prefer nugget ice.

## Nugget Ice Increases Business and Caters to Customer Need

For Thorntons, a leading independent gasoline and convenience-chain retailer, the beverage program is everything. The retailer's primary goal is to be the place for people to stop when they're out running errands, and the retailer's beverage program has helped them to achieve this standard.

### ICE THORNTONS DEMANDS

Thorntons' customers prefer the soft and crunchy disposition of nugget ice as compared to other forms and their demand for nugget ice led them to Scotsman – the originator of nugget ice.

In 2008, Thorntons purchased its first Scotsman nugget ice machine.

A majority of the 176 locations use the N1322 Prodigy® nugget ice machine, which produces approximately 1,300 pounds of ice in 24 hours.

Since the company's installation of the N1322 in 2011, Thorntons has used **50 percent less water and 15 percent less electricity in all locations because of the Prodigy technology.**

### THE BIG, HAIRY AUDACIOUS GOAL

In 2010, the company embarked on an aggressive goal – a Big, Hairy Audacious Goal (BHAG) – to increase the number of nugget ice beverages sold in all 176 stores, from 200 cups per store per day to 1,000.

**With help from Scotsman, Thorntons crushed this goal with an average of 1,163 cups sold per store.** One store set a new record with more than 4,000 cups sold in one day.



“Our Scotsman ice machines are able to deliver consistent and quality ice to the capacity we need, even in our highest-volume stores,” says Barbara Nova, senior category manager at Thorntons.

## THE FUTURE OF NUGGET

In 2013, Thorntons started its “refreshing convenience” strategy, which places a strong emphasis on creating a customer experience that is appetizing, easy, fast, trustworthy and pleasantly different. As this strategy moves forward, the company plans to further enhance its beverage program with nugget ice and expand the BHAG to an average 1,000 cups sold per store per day for a record seven days in a row.

As the Thorntons refreshing convenience strategy grows, Scotsman plans to be there to provide the support the company needs to reach its collective BHAG with the quality ice Thorntons customers demand.



➔ To get the latest updates on Thorntons’ beverage program, visit [www.thorntonsinc.com](http://www.thorntonsinc.com).

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