



ITALIAN QUALITY AT AMERICA'S PACE®

Inspired by the popularity of specialty coffee, Scott and Pam Stewart founded Ellianos Coffee Company, the Southeast's leading drive-thru specialty coffee retailer. Their mission is "to thrill our customers by swiftly and cheerfully serving them premium quality coffee, espresso beverages, smoothies, and more." Consumers know the Ellianos name guarantees beverages made with the freshest coffee beans and finest ingredients, served in a fast and friendly atmosphere. It's the perfect place for consumers to enjoy a special treat!

To extend brand recognition and enhance customer satisfaction, Ellianos replaced their previous paper hot cup, cup sleeve, and gourmet lid, with the Dart Fusion™ cup and Optima® lid as the signature package for their hot beverages.

"Fusion enables us to promote our brand with photographic quality in an upscale way,"

declared Director of Marketing Christa Pusateri referring to Fusion's magazine-quality print surface. "Fusion has become a part of the Ellianos experience and it extends our high-quality brand and image professionally."

Fusion's ThermoThin™ core also adds to the Ellianos experience. According to Scott, "Fusion provides the right balance of insulation and wall thickness so consumers can feel warmth unlike paper cups that are too hot to hold."

Operationally, Fusion and Optima help Ellianos provide faster service to match America's pace. "Fusion and Optima are easier to use because we don't have to cover the cup with a sleeve," Scott stated. "Also, Optima has a pinch fit on Fusion so it doesn't leak along the seam, plus Optima's tab reservoir eliminates leaks as we hand beverages to customers at the drive-thru."



Ellianos' internal market research concluded that consumers prefer Fusion and Optima. Mike Stewart gathers consumer feedback on Ellianos' products and has discovered that "our regular customers like how Fusion cups are insulated because they keep the coffee hotter for a longer period of time. They also appreciate that Fusion does not leak like paper cups."

As for Optima, Mike added that "regulars find it easy to use Optima and they like the overall feel of the comfort contour when drinking."

Ellianos Coffee Company strives to satisfy customers with specialty beverages and personal customer service of utmost quality. They know their package choice extends their gourmet brand and their customers' experience. With Fusion, Ellianos continues to meet their goal each and every day!



DART CONTAINER CORPORATION

The Industry Standard of Excellence

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