



Innovation > Retail > In Israel, scheme offers unlimited coffee at independent cafés

IN ISRAEL, SCHEME OFFERS UNLIMITED COFFEE AT INDEPENDENT CAFÉS

 RETAIL

CupsTelAviv is giving members unlimited coffee at independent venues for a set monthly subscription fee.

Loyalty schemes are by now commonplace for large franchises, but we've seen a few twists on the concept. Singapore's [Be Disloyal](#) initiative offered café customers points towards a free coffee at rival local businesses to instill community spirit, and now Israel-based [CupsTelAviv](#) is giving members unlimited coffee at independent venues for a set monthly subscription fee. Around 40 businesses in the city have enrolled on the scheme, meaning that members paying NIS 169 a month can visit one at any time and receive as many free coffees as they like. Alternatively, a NIS 99 subscription limits customers to one free coffee each day. A companion app informs members of the locations participating in the CupsTelAviv scheme. Considering that a cup of 'hafuch' – an Israeli cappuccino – costs around NIS 15, the model provides high value for everyday drinkers. However, businesses benefit too – from revenue raised by being part of the scheme, extra money from the items such as cakes and sandwiches ordered alongside the free coffees, as well as repeat visits from members. The video below offers more information about the scheme:

Alon Ezer, CEO of CupsTelAviv, told the [Times of Israel](#): “As far as I know, this is the only such loyalty program anywhere in the world, and it holds a great promise for not only coffee shops, but for brick-and-mortar retailers of all kinds.” Could this model work for your business? Spotted by: Tracy Chong
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