

Aramark UK Open Europe's First Automated Theme Park Store at LEGOLAND® Windsor Resort

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Aramark UK has unveiled DUPLO Coffee Co, its frictionless coffee and convenience store located within the LEGOLAND Windsor Resort.

The launch of this innovative store follows the opening of the 2024 season, marking the first of its kind in a European theme park. Situated in the DUPLO Valley region of the park, DUPLO Coffee Co provides guests with a truly frictionless shopping experience, transforming the way they can enjoy their visit.

By partnering with the forward-thinking, AI-powered, cashierless platform, Zippin, Aramark UK has invested in sophisticated retail technology to enhance the guest experience, effectively eliminating wait times often associated with traditional purchasing methods. At DUPLO Coffee Co, guests can simply select their choice of drinks and snacks and be automatically billed for their purchases as they exit the store in under two minutes. At this outlet, they won't have to worry about queuing or self-service scanning, thus freeing up valuable time to fully immerse themselves in the park's attractions. Aramark hospitality staff will be on-site, dedicated to supporting guests and hosting their experience.

DUPLO Coffee Co offers a wide array of items loved by park guests, including freshly made Costa coffee integrated into the wider payment experience, a variety of cold drinks, cakes, cookies, sweets, and a selection of healthy snacking products.

Helen Milligan-Smith, CEO of Aramark UK commented: "At Aramark UK, we are committed to elevating the customer experience. Partnering with Zippin to launch DUPLO Coffee Co represents an exciting milestone

in entertainment hospitality. The adoption of this autonomous approach helps meet the needs of guests who want to make the most of their visit to the theme park. Providing flexible food & drink options with ease and efficiency means guests can do just that – focus on making memories with their loved ones across LEGOLAND Windsor Resort. We look forward to seeing how visitors respond to this new format.”

Morgan Edwards, Hotel and Commercial Director, LEGOLAND Windsor adds: “We are thrilled to partner with Aramark UK and Zippin to introduce DUPLO Coffee Co at LEGOLAND Windsor Resort. The cutting-edge concept aligns perfectly with our commitment to providing an exceptional guest experience.”