

PRESS COFFEE // SPECIALTY COFFEE ROASTER & CAFÉS

Every café, every format, one platform

Press Coffee runs more than 20 cafés across metro Phoenix in just about every format there is: standalone shops, cafés inside grocery stores, a roastery, a convention center, campus and downtown. All of them run on NorthStar, POS, payments and customer displays, with new cafés opening on the same system from staged hardware.

20+ CAFÉS LIVE ON NORTHSTAR	5+ STORE FORMATS, ONE PLATFORM	1 PROVIDER FOR POS + PAYMENTS	Since '25 ROLLED OUT AND GROWING
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OPERATOR Press Coffee, specialty coffee roaster and cafés, 20+ locations	WHERE Metro Phoenix, Arizona
FORMATS Standalone cafés, grocery-store cafés, a roastery, convention center, campus & downtown	RUNS ON NORTHSTAR Order Entry POS · NorthStar Payments · Customer displays

WHAT A PATCHWORK SETUP COSTS A GROWING BRAND

A different footprint in every location. One system had to run them all.

Press Coffee does not have a single store template. A standalone shop, a café tucked inside a grocery store, a roastery, a convention center counter and a campus location all operate differently. Add aging terminals from a patchwork of hardware, and keeping every café consistent, and every new opening fast, gets hard. They wanted one platform that runs the same in every format, with payments built in, and hardware ready to go when the next café opens.

- **Every format is different.** Standalone, in-grocery and counter setups don't behave the same.
- **Payments bolted on separately.** A POS and a processor that don't come from one place.
- **Aging, mixed hardware.** Terminals dying across the fleet, with no single standard.
- **New openings need to move fast.** A growing brand can't wait weeks to light up a café.

ONE PLATFORM, EVERY FORMAT

Standardize the system. Stage the hardware. Open fast.

NorthStar put the same platform in every Press Coffee café, whatever the footprint, and set the brand up to open new locations fast.

✓ Run on NorthStar ✔ Order Entry POS: the same in every café, standalone or in-grocery ✔ NorthStar Payments: POS and processing from one provider ✔ Customer-facing displays at the counter	→ Built to scale → One setup that works across every format → Hardware staged and configured, held as seed stock for new openings → Remote updates, so the fleet stays current → Kitchen display supported and integrated
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HOW IT CAME TOGETHER

From a patchwork to one system, café by café.

NorthStar took the whole footprint and made it consistent, then made growth the easy part.

- 01

A look across the whole chain
NorthStar reviewed the full footprint of cafés and formats before standardizing anything.
- 02

One platform, every format
Order Entry POS and NorthStar Payments went in across standalone, in-grocery and counter locations, the same everywhere.
- 03

Out with the aging hardware
Dying terminals across the fleet were replaced with configured, staged devices and customer displays.
- 04

Seed stock for fast openings
NorthStar stages and holds hardware at Press Coffee's corporate office, so a new café opens on day one, not week three.
- 05

New cafés on NorthStar
Every opening comes online on the same system, with hardware ready to deploy.
- ✓

Still pouring, still growing
NorthStar keeps the fleet current and ready for the next location. Ongoing today.

Every format

ONE PLATFORM BEHIND ALL OF IT

Standalone, in-grocery, roastery, campus. Same system, every time.

Most brands run one store template. Press Coffee runs many, and NorthStar runs them all on one platform: **the same POS and payments** whether it is a flagship café, a counter inside a grocery store, or a spot on campus. New locations open on **staged, pre-configured hardware**, so growth never waits on setup. One system, every format, ready for the next café.

If you're scaling across different footprints, here's the takeaway

✔ One platform across every format beats a different setup per location.

✔ POS and payments from one provider is one bill, one partner, one support line.

✔ Stage hardware as seed stock so new locations open on day one.

✔ Standardize now and every future café inherits the same system.