



7 BREW DRIVE-THRU COFFEE:

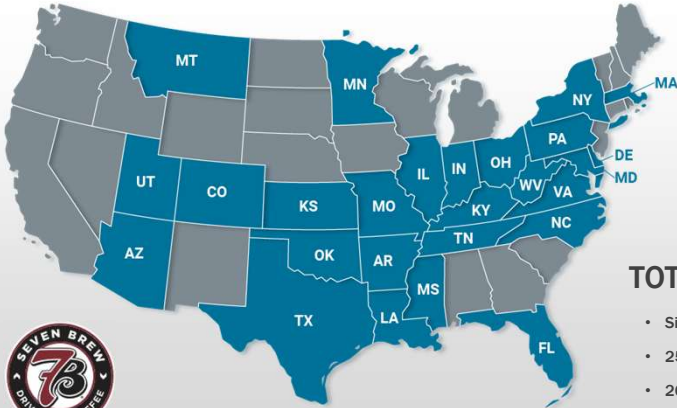
An ITE Trip Generation Manual Case Study


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TOTH/7BREW

- Since 2021
- 250+ locations
- 26 States



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- Service, Speed, Quality, Energy
- 20,000 unique drinks
- Began 2017 in Rogers, AR
- 2000% growth since franchising
- 435 Open Stands, 2nd largest chain in America

CULTIVATE KINDNESS

“7 Brew is one of the most compelling growth stories in America.”


– QSR Magazine




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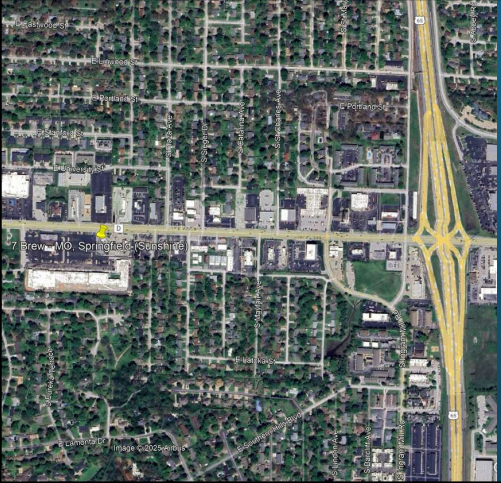
SITE LAYOUT

- Drive-through only
- 2 Lane operating full time
- Minimum 16-20 car queue.
- Orders taken by iPad at car window
- Drink hand delivered at pickup point
- One-way traffic for easy navigation
- Onsite parking employee only






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SITE SELECTION



- Seeking success, no closures
- 0.33 Acre to 0.75 Acre Site
- Single Lot or shopping center out lots.
- Convenient access
- Connecting road ADT > 20,000
- Direct access to local street
- High visibility
- Target Demographic
- Off-site temporary queuing



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CONSTRUCTABILITY

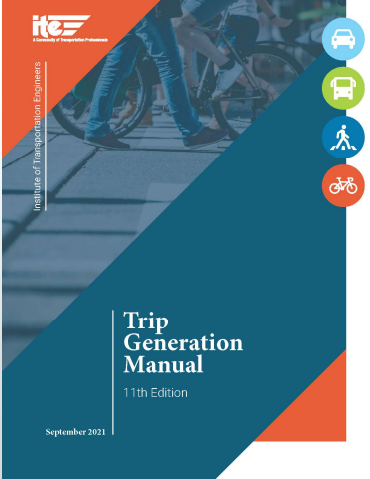
- Pre-manufactured modular building
- Constructed offsite
- Shipped to location
- Concrete stem wall foundation
- Onsite crane to set in place
- Building is erected in 3 days
- Groundbreaking to coffee in 10 weeks

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TRIP GENERATION MANUAL

- Educational tool for estimating trip generation
- Published by ITE
- First Edition published in 1976
- Data points based on voluntary submissions
- Majority of land use codes have sufficient data to generate reasonable trips
- Users should use sound judgment
- Very minimal data for drive-through coffee restaurants, necessitated a deeper look to set the standard



September 2021

7

Coffee/Donut Shop with Drive-Through Window (937)

Vehicle Trip Ends vs: 1000 Sq. Ft. GFA
On: Weekday
AM Peak Hour of Generator

Setting/Location: General Urban/Suburban
Number of Studies: 62
Avg. 1000 Sq. Ft. GFA: 2
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA		
Average Rate	Range of Rates	Standard Deviation
101.27	40.82 - 282.05	41.74

Data Plot and Equation



937

Coffee/Donut Shop with Drive-Through Window and No Indoor Seating (938)

Vehicle Trip Ends vs: Drive-Through Lanes
On: Weekday
AM Peak Hour of Generator

Setting/Location: General Urban/Suburban
Number of Studies: 10
Avg. Num. of Drive-Through Lanes: 1
Directional Distribution: 50% entering, 50% exiting

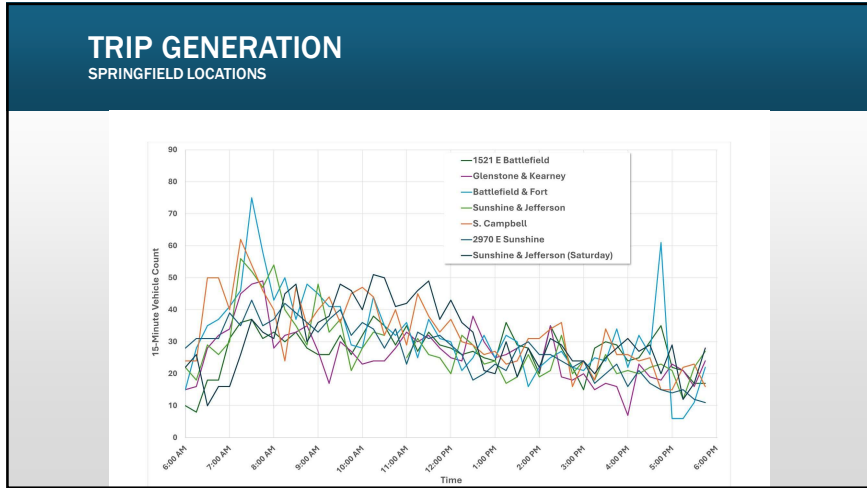
Vehicle Trip Generation per Drive-Through Lane		
Average Rate	Range of Rates	Standard Deviation
49.71	22.00 - 79.00	19.64

Data Plot and Equation



TRIP GENERATION

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- Jurisdictional requirement to provide regional trip generation information
- 7 Brew collects instantaneous transaction data
- Transaction data can accurately predict trip generation
- Live counts at Pennsylvania stores
- Transactions were +5% of live counts
 - Multiple transactions within 1 vehicle
 - Walk-up orders

TRIP GENERATION TRANSACTION DATA

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Locations	7 Brew Trip Transaction Summary				
	Date/Time	AM Peak Hour	PM Peak Hour	Saturday Midday	Weekday
Tontitown	Saturday, October 26 th , 2024	--	--	64	--
	Monday, October 28 th , 2024	88	23	--	514
	Tuesday, October 29 th , 2024	101	23	--	573
	Wednesday, October 30 th , 2024	107	24	--	591
	Average	99	23	64	559
Apollo (Rogers)	Saturday, October 26 th , 2024	--	76	--	--
	Monday, October 28 th , 2024	72	38	--	636
	Tuesday, October 29 th , 2024	87	45	--	694
	Wednesday, October 30 th , 2024	93	33	--	650
	Average	84	39	76	660
Skyline (Conway)	Saturday, October 26 th , 2024	--	88	--	--
	Monday, October 28 th , 2024	106	52	--	703
	Tuesday, October 29 th , 2024	106	55	--	765
	Wednesday, October 30 th , 2024	111	39	--	706
	Average	108	49	88	725
Vestal	Saturday, October 26 th , 2024	--	105	--	--
	Monday, October 28 th , 2024	65	49	--	770
	Tuesday, October 29 th , 2024	65	56	--	806
	Wednesday, October 30 th , 2024	80	57	--	894
	Average	70	54	105	823
Reading	Saturday, October 26 th , 2024	--	113	--	--
	Monday, October 28 th , 2024	78	34	--	616
	Tuesday, October 29 th , 2024	84	47	--	722
	Wednesday, October 30 th , 2024	90	38	--	712
	Average	84	40	125	683
Red Lion	Wednesday, April 2 nd , 2025	68	49	--	692
Average of All Sites		88	41	97	690

- GOAL: Utilize transaction data to develop regionalized trip generation
- Averaged data from high and low performing stores
- Data is similar to the counts collected in Springfield
- Average can be used to accurately depict trips in traffic studies


TRIP GENERATION TRANSACTION DATA

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QUEUING STANDARDS

- 7 Brew Standard 16 to 20 Cars Minimum
- 20' per vehicle (bumper to bumper)
- Reduce impact on public streets and surrounding development
- Most jurisdictions require between 4-6 cars per window
- 7 Brew desires for all queued vehicles are contained on property during peak hour

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QUEUING

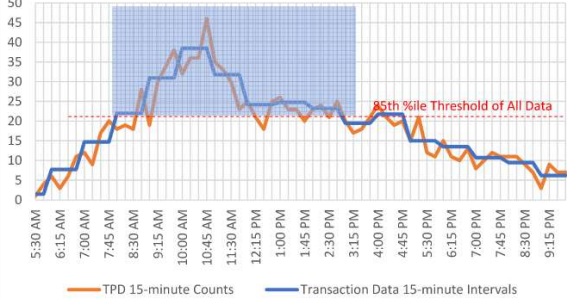
- Three PA stores studied to establish average queue length
- 9 days of video recorded
- 15-minute intervals
- Peaks used to establish 85th %tile design average of 22 transactions
- Periods of highest transactions correlated with longest queue

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QUEUING

- Actual counts vs transactions are similar
- Shaded box shows period in which video was watched to determine peak queue

Saturday - Mechanicsburg



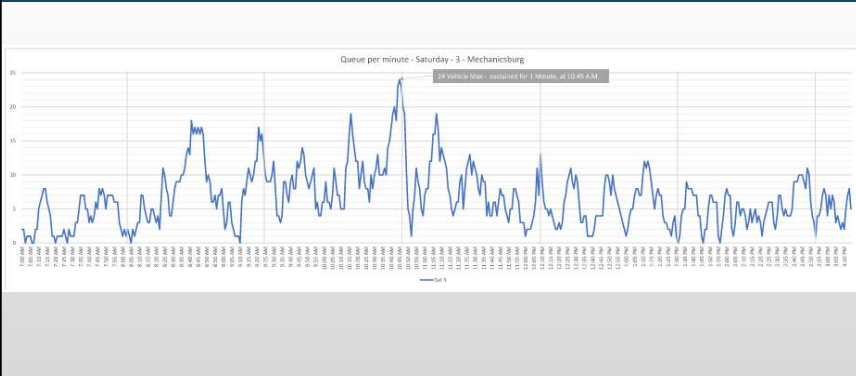
— TPD 15-minute Counts — Transaction Data 15-minute Intervals

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QUEUING

- Video was reviewed during peak transactions and queue was counted every minute
- 24 queue attained at 10:45 sustained for 1 minute

Queue per minute - Saturday - 3 - Mechanicsburg

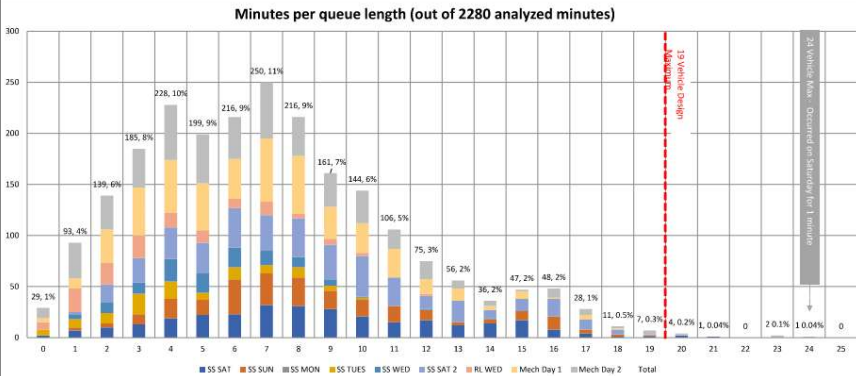


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QUEUING

- Analyzed over a period of 9 days, total 9090 minutes
- Combined queue of 20 vehicles or more occurred for 8 minutes
- 19 vehicle drive-through can accommodate 99.9th percentile

Minutes per queue length (out of 2280 analyzed minutes)




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- Hire and train more brewistas
- Employees directing traffic
- Traffic Control plan for special events
- Bring experienced brewistas from other stands for weekend business
- Restrict inbound traffic (close off an entrance)
- Utilize spillover space
- Site accommodations for additional stack

QUEUING
REDUCTION STRATEGIES




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NEW STANDS

- Family & Friends
- Opening Day

21 NEW STANDS!



Dyer, IN	3/3	Waveland, MS	3/24
Brownsville, TX #2	3/3	Bowling Green, KY #4	3/24
Lansing, MI	3/3	Mechanicsburg, PA	3/24
Stillwater, OK	3/3	Carlsbad, NM	3/24
Natchitoches, LA	3/3	Huntley, IL	3/24
Norfolk, NE	3/10	Corpus Christi, TX #2	3/24
Madison, AL	3/10	Davenport, FL	3/31
Madisonville, KY	3/10	Milledgeville, GA	3/31
Daytona Beach, FL #2	3/10	Mineral Wells, TX	3/31
Aurora, CO	3/17	St. Charles, MO	3/31
Summerville, SC	3/24		



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OUTLIER CONSIDERATIONS

- Swag Day

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OUTLIER CONSIDERATIONS

- Rubber Ducky BOGO Event
- Jackpot Hour on the 7th of the Month



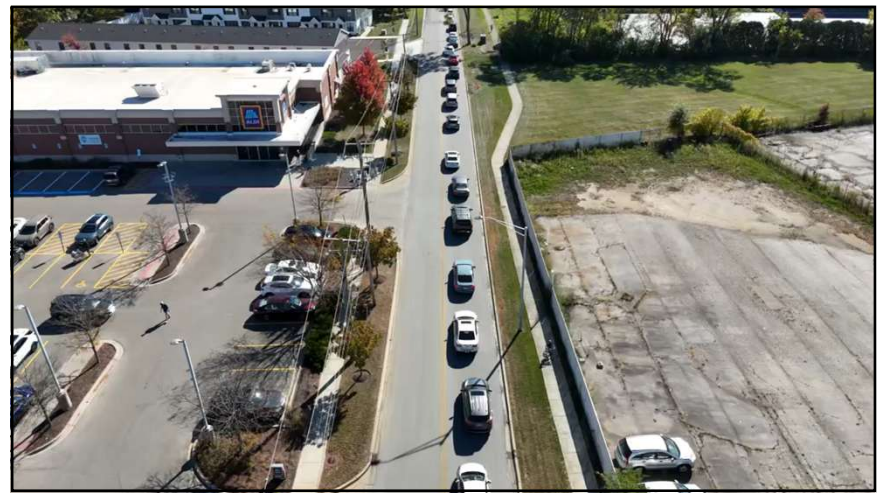
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OUTLIER CONSIDERATIONS

- Naperville, IL
- Pass-by considerations



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OUTLIER CONSIDERATIONS

- Jurisdictional Impact on Future Development



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CONCLUSIONS

- Uniqueness of various communities and sites



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CONCLUSIONS

- Influence of Social Media

7brewcoffee
7 Brew Coffee
1,252 posts 529K followers 49 following
Cultivating kindness one cup at a time!

what a stunner
I wonder if 7-B
do chillier nigh
where it's frozen
it's buy one g
free on all frozen 4
July 21st through 1
only from 7pm
that would be

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CONCLUSIONS

- "Honeymoon" Trends

Would you wait 12 hours to get a burger? Someone did at the opening of the new Republic Whataburger

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CONCLUSIONS

- Alternative Methods of Analysis

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TRIP GEN BIBLE

CONCLUSIONS

- Alternative Methods of Analysis

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