

Department of Trade and Industry

Department of Trade and Industry (DTI) publish a case study on Broadscape partnership

Taking its name from co-founders Ben and Hugo Warner, Benugo cafés opened for business in 1998. They offered customers a new style of café with ‘pizzazz’, in an environment where people could relax and enjoy their food. With 11 café shops in and around London, 150 staff employed throughout the business and annual revenues of over £6m, Benugo has proved to be a big hit with customers. ‘At Benugo we know that the customer always has a choice,’ says Tim Parfitt, Finance Director, ‘We want Benugo to be that choice as often as possible.’

[DTI case study.pdf \(95.46 KB\)](#)