



CASE STUDY: **WORLD TRAVELER COFFEE ROASTERS**

*Scaling Digital Infrastructure
to Support Multi-Location
Growth*

ONE-SENTENCE SUMMARY

Since **2022**, Creative Solutions has partnered with World Traveler Coffee Roasters to build and evolve a scalable website and mobile application, supporting year-over-year store expansion and sustained audience growth across California.

INTRODUCTION

World Traveler Coffee Roasters is a California-based specialty coffee brand that has grown from a single café into a multi-location operation across the state. As physical expansion accelerated, the leadership team recognized the need for scalable digital infrastructure to support customer engagement, loyalty, and long-term growth.



In **2022**, World Traveler Coffee Roasters partnered with **Creative Solutions** to modernize their website, develop a mobile application, and unify their digital ecosystem. Since then, Creative Solutions has continued working with the brand to support ongoing growth helping align their online presence with real-world expansion, now supporting **9+ locations**, a **10,000+** follower social audience, and future scalability.



THE STORY OF WORLD TRAVELER COFFEE ROASTERS

Founded in **2016**, World Traveler Coffee Roasters built its reputation on globally inspired coffee experiences and community-driven cafés. Over time, the brand expanded across California, opening locations in **Folsom, Roseville, Midtown Sacramento, Downtown Commons (DOCO), Granite Bay**, and other high-traffic areas

By **2022**, with multiple locations live and more in development, leadership identified a growing gap between physical expansion and digital capability. While the brand had an online presence, it was not fully optimized to support multi-location operations, customer retention, or long-term scalability.

This led World Traveler Coffee Roasters to seek a **long-term digital partner** rather than a short-term service provider resulting in an ongoing partnership with Creative Solutions.

Roseville



Midtown Sacramento



Granite Bay



Folsom



Downtown Commons

THE CHALLENGE OF SCALING DIGITAL INFRASTRUCTURE

Before and during early expansion, World Traveler Coffee Roasters faced several challenges:



As store count increased year over year, these limitations became more pronounced and required a scalable solution.

CREATIVE SOLUTIONSS

INTERVENTION

HOW WE FIXED THE PROBLEM (2022-PRESENT)

Beginning in **2022**, Creative Solutionsss partnered with World Traveler Coffee Roasters as an **ongoing digital growth and infrastructure partner**, focusing on building systems that could evolve alongside the brand.

WEBSITE DESIGN & DEVELOPMENT

01

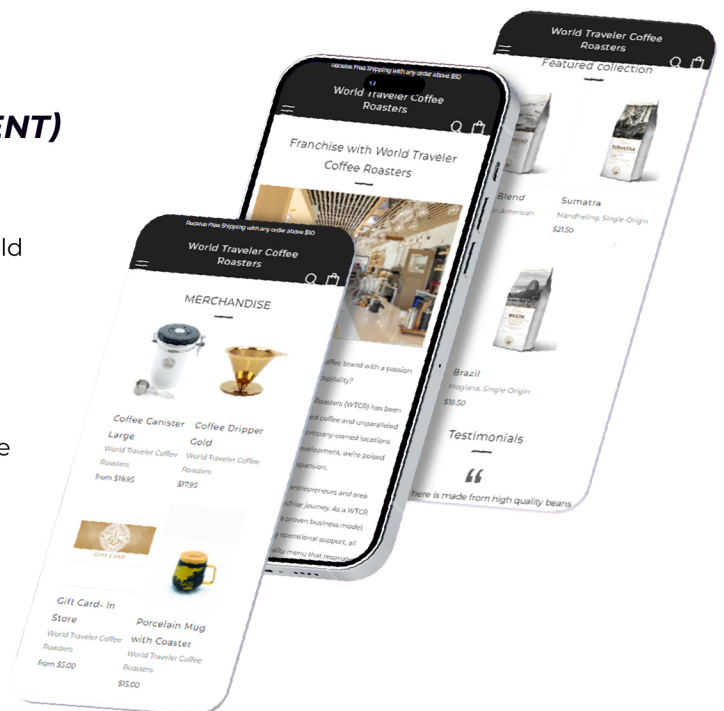
Redesigned and continuously optimized the website for **mobile-first performance and scalability**.

02

Improved navigation for product discovery, subscriptions, and store locations.

03

Built a flexible structure capable of supporting **new store launches, promotions, and updates**.



MOBILE APPLICATION DEVELOPMENT

01

Designed and launched a **custom mobile application** (Android & iOS).

02

Centralized:

- Order-ahead functionality.
- Loyalty rewards.
- Promotional messaging.

03

Created a long-term foundation for customer retention and repeat engagement across locations.



GROWTH TIMELINE & VERIFIED PROGRESS

2025-PRESENT

Mobile application launched and actively maintained as part of the ongoing **Creative Solutions** partnership, strengthening loyalty and customer engagement.

2022-24

Continued partnership supports expansion to **9+ active locations statewide**, with ongoing website enhancements and digital alignment.

2022

Creative Solutions engagement begins — website development, digital optimization, and long-term growth support.

2018-21

Brand expands into multiple California locations.

2016

World Traveler Coffee Roasters founded in **California**.

 STORE LOCATIONS:
[WORLDTRAVELERCOFFEE.COM/PAGES/LOCATIONS](https://www.worldtravelercoffee.com/pages/locations)

 INSTAGRAM (10K+ FOLLOWERS):
[WWW.INSTAGRAM.COM/WORLDTRAVELERCOFFEE/](https://www.instagram.com/worldtravelercoffee/)

RESULTS & IMPACT

Since partnering with Creative Solutions in 2022, World Traveler Coffee Roasters has achieved:

A unified website and mobile ecosystem aligned with **9+ physical locations**.

A regional social audience of **10,000+ Instagram followers**, supporting brand visibility and discovery.

Improved customer engagement through loyalty and mobile-first experiences.

Maintained an average **~4.7★ Google rating** across key locations with hundreds of reviews.

A scalable digital foundation actively supporting ongoing and future expansion.

WHY THIS CASE STUDY MATTERS

This case study highlights the importance of long-term digital partnerships when scaling physical businesses. Since 2022, Creative Solutions has helped World Traveler Coffee Roasters evolve its digital infrastructure in parallel with store expansion ensuring technology, branding, and customer engagement grow together.

CALL TO ACTION

Creative Solutions partners with growing brands over the long term to build digital systems that scale across websites, mobile applications, and customer engagement platforms.

If you're preparing your business for expansion and want a digital partner who grows with you, we'd love to help.



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