Restaurant Dive: Brian Niccol was hired to transform Starbucks. Is that possible?

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Chris Hydock, assistant professor of marketing, was interviewed by Restaurant Dive for a story about new Starbucks CEO Brian Niccol's efforts to transform the coffee chain. While past innovations like Mobile Order and Pay have been successful, Hydock said they may have ultimately weakened the brand's overall value prospect.

> “Historically, they were very oriented towards being a third place,” Hydock said. “You’re paying $7 or $8 for your coffee, but you’re also getting to sit

> and hang out, and relax in more comfortable environments. As they move towards being more of a mobile and convenience-oriented company, there's less value to what [consumers] are getting from the company."

To read the story in its entirety, visit restaurantdive.com:

https://www.restaurantdive.com/news/starbucks-ceo-brian-niccol-first-day-challenges-china-labor-value-brand-identity