

Our winter experience that warmed customers' hearts

CASE STUDY: THE WALMART JOY GLOBES COCOA FACTORY CHALLENGE

Beverage Production & Strategy



THE CHALLENGE

The place: Frisco, Texas. The season: Winter.

Momentum Worldwide asked us to help transform a Walmart parking lot into an immersive, joy-filled experience, complete with three larger-than life Walmart Joy Globes.

There was the gift-giving "Gift-O-Matic" globe, the "Joy.Fully.Studios" photo opp globe and the globe we had a hand in—the crowd-pleasing "Cocoa Factory."

For 10 days straight, we needed to dispense hot cocoa to the masses, while creating the illusion that it was being made by the mini factory inside the globe. Plus, it all had to be done while meeting Walmart's rigorous health and safety standards.



Make magic, they said.
And lots of delicious cocoa.

THE SOLUTION

We hauled our production trailer 1,200 miles to create a prep kitchen that met health and safety codes, and produced enough kegs of cocoa to serve 4,000 hot cups per day for 10 days. It was more milk, Hershey's Chocolate Syrup and vanilla than anyone's ever seen in one place. But the real magic happened when we designed, built and installed an elaborate cocoa-on-draft system under the globe.

Our system transported the cocoa through three separate lines, while maintaining a temperature below 32° F. At the end of these lines, it traveled through 300 feet of stainless steel coil submerged in a hot water bath that would bring the cocoa to 145° F and maintain a consistent serving temperature within 2 degrees. Enhanced by nitrogen for richness and creaminess, the cocoa poured out of a tap and into consumers' cups without a hitch—as if it was coming from the “cocoa factory” inside.



FROM
32° F

TO
145° F

IN
300 FT





THE RESULT

We met the tough health and safety standards of Walmart and overjoyed countless Joy Globe cocoa drinkers along the way. Our strong agency relationship with Momentum became even stronger. And we continue to geek out over our engineering invention, adding yet another success to our beverage production arsenal.

**OUR LATEST
INNOVATION:
HOT COCOA
ON DRAFT.**

Tell us your vision. We'll bring it to life.

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