

MEDIA RELEASE

M. Schaerer Ltd. The company with 95 certified baristi

Moosseedorf, 4 August 2008 – **The customers of coffee machine manufacturer Schaerer will in future be supported and advised exclusively by superbly-qualified coffee specialists. All of its service engineers and sales employees will complete the barista certification offered by the Specialty Coffee Association of Europe (SCAE) by the end of 2009.**

Right from the outset, Schaerer has imparted in-depth coffee knowledge to its employees at its in-house Coffee Competence Centre (CCC). Now Schaerer is in the process of officially certifying this coffee expertise with the internationally-recognised «Basic Barista» certificate issued by the Specialty Coffee Association of Europe (SCAE).

Knowledgeable contacts always available

By making this investment in employee training, Schaerer is further broadening its scope of coffee expertise. The advantages for customers: whenever they get in touch with the company they will without exception be advised by a competent contact who will be able to offer knowledgeable advice on all aspects relating to coffee quality. As at July 2008, 12 employees have already been certified; it is planned that all the approx. 70 service engineers as well as around 25 employees from marketing, sales, technical support and the company's management will have been awarded the SCAE certificate by the end of 2009.

Training in sensory perception and technology

The «Basic Barista» certificate attests to a level of coffee expertise that extends far beyond the operation of a coffee machine. This includes basic knowledge about cultivation, coffee bean varieties and roasting, as well as the processes of grinding, brewing and perfect presentation. SCAE-certified baristi are cognisant of the various aromas and the typical factors that will influence the flavour and quality of coffee. In the training programme for sales employees, Schaerer places the focus on tasting and coffee sensory perception, while service engineers also receive training on precisely how coffee machines should be set up. Certification takes place following successful completion of both, a theoretical test and a practical examination.

Certifications by an internal SCAE trainer

Barbara Held has been responsible for the Coffee Competence Centre (CCC) at Schaerer since 2006. Here, the coffee specialist and bachelor of business administration not only imparts her knowledge to employees, but also to customers, roasters and other interested parties from the world of gastronomy and the foodstuffs industry.

Barbara Held is responsible for the barista training and certification of employees at Schaerer. She is one of only eight authorised SCAE trainers in Switzerland and was the runner-up in the Swiss Latte Art Championships 2007. The subject matter is not new for the large majority of employees completing the certification course – most have already attended coffee seminars. Yet the SCAE certification with its rigorous standards will challenge even the most experienced employees. «Only four candidates are admitted per course. Graduates need to be able to deduce the perfect settings for a coffee machine based on the combined sensory experience of taste, smell and sight. I work intensively with individual course members to develop their expertise here. And I demand a lot», asserts Barbara Held.

M. Schaerer Ltd.

Founded in 1892, M. Schaerer Ltd. today forms part of the German-based WMF AG, the worldwide leader in fully automatic coffee machines. M. Schaerer Ltd offers the widest portfolio range of fully automatic models in the industry. The company has a global presence with its own sales and service organisation across Switzerland, three subsidiaries in the USA, Germany and Belgium and a partner network covering the rest of the world.

Text and images are available for download from [www.schaerer.com/Media Information](http://www.schaerer.com/Media%20Information).

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Images



Image 1
Tasting of different coffees



Image 2
Taste tests of fruit aromas



Image 3
Water tasting



Image 4
Optimal machine adjustment



Image 5
Latte Art – creative design for coffee beverages



Image 6
Certificate examination