

Entry level system for professional coffee preparation:

## **Schaerer Coffee Club – the "little one" with a comprehensive set of features**

**Zuchwil, 17.03.2017 – The Schaerer Coffee Club is Swiss coffee machine manufacturer Schaerer's new entry-level model into the world of professional coffee preparation. Anywhere where coffee quality is required in the minimum of space – in restaurants, bed and breakfasts, hotels, cafés, convenience stores, in catering and offices – this stylish, compact fully automatic coffee machine from Schaerer delivers a concept that has everything covered when it comes to preparing delicious coffee specialities: advanced technology, easiest possible operation, maximum flexibility. The Schaerer Coffee Club impresses not simply with its striking design and the innovative operating concept of the 7" touch display with vertical swipe function. Packed to the brim with tried and trusted technology, integrated bean hoppers, a fresh milk system including exceptionally easy cleaning thanks to CleanIT, the new SteamIT for perfect cup temperature and many other features, it guarantees the intuitive creation of a variety of coffee and milk specialities to suit every taste. A further benefit: Thanks to its compact size (325 mm wide, 570 mm deep and 501 mm high), the Coffee Club can fit in anywhere, whether used in the office environment or even on a kitchen counter.**

The Schaerer Coffee Club expands the existing Schaerer range to include the ideal coffee machine concept for small to medium consumption levels. It is designed for a daily output of 80 cups, its modular design provides the operator with significant flexibility with customised equipment levels. For example, the configuration can include one grinder and a powder container, or alternatively, two grinders. Where high volumes of beverages are brewed, larger bean hoppers of 1100 g (standard 550 g) can be fitted. When it comes to the milk supply, too, there is the option to select between fresh milk or milk powder, or even to combine the two options, depending on the usage. The Schaerer Coffee Club has an internal water tank with a 4,5 l capacity as standard, with a fill level sensor. Thanks to the optional mains water supply it can also be directly connected to the drinking water supply. Last but not least, the new fully automatic coffee machine is compatible with all standard payment systems and can be fitted with the Schaerer M2M Coffee Link telemetry solution.

### **Easy cleaning that's fun to do**

The new, 7" TouchIT display on the Schaerer Coffee Club has been developed for intuitive operation. For the maximum variety of beverages, up to 40 different coffee specialities can be programmed. The highlight: all stored options are available on one level and can be accessed via vertical swiping across the screen. This means that everyone operating the coffee machine – whether service staff or self-service, guest or customer – can choose the coffee beverage they want with just a few taps on the TouchIT display. For a highly customised beverage for discerning coffee drinkers, it is also possible to change the beverage size, taste intensity and the amount of milk and milk foam. Once the beverage has been selected, an animated icon displays the current status of the preparation process. The launch of the Coffee Club also sees a

smartphone app entering the Schaerer coffee machine universe: Individual taste preferences can be created in the "coffeeMYsation" app and the process starts directly from the app itself.

### **New cleaning concept for even greater hygiene**

The Coffee Club offers more than simply ease of use, however; it also scores highly with its ingenious cleaning concept: To conform to the HACCP hygiene analysis, the system cleaning process only needs to be carried out once per week. The daily switch-off rinsing process is assisted with the innovative CleanIT function. It just requires the connection of the milk system to the steam via a hose, and the cleaning programme takes care of the rest.

### **Image material:**



The Schaerer Coffee Club is Schaerer's new entry-level model into the world of professional coffee preparation.

### **Image availability**

You can find downloadable image material in our media portal [press-n-relations.amid-pr.com](http://press-n-relations.amid-pr.com) (search term "Schaerer-Coffee-Club"). Of course, I would also be happy to send you the files by e-mail. Contact: [nfo@press-n-relations.de](mailto:nfo@press-n-relations.de)

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**Schaerer AG**

Founded in 1892 and headquartered in Zuchwil, near Solothurn, Switzerland, Schaerer AG is one of the world's leading manufacturers of fully automatic professional coffee machines and offers solutions to suit all needs and performance requirements. Schaerer AG is represented internationally with subsidiaries in Germany, Belgium and the US and over 70 partner companies on all five continents. Schaerer has been part of the WMF Group since 2006 and of the French consortium Groupe SEB since the end of 2016.

Customers all over the world value Schaerer products for their ease of use, the large selection of coffee types available at the touch of a button and the excellent quality of their coffee. Numerous innovations, including the revolutionary, patented Best Foam milk system, highlight the company's pioneering approach. The strapline "swiss coffee competence" is founded on the Swiss engineering skills on which the company draws and its far-reaching coffee expertise. The "Barista inside" strapline plays with the idea of the company's coffee machine technology and many years of coffee expertise being equal to the skills of a barista: inside the coffee machines everything meshes perfectly to make drinks that are on a par with the hand-made creations of a barista, in terms of both taste and appearance.