

## The Schaerer Barista

### Traditional espresso culture in a new dimension

Zuchwil, 17.03.2017 – With the new Schaerer Barista espresso machine, the Swiss coffee machine manufacturer is taking the classic Italian drink to the next level: the Schaerer Barista combines the fundamental principles of a portafilter machine and the skills of a barista with the easy operation and process reliability of a fully automatic coffee machine. The result is the perfect Italian espresso with consistent quality from cup to cup. All the operator has to do is insert the portafilter and touch a drink to select it. At the same time, the typical sounds that accompany traditional steps such as knocking out the portafilter or frothing the milk create a sense of Italian flair. The extremely easy handling, high espresso quality and elegant design – inspired by the classic portafilter machine – make the Schaerer Barista ideal for a wide range of applications, from coffee shop chains to owner-run coffee bars or Italian restaurants. "The espresso machine chimes with the zeitgeist in the industry at the moment. It helps restaurateurs to celebrate barista-style coffee culture – in terms of appearance, technology and skills. At the same time, they can count on exceptionally easy operation and maximum process reliability," says Inga Schäper, Head of Marketing and Coffee Competence Centre at Schaerer AG.

Preparing a tasty espresso with a classic portafilter requires knowledge of various parameters which will affect the final result. Factors including the grind level, coffee dosing, brewing temperature and tamping with the optimum tamping pressure have a direct influence on the taste of the espresso. When the Schaerer Barista is installed on site, all quality-related parameters are set individually and the different taste profiles are defined. This ensures excellent process reliability when the machine is in use, so the taste remains the same and the high quality of the espresso specialities is maintained. The controlled steam of the SteamIT function can be used to preheat up to two cups at the same time. If the guest would like a milk-based coffee speciality, perfect milk foam is available at the touch of a button on the Schaerer Barista display: the Supersteam steam wand will conjure up milk foam automatically in up to three predefined consistencies and temperatures. In addition, the manual steam nozzle can also be used for traditional frothing. "We have added the Schaerer Barista to our portfolio because we see great potential for this hybrid technology on the market. Customers will benefit from our knowledge of fully automatic machines and from the coffee expertise that we are constantly developing in the Schaerer Coffee Competence Centre, which is then incorporated into our machine development, consultations and service," says Inga Schäper.

#### Process reliability for restaurant chains

Zurich, Berlin, Vienna, London, New York or Tokyo – the high process reliability of the Schaerer Barista ensures that coffee specialities will taste the same in every branch. Another special feature of the espresso machine: the recipe for an espresso can be customised however you like (not just doubled or tripled) to provide more scope for drink composition. To ensure the coffee specialities taste the same at all branches, Schaerer-trained service technicians will use their extensive coffee expertise to configure the perfect settings on the Schaerer Barista.

#### Playground for baristas

The hybrid technology of the Schaerer espresso machine provides an interesting alternative for professional baristas as well. The barista can set all of the relevant parameters individually for the desired taste profile in order to get the best out of a particular roast coffee blend. This profile can then be accessed by anyone to ensure that the coffee specialities are prepared to the same high quality standards by every employee. The two integrated grinders allow you to use different types of bean, with the option of adding extra recipes for beans in external grinders if desired. Thanks to the two steam wands, you can choose between manual milk frothing or automatic preparation via Supersteam.

**Working efficiently**

Whether it is in a coffee bar, a coffee shop chain or an Italian restaurant, the customised recipes, intuitive operating concept and visualisation of the preparation processes on the display will minimise the amount of training required so that every employee can prepare an exquisite espresso speciality in next to no time. Furthermore, while the machine is preparing the drink, the service personnel can use the time to serve desserts or cold drinks. As all of the key steps take place inside the espresso machine, it also takes up less space. As an additional advantage, the preset coffee quantity and the bean hoppers with integrated grinders which grind the coffee directly into the portafilter reduce the amount of coffee grounds lost and help to keep the work area cleaner. Last but not least, the Schaerer Barista is also extremely easy to clean: simply place the cleaning tablet in the portafilter with the backflush basket, insert into the machine and start the automatic cleaning programme.

**Image material:**

		
<p>The Schaerer Barista helps restaurateurs to celebrate barista-style coffee culture and prepare the perfect Italian espresso.</p>	<p>The Schaerer Barista combines the fundamental principles of a portafilter machine and the skills of a barista with the easy operation and process reliability of a fully automatic coffee machine.</p>	

**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-Barista"). Of course, I would also be happy to send you the file by e-mail. Contact: [nfo@press-n-relations.de](mailto:nfo@press-n-relations.de)

**Further information:**

Schaerer AG, Sarah Ognibeni  
Allmendweg 8, 4528 Zuchwil,  
Switzerland  
Tel.: +41 32 681 64 02  
Fax: +41 32 681 64 04  
sarah.ognibeni@schaerer.com  
www.schaerer.com

**Press and public relations:**

Schaerer AG Press Office  
c/o Press'n'Relations GmbH,  
Natasa Forstner  
Magirusstrasse 33, D-89077  
Ulm, Germany  
Tel.: +49 731 96 287-17  
Fax: +49 731 96 287-97  
nfo@press-n-relations.de  
www.press-n-relations.de

**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.