

Press release

Zuchwil (CH) – Lonsee-Urspring (D), 15/3/2019

Brewed hot – served chilled

"Hot & Cold" technology: Schaerer's master stroke to chill coffee in a matter of seconds at Internorga

At Internorga 2019 Swiss coffee machine manufacturer Schaerer demonstrates an innovative new technology that offers the fully automated preparation of cold coffee creations at a whole new level of quality: "Hot & Cold" for the Schaerer Coffee Soul. At their booth (Hall B1 (ground floor stand 207), Schaerer is inviting visitors to experience for themselves the superb taste of the coffee and the functional principle behind the "Hot & Cold" technology. A further highlight in Hamburg is the updated version of the Schaerer Premium Coffee Corner. The concept goes into production from 2019 and is available in various versions that are tailored precisely to the needs of its different customer groups. In addition, Schaerer is revealing a new booth design to Internorga visitors, reflecting for the first time the international market positioning achieved by the firm in 2018.

With the "Hot & Cold" technology for the Schaerer Coffee Soul, Schaerer Ltd. is once again underlining its wide-ranging coffee expertise, its instinct for market trends and its commitment to superlative coffee enjoyment. Under the motto of "brewed hot – served chilled", the freshly ground beans are brewed conventionally first of all. The beverage cooling system developed by Schaerer then comes into play to chill the coffee to between 30 and 35 degrees Celsius while it flows into the glass or cup. This principle opens up whole new possibilities for creating a large range of refreshing coffee specialities, with or without ice cubes. "Cold Latte or Cold Cappuccino are now unmissable options on many a drinks menu, alongside ever-popular ice coffees. With the optional "Hot & Cold" feature, we are fully aligned with this trend and offer caterers and restaurateurs a solution enabling them to prepare cold coffee specialities to the highest levels of taste and quality", explains Hansjürg Marti, Managing Director at Schaerer Deutschland GmbH. For milk-based beverages, the patented "Best Foam" milk system supplies cold milk as well as barista-standard milk foam in up to four different consistencies. The corresponding recipe is stored on the system and selected via the touch display. Over the coming year, Schaerer will be launching further features for the Schaerer Coffee Soul onto the market that promise maximum coffee enjoyment, including a syrup station for an even greater range of beverage variations.

The Schaerer Coffee Soul is recommended for an output of 250 cups per day, and combines future-oriented technology with outstanding beverage quality. Thanks to its modular design with numerous added features and optional accessories, it can be configured to meet the precise requirements of the relevant application.

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Image material



Image requests

Images are available for download from our media portal press-n-relations.amid-pr.com (search for "Schaerer-Coffee-Soul-Hot+Cold-2019"). Naturally we would also be happy to send you the relevant images via email. Contact: 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

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innovations, including the revolutionary, patented Best Foam milk system, highlight the company's pioneering approach. The company's slogan - "swiss coffee competence" - is founded on the Swiss engineering skills on which it draws and its far-reaching coffee expertise. The "Barista inside" strapline combines the idea of the company's coffee machine technology and many years of coffee expertise equalling the skills of a barista: On the inside of the coffee machines, all the details are perfectly coordinated to prepare beverages that are equal in taste and appearance to coffee creations handcrafted by baristas.

Schaerer Deutschland GmbH

In 1993, Schaerer Deutschland GmbH was founded as the very first subsidiary of Schaerer AG. The team around Managing Director Hansjürg Marti supports a total of 120 sales and service partners in Germany and Austria. Customers include companies in the restaurant and hotel sector, but also establishments such as bakeries, chain shops and offices. The company has been operating out of Lonsee-Urspring since 2009.