

Press release

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

The “Café to-go” for the highest level of coffee quality

Ready, steady, go! The Schaerer Premium Coffee Corner will go into series production with three equipment versions

Whether during a quick stop on the way to the office, in the waiting area at the train station or when window shopping in a shopping centre: More and more people do not want to go without their favourite coffee at the highest level of quality when they're on the go. Starting in Spring 2019, the Schaerer Premium Coffee Corner self-service concept will be available as a series model in the three “Ready”, “Steady” and “Go!” equipment versions to ensure the exact requirements of different customer groups are met. Operators of cafés, convenience stores, petrol stations, as well as bakery and hotel chains will therefore have the unique chance to improve their to-go coffee operations with a stand-alone solution for the highest level of coffee quality using freshly-ground beans and fresh milk. The Schaerer Premium Coffee Corner only needs one square meter of space and can be set up either in the shop itself or in a weatherproof location for 24/7 coffee enjoyment without additional staff requirements.

“Being able to dispense different products from self-service machines, from sweet snacks to sandwiches and even coffee, is expected by many consumers. The quality of the products plays an important role here, but especially when it comes to coffee, the taste often does not live up to expectations”, explains Hansjürg Marti, Managing Director of Schaerer Deutschland GmbH. Guests who select their favourite beverage from the extensive menu of coffee specialities using the large 32 inch touch display of the Schaerer Premium Coffee Corner can be sure they are getting the same quality as they would in a café. The secret: The centrepiece of the Schaerer Premium Coffee Corner is the same high-performance technology which ensures a high level of coffee quality for the Schaerer tabletop coffee machines. Tasty coffee creations are made of freshly-ground beans and fresh milk - even with hot or cold milk foam at barista level thanks to the Best Foam milk system integrated by default.

Ready, steady, go!

To provide customers with maximum flexibility when purchasing their Schaerer Premium Coffee Corner and optimal integration into their individual business models, the SS coffee concept will be offered in three series versions starting in 2019 - from the fully pre-configured version to the customised solution developed together with the customer. With the “Ready” version, customers get the technical centrepiece of the Schaerer Premium Coffee Corner, the Coffee Engine, and can design it according to their wishes when it comes to the design and extra equipment. The “Steady” version also offers a high degree of design freedom, but includes other accessories such as a fridge, waste water tank, cup

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dispenser, etc. If you choose the “Go!” version, you get a completely equipped Premium Coffee Corner which can be used right away - either with branding according to your own vision or in the Schaerer design. For this plug-and-play solution, the operator only needs a power connection and mains water supply to get started right away. Marti explains: “As a manufacturer with many years of experience in the field of customised solutions, in the OEM sector as well, we provide assistance to interested parties from the very beginning to put together the optimal product version for their needs”. Whether with the “Ready”, “Steady” or “Go!”, optional features in every version ensure additional options for adjustment to individual customer requirements.

Connecting the Schaerer Coffee Link

All versions of the Schaerer Premium Coffee Corner are equipped with the digital Schaerer Coffee Link by default. Three different function packages are also available here: The free “Basic” package offers all important basic applications, and additional features are available in the “Premium” and “Professional” packages. The functional packages build on each other and offer customers the highest level of flexibility. The “Basic” is focused on operation and maintenance, including access to the Schaerer Media Pool, Know-how Centre and online shop. The “Premium” provides functions with an emphasis on performance and remote management, including data/statistics on profits, consumption and peak times. The “Professional” represents the needs of coffee machine operators, importers, distributors and dealers. “If they want, our customers can also get consultation services for individualised solutions in the field of data analysis and reports”, explains Marti.

www.schaerer.com

Image material

	
<p>The Schaerer Premium Coffee Corner is now available in three versions.</p>	<p>Hansjürg Marti, Geschäftsführer Schaerer Deutschland GmbH</p>

Image requirements

Downloadable image material is available from our media portal press-n-relations.amid-pr.com (search term: "Schaerer-Premium-Coffee-Corner-2019"). Of course, I would also be happy to send you the file by e-mail. 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 appreciate the easy of use, the broad beverage selection at the press of a button and the superb coffee quality. 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 it 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: On the inside of the coffee machines, all the details are perfectly coordinated to prepare beverages that are equal in taste and appearance to the 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.