

## **Barista inside: Revolutionary milk system for high-quality coffee-and-milk specialities**

Best Foam delivers outstanding barista-level milk foam quality

Zuchwil, 01.05.2015 – **Schaerer, the Swiss traditional coffee machine manufacturer, is introducing Best Foam, a patented revolutionary milk system. Through the system's innovative technology, the hospitality industry can now enjoy the benefits of superior barista-level milk foam in the preparation of delicious coffee-and-milk specialities. In next to no time, customers get an exquisite cappuccino that meets the WBC standard (World Barista Championship) and features the characteristically dark espresso ring, as well as a latte art cappuccino – with no trace of the typical “coffee spots” from a coffee machine, with the special “milky/creamy” taste plus the perfect symbiosis of milk foam and crema. Those who like things a bit more extravagant can serve a "Fujiyama" chociatto or white americano "macchiato". And for the kids, the aromatic cold-milk creations with fluffy, spoon-scoopable foam are an appealing selection. For any desired recipe, the system delivers outstanding milk foam varieties based on the SCAE standard (Speciality Coffee Association of Europe) – with consistent quality and incredible simplicity thanks to the "Easy Setting" concept. This concept has enabled Schaerer to perfect the fully automated preparation of individual milk-based coffee creations that live up to its "Barista inside" motto. Best Foam will be available for the Schaerer Coffee Art Plus starting in mid-2015.**

The innovative strength of Best Foam is the result of Schaerer's extensive knowledge of coffee, milk and recipe automation, as well as the company's global coffee and service know-how. Development work for this revolutionary system was particularly focused on improving the quality and consistency of milk foam. Delightfully creamy yet robust, and as good as the hand-made version, milk foam prepared using Best Foam is every bit equal to its counterpart made by a top-class barista. "We've succeeded in developing a milk system that allows any user to prepare outstanding milk foam as a basis for superior coffee-and-milk creations", says Peter Marques, Director of Product Management and Marketing at Schaerer Ltd. "Best Foam is essentially our 'Barista inside': it magically creates the perfect speciality – quickly and with consistent quality." Never before was the automated preparation of high-quality milk-based coffee creations as easy, fast and hygienic as it is with the new milk system. "The 'Easy Setting' concept allows users to easily adjust relevant beverage components as they see fit, and it requires no knowledge at all of the technical processes involved", Marques adds. From international trends and customer taste preferences to in-house creations: this means that restaurateurs can store individual settings for the perfect milk foam consistency (from very liquid to firm) as well as an ideal milk temperature. At the push of a button, the selected coffee product is prepared with a consistent appearance and unwavering taste. Another special feature of Best Foam: cappuccino, flat white, latte macchiato and

more can be prepared with no trace of the typical "coffee spots" from a coffee machine as the output sequence of milk, milk foam and espresso or café crème can be individually adjusted. The coffee and milk specialities look just like they've been hand-prepared by a barista.

### **Innovative technology**

The patented mixer can turn virtually any kind of milk into delicious, stable milk foam that has a snow-white surface with a silky sheen. Thanks to steam heating, the result is on par with foam that is hand-made by a barista, and the product impresses with a notably "milky" taste as well as the perfect combination of milk foam and crema. While managing to do all this, the system is also incredibly fast: a deliciously hot, picture-perfect cappuccino can be prepared in no time at all. In addition, constant switching between hot and cold beverages causes no delays in daily restaurant operations. And in terms of cleaning, the new milk system impresses across the board. In just ten minutes, the fully automatic cleaning programme delivers maximum cleanliness.



Best Foam provides outstanding barista-level milk foam quality.



The new milk system will be available for the Schaerer Coffee Art Plus starting in mid-2015.

### **Image availability**

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

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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 automated restaurant coffee machines and offers the right solution for any feature or performance requirements. Customers all over the world value Schaerer products for their ease of use, the large selection of beverages available at the push of a button, and the excellent coffee quality. As the inventor of the fully automated cappuccino system, the long-established Swiss company also positioned itself as the innovation leader in the area of milk solutions in 1997. Schaerer AG is internationally represented by subsidiaries in Germany, Belgium and the USA and by over 70 partners around the world.