

COFFEE 101 – HOW TO MAKE A GREAT CUP OF COFFEE

Today's Machine Options

Crane Voce

Pros – ADA, compelling sophisticated design, small footprint, 12 major selections with 18 combinations, up to 16 ounce*.

Cons - *reported issues with 16 ounce vend, touchscreen.

USI Geneva

Pros – ADA, LED lighting, automatic delivery door, small footprint, 11 major selections with 34 combinations.

Cons – 12 ounce maximum cup size.

Crane 945/673

Pros – Multiple fresh brews and specialty drinks, large cup sizes.

Cons – No longer in production (BSVI inventory available)

Kikko Max

Will have on display.

Today's Consumer

Traditional Coffee Drinker

Typically older, smaller cup size, regular roast with cream/sugar options, lower price.

Specialty Beverage Drinker

Typically younger, prefers dark roast/gourmet bean, espresso based specialty drinks both hot & cold, larger cup sizes, willing to pay more.

Types of Specialty Beverages

Espresso/Milk Based Beverages (Star Bucks)

Soluble Cappuccino Based (convenience store/vending)

Fundamentals to a Good Cup of Coffee

Water Quality

Water needs to have good water filtration and filters need to be changed frequently, at least every six months. This helps remove minerals, sediments and chlorine that can alter the taste of the coffee. This also helps increase the life of the water contact parts in the vending machine (heating elements, valves, brewer, etc.)

Water Temperature

Proper water temperature ensures the extraction of the oils (flavor) in the coffee grounds.

Equipment Cleanliness

Cleanliness ensures there is no contamination/cross contamination during the brewing process. It also “welcomes” the consumer rather than “discouraging” or “alienating” them from buying a cup from a filthy machine.

Quality Bean or Loose-Ground for Fresh Brew

A quality bean creates a quality cup of coffee. Cheaper coffee blends that use inferior varieties or fillers produce less desirable coffee.

Quality Soluble for Specialty Beverages

Choose high quality soluble cappuccino and hot chocolate mixes for superior flavor.

Product Freshness and Once-Opened Life

Refrain from overfilling canisters, especially with bean or loose-ground coffee. Coffee beans and more importantly loose-ground coffee immediately start to lose freshness when exposed to air. Use the least amount of coffee required to satisfy demand between each machine servicing.

Proper Proportion of Ingredients to Water

Have machine calibrated to throw sufficient product to make a satisfying cup of coffee. Don't commoditize the product.

Brewer/Mixer Setting

Gram throws, steep time (the time the grounds soak in the water)

How to Create Value and Increase Sales

Modern Equipment

The newest equipment offering provide a more sophisticated look, feel and brew/delivery process for a more rewarding consumer purchase.

Greater Variety of Offerings

Newer equipment can provide the specialty beverages at higher price points that consumers now desire.

Increase Cup Size

Larger cup sizes demand higher price points (within the constraints of the machine).

Look and Feel of the Cup

An insulated cup with sophisticated graphics gives a better look, feel and drinking experience than traditional paper cups.

Brew Execution

See above fundamentals to a good cup of coffee.

Look of Finished Product

The foam or froth is the final presentation to finishing off the cup of coffee and contributes to a quality drink experience.

Bill Acceptor

Enable \$5

Coin Mechanism

Maintain appropriate change levels

In Closing

Have an understanding of your core audience is the basis for developing a successful coffee program. Understand the demographics and what drives their respective drink preferences.

Don't commoditize the product by concentrating on yield of product. Instead, build a quality drink and present in a nice cup, and then charge accordingly based on the increased value.

No one wants to purchase a drink from a filthy machine. Understand that operating a coffee machine requires hard work and a commitment to cleanliness.

Coffee is the one product, besides fresh food, that separates you from other vending companies.

A well thought out coffee program with a commitment to cleanliness will increase consumer satisfaction, increase sales with increased gross profit dollars for the operator, a true win-win.