

# VOCE

**BEST IN CLASS COFFEE MAKER**



# Value proposition - overview

- **Modern & stylish design that is easy to brand**
- **Highest quality beverages from the Oltre Brewer**
- **Improved model specifications – extra canisters & capacities**
- **Reduced operating costs**
- **Bean to Cup models to mirror the retail coffee experience**
- **High Quality Espresso Solution**



# Modern & Stylish design

- **Flat glass door provides a high quality look & feel, complimenting the Merchant & BevMax models**
- **High quality, durable materials, along with a bright and open vend area, improve consumer confidence.**
- **Illuminated graphic panels attract users to the 'point of sale'**
- **Large menu area and improved user interface options provide an unsurpassed number of selections**



# Easy to brand at low cost

- **Back lit graphic panels top & bottom – easy to change at low cost**
- **Simple menu cards and central branding area –easy to change at low cost**
- **Full branding possible – to support major brand holders – Minimum Order Qty applies**



# High Quality Beverages from the patented **Oltre<sup>®</sup>** brewer

- **High Quality Beverages from Oltre**
  - ❑ Freshly brewed tea – great taste & colour
  - ❑ Highest quality coffee beverages
  - ❑ Optimised extraction, and brewing parameters uses up to 15% less ingredient
  - ❑ Available in 7, 9 and 12oz
  - ❑ Patented technology
- **Operator friendly**
  - ❑ Intuitive, mistake proofed design
  - ❑ Quick release parts
  - ❑ Cleaning time 15 - 50% less than competition
  - ❑ Paperless – eliminates waste & ‘paper out’ visits
  - ❑ Continuous mesh filter – lasts 5k vends (40% better than competitor brewers)
- **Industry leading reliability – tested to over 4 million vends (Crane’s most tested product ever!)**



**PATENT  
PENDING**

## High Quality Beverages R&G and Bean 2 Cup beverages

- **High Quality Coffee beverages to mirror the coffee shop experience:**
  - ❑ Specialities made from fresh beans at 10 bar pressure
  - ❑ Espresso based menu's from the high street to tempt consumers
  - ❑ High quality taste & presentation
  - ❑ Available in 7, 9 & 12oz servings, with paper cups & lid dispenser – allowing for higher price points & increased profits
- **Grinderless Option. Mirror the coffee shop experience with a simplified set up**
  - ❑ Replace beans with Fresh Ground Coffee
  - ❑ Specialities made from ground coffee at 10 bar pressure - same as b2c
  - ❑ Reduced set up time - no need for grinder adjustment and maintenance





# Improved specifications: Instant & Freshbrew

- **Instant model – 8 canisters**
  - ❑ Increased capacity topping and chocolate = reduced visits (>50% increase v Evolution)
- **Single Freshbrew tea – improved specifications with Oltre**
  - ❑ Fresh leaf tea with Oltre brewer
  - ❑ Instant, Decaff & Soup selections in one model
  - ❑ High capacity topping & chocolate in a class leading model (>50% increase v Evolution)
- **Double & Triple Freshbrew models with Oltre**
  - ❑ High specifications with Oltre brewer for fresh leaf tea & fresh coffee



Single Freshbrew Tea model

## Improved specifications, Roast & Ground & Bean to Cup models

- **Bean to Cup model drives higher price points with high street quality beverages**
  - ❑ Bean to Cup Coffee using Co-Ex brewer
  - ❑ Freshly brewed tea from the **Oltre** brewer
- **Grinderless Roast & Ground model provides a wide range of quality beverages – from the Co-Ex**
  - ❑ Roast & Ground coffee selections
  - ❑ Specialities made from R&G coffee at high pressure
  - ❑ Great tasting drinks from a simplified set up
  - ❑ Freshly brewed tea from the **Oltre** brewer





# Reduced Operating Costs; Oltre<sup>®</sup> explained

- **Quality beverages using up to 15% less ingredient \***
- **Less time to clean versus existing brewers – 2 minutes saved versus current brewers**
- **Fewer brewer related service calls – less than 0.5 service call per year\***

\* From laboratory test data

**Ask your CMS representative to show you the Oltre calculator and see your profits increase**



1. Enter your ingredient price
2. Enter your gram throw before
3. Enter your gram throw after
4. Enter no. of drinks per week
5. Enter operator hourly rate
6. Enter no of machine visits/week
7. Enter service engineer salary
8. Enter service vehicle cost (lease/rental etc)
9. Estimated fuel cost/mile
10. Average weekly mileage
11. Enter avg no. of service calls/day
12. Enter no. of brewer related calls/year
13. Enter no. of machine you have

Oltre Savings Calculator - Single Freshbrew Model	
<b>Ingredient savings</b>	
Ingredient price per kilo	£4.50
Ingredient gram throw before	3.25
Ingredient gram throw with Oltre	2.75
Ingredient gram difference	0.5
Saving per cup	£0.00225
Number of drinks/week	200
Savings per week	£0.450
<b>Product savings/year</b>	<b>£23.40</b>
<b>Operator Savings</b>	
Operator hourly rate	£7.40
Employee cost/hr (inc NI)	£8.42
Cleaning time reduction on Oltre in minutes	2.00
Cost saving per visit	£0.28
No of visits per week	2
Savings per week	£0.56
<b>Operator savings/year</b>	<b>£29.19</b>
<b>Service Engineer Savings</b>	
Service Engineer salary	£25,000
Employee cost/hr (inc NI)	£28.450
Service vehicle cost/year	£5,000
Service car cost/mile	£0.14
Average weekly mileage	800
No. Of calls per day	4
Service cost/day	£131.82
Oltre brewer service call/yr	0.5
Competitor brewer service visits/year	1.5
Service frequency difference	1
<b>Service saving/year</b>	<b>£32.96</b>
<b>Total Saving per machine</b>	<b>£85.55</b>
<b>No. of machines</b>	<b>1</b>
<b>Annual saving of fleet</b>	<b>£85.55</b>

**Real ingredient savings**



**Real operator and service savings**



<b>Coffee price per kilo</b>	<b>£7.50</b>
Coffee gram throw before	7.50
Coffee gram throw with Oltre	6.50
Ingredient gram difference	1.00
Saving per cup	£0.00750
Number of drinks/week	100
Savings per week	£0.750
<b>Coffee Product savings/year</b>	<b>£39.00</b>

<b>Tea price per kilo</b>	<b>£4.50</b>
Tea gram throw before	3.25
Tea gram throw with Oltre	2.75
Ingredient gram difference	0.5
Saving per cup	£0.00225
Number of drinks/week	100
Savings per week	£0.2250
<b>Tea Product savings/year</b>	<b>£11.70</b>

<b>Operator Savings</b>	
Operator hourly rate	£7.40
Employee cost/hr (inc NI)	£8.42
Cleaning time reduction on Oltre in minutes	2.00
No of brewers/machine	2
Cost saving per visit	£0.56
No of visits per week	2
Savings per week	£1.12
<b>Operator savings/year</b>	<b>£58.39</b>

<b>Service Engineer Savings</b>	
Service Engineer salary	£25,000
Employee cost/hr (inc NI)	£28,450
Service vehicle cost/year	£5,000
Service car cost/mile	£0.14
Average weekly mileage	800
No . Of calls per day	4
Service cost/day	£131.82
Oltre brewer service call/yr	0.5
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Service frequency difference	1
<b>Service saving/year</b>	<b>£32.96</b>

**Single Freshbrew (Tea) – Saving £85.55/yr\***  
**Double Freshbrew – Saving £142.04/yr\*\***

\* Based on 200 drinks/week – 200 fb tea

\*\* Based on 200 drinks/week – 100 fb coffee, fb 100 tea



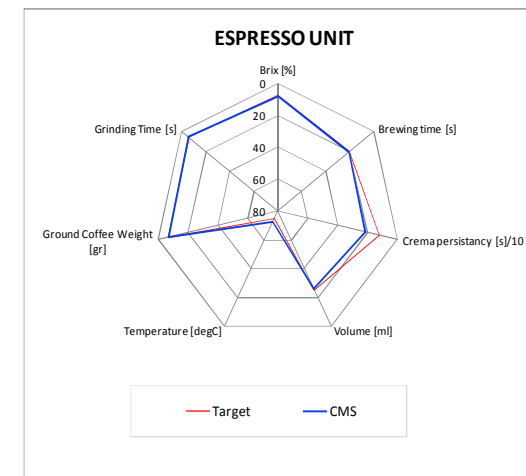
# High Quality Espresso

High quality espresso drinks from the Co-Ex brewer:

- Variable pressure, gram throw and drink volume = flexibility
- Pre-heater routine ensures first drink temperature
- Operator friendly-ergo design, easy to remove for cleaning
- Simple service-chamber/seal/filter change at 50k vends
- Espresso quality-best in class (Brix %)
- Simple & effective dry sugar dispense solution



BREWER (measurable factors)	Target	CO-EX Proprietary variant	Competitor 1	Competitor 2	Competitor 3
Brix [%]	7	8.07	7.13	7.03	7
Brewing time [s]	20	20.39	18.61	22.3	22.48
Crema persistency [s]	120	215.00	118.9	109.2	119.1
1st Temperature [degC]	73 (±1)	72.80	71.51	74.97	75.94





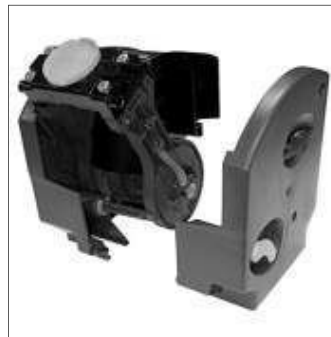
# Espresso Maintenance



Espresso 50k service kit



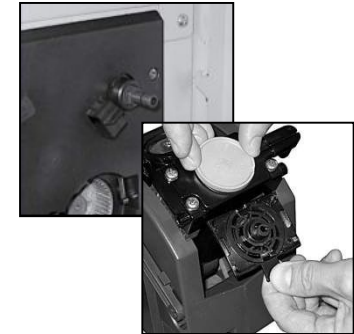
Step 1. Change grinder blades



Step 2. Split brewer to access piston



Step 3. Change piston & lower chamber



Steps 4/5. Change upper filter & 'o' ring

- Recommended preventative maintenance for bean to cup machine after 50k vends
- 50k Service kit includes
  - ❑ Grinder blade set (conical mill)
  - ❑ Co-Ex lower piston & chamber assembly
  - ❑ Upper filter screen
  - ❑ Water inlet connection 'O' ring
- This operation requires technical skills - Service Engineer
- Maintenance time 30 minutes, Re-calibration time 15 minutes, total time 45 minutes

# Value proposition - Summary

- **Modern & stylish design, easy to brand**
  - ❑ High quality, durable materials
  - ❑ Improved user interfaces
  - ❑ Maximised back lit branding area's easy to change and update machine look – and drive promotions
- **Highest quality beverages & improved specifications**
  - ❑ High quality beverages consistently delivered
  - ❑ Extra canisters improve menu choices
- **Reduced operating costs with Oltre**
  - ❑ Oltre brewer simple & efficient provides bottom line savings.
- **Bean to Cup models to mirror the retail coffee experience**
  - ❑ Quality bean to cup menu's to drive up prices
- **High quality espresso solutions for EU markets**
  - ❑ Best in class extraction and crema persistency
  - ❑ Service friendly

