

COFFEEBAR

Franke Magazine
www.franke.com
Issue 01/2011

World of coffee creations

VARIETY IS THE SPICE OF LIFE

The new coffee lifestyle embraces the versatility of the brown bean

— pp 4-6

We're ready for summer

Coffee creations for hot days and more

— pp 12-13

The cold cosmopolitan

— pp 14-15



COFFEE
SYSTEMS

100 SPIRIT OF
FRANKE
THE FIRST 100 YEARS

FRANKE

CONTENTS

Variety is the spice of life	4–6
The new coffee lifestyle embraces the versatility of the brown bean	
“Gfeller am Bärenplatz”	7–9
Expertise in coffee and cake	
Henessy coffee	10–11
We live and love coffee	
We’re ready for summer	12–13
Coffee creations for hot days and more	
The cold cosmopolitan	14–15
Three questions for Axel Jahraus	16
Barista, consultant and trainer	
Three questions for Max Eisenrieder	17
Münchner Freiheit Eisenrieder GmbH	
News	18–19

MAGAZINE INFORMATION

Publisher:

Franke Kaffeemaschinen AG, Aarburg

Editor:

Ulla Dammer, freelance journalist;
Jeannine Zumstein, Franke Kaffeemaschinen AG;
Simone Grogg, Franke Kaffeemaschinen AG;
Katja Radünz, Franke bremer GmbH

Design:

visu’l AG, Bern

Images:

Various image databases

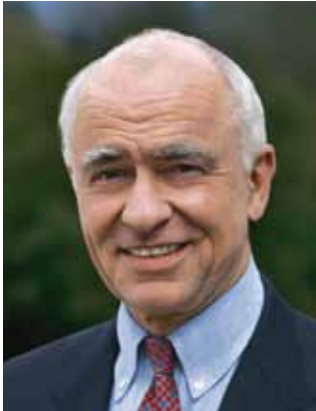
Printer:

Egger AG, Frutigen

Circulation:

7000 copies in total

EDITORIAL



Dear Franke Partners
Dear CoffeeBar Readers

Spirit of Franke – The First 100 Years: It is with this motto that we are heralding our anniversary year. I'm delighted to welcome you to this special occasion.

The future builds on the past – during this anniversary year, we proudly look back on our successful history. It is also the foundation that defines our commitment to the future. Our company history shows we have an approach that appeals to all generations.

We consider it important to establish a harmonious balance between our business, environment and social goals. Each person is unique, and every natural resource is vital. Therefore, we treat both with the necessary respect and utmost care. For us, a long-term strategy is more important than short-term successes.

To commemorate our anniversary, Franke Coffee Systems is committed to giving something back to society and has therefore entered into a partnership with UNICEF. This is a clear message that we are serious about social sustainability – our promise to future generations.

This issue of CoffeeBar is dedicated to the world of coffee creations. The brown bean has enormous potential for creativity. Enhance your capabilities with us: Warm or cold, with milk, chocolate powder or syrup – there are innumerable variations for pampering yourself and your guests.

How about a coffee on the rocks, or an Iced Mojito Latte Macchiato? Explore the countless beverage recipes made possible by the Franke Foam Master, Flavour Station and Co. Quality in the cup is our unwavering goal for new and innovative product solutions. Awareness of new and emerging trends remains essential.

In this issue of CoffeeBar, join us on a journey of discovery and let the fascinating interviews and reports give you insights into the nuances of taste in the various regions of the world.

I hope you enjoy our new Franke CoffeeBar!

Happy reading!

A handwritten signature in black ink, which appears to read 'M. Pieper'.

Michael Pieper
CEO Franke Artemis Group

VARIETY IS THE SPICE OF LIFE

THE NEW COFFEE LIFESTYLE EMBRACES THE VERSATILITY OF THE BROWN BEAN

Flavored, with milk foam, caffeine-free or classic black: coffee is one of the most variable beverages there is. It can be served hot or cold and can be used to make exquisite specialties with the simplest of ingredients. The aromatic bean not only finds its way into the cup: Adventurous bar mixers have discovered coffee as a trendy cocktail ingredient and chefs use it to conjure up exquisite dishes. What can be made out of coffee and with it? We'll show you the culinary variety of this versatile bean.



Caffè Latte? Caramel Latte Macchiato? Iced White Caffè Mocha? Or Frappuccino “to-go” instead? There have probably never been so many coffee specialities as there are today. We no longer think of a black drink and inflexible drinking times when we hear the word “coffee”. Since the mid-90s, this pick-me-up has become a trendy drink. Since international coffee chains have conquered the world, the versatility of preparation possibilities and coffee creations has become common knowledge.

Global impulses

Coffee bars have set new standards of modern coffee enjoyment through the wide range of beverages they offer. They constantly reinterpret the old beverage to produce new recipe ideas and products. These appeal to the tastes of younger target groups and generate an unprecedented demand for coffee. Hoteliers and restaurateurs have long since recognized the potential of lifestyle drinks and are expanding the range of offered specialities. Even banks, hairdressers and car dealers are now serving coffee specialities to their customers.

The trend toward greater beverage variety

“Coffee is a versatile product. It can be mixed with syrup, milk, chocolate, liquor, spices and ice. With just a few ingredients you can create delectable specialities,” says Tiziano Mori, barkeeper at the Hyatt Hotel in Mainz, Germany, when describing the potential of the small bean. In the food service industry, coffee/milk specialities have become real favorites. In many places, coffee fans can even select the type of milk (whole, low fat, soy milk). Chocolate and syrup have also become indispensable condiments. Variety is key in the coffee bar business.

It’s all about creating new impulses for customers to treat themselves to a little taste of luxury during an otherwise regular day. Against this backdrop, seasonal beverage creations are becoming increasingly significant: In winter, hot Espresso specialities with white or dark chocolate, hazelnut, cinnamon, vanilla and ginger flavors are particularly enticing. In summer, refreshing iced variations such as Frappuccino, Iced Caffè Latte or Iced Caffè Mocha awaken the desire for a Coffee. Starbucks now offers almost all coffee specialities cold as well as hot – and, of course, also as a “to-go” option.

New: Specialities with cold milk foam

Coffee quality and beverage variety are also important success factors for Marché International. Recently, this food service company has been offering only organic fair-trade coffees in its franchises in Germany, Austria and Switzerland. “Coffee is a very important product for us,” says Nicole Uferkamp, Marché manager of operations at Düsseldorf Airport, where coffee accounts for 23 percent of beverage sales. Besides Espresso and Espresso Macchiato, patrons are offered various specialities with milk and milk foam as well as mixed beverages with chocolate such as Chococcino or Choc au lait. All beverages are prepared with the fully automatic Spectra Foam Master by Franke, which has a special feature: It can be used to produce warm or cold milk foam “whose consistency and flavor closely resemble that of whipped cream,” reports Nicole Uferkamp. Marché uses the cold milk foam, created from low fat milk, not only for coffee specialities but also for seasonal delicacies such as iced milk drinks with fruit puree or milkshakes. Their success is remarkable: “Cold milk foam is very popular among the guests because it is our unique specialty,” according to Uferkamp.

Coffee cocktails

A relatively new idea is the coffee cocktail offering because, until recently, coffee has not been a typical ingredient in the shaker. The combination of coffee and alcohol is far more popular in hot beverages, as demonstrated by the legendary Irish Coffee – a continuing well-loved classic – or the Italian Caffè Corretto. But times are changing. “The large variety of available syrups and global impulses means we now have more opportunities to experiment with coffee in cocktails,” says Tiziano Mori. Mori serves fans of the brown bean with his own creation, the Mirialy – a mixture of cold Espresso, vodka with raspberry aroma, Licor 43, strawberry syrup and peach nectar. “These special extras spice up the selection,” comments the barkeeper about the lifestyle menu. The Kempinski Taschenbergpalais in Dresden has also discovered coffee as a trendy cocktail ingredient: In addition to the Espresso Martini, bar manager Niko Pavlidis’ menu contains coffee cocktails and even a non-alcoholic Banana Joe, which is mixed from espresso, banana nectar, vanilla syrup, cream and powdered sugar. He cannot complain about lack of sales: “The drinks go very well. For people who like coffee, they are a welcome alternative,” says the barkeeper with a blink of his eye.



Coffee Cocktail Mirialy

COFFEE TRENDS AT A GLANCE:

- Milk foam drinks
- Various milk types (whole, low fat, soy)
- Different cup sizes (small, medium, tall)
- Coffee-to-go
- Fair trade and organic coffee
- Latte art techniques
- Seasonal specialities (summer/winter)
- Coffee cocktails
- Integrated dispensers or modules for milk and chocolate drinks

Cooking with coffee

The kitchen is another place where the coffee bean makes a tasty contribution – for some creative cooks it is a genuine insider’s tip. “Coffee has a very unique flavor. It complements not only fish, but also vegetarian dishes,” declares pastry chef Robert Oppeneder, who once worked with Eckart Witzigmann. Top chefs like Lea Linster, Nils Henkel and Wahabi Nouri have been inspired by coffee to create sophisticated cuisine and to demonstrate how well meat and fish harmonize with the aromatic elixir in creations such as veal piccata in mocha sauce and marinated coffee salmon. “In the area of sweets and deserts, coffee is a more familiar ingredient,” Oppeneder notes. Many of you are now thinking of the Italian classic, tiramisu. But Oppeneder also mentions white Coffee Creme which the Hamburg chef Cornelia Poletto imbues with contemporary flair to create Café Crème Brûlée, prepared with espresso beans roasted in a pan and then brought to a boil with cream, milk and vanilla. New taste experiences can also be conjured up with cold milk foam which has long been used by confectioners and pastry chefs for topping creams and fruit purees. “Molecular cuisine is currently giving to the topic of foam a total boost” according to Oppeneder.

There is no question that coffee is a multi-talent and is ideally suited to appeal to the tastes of increasingly demanding consumers. Whether classical or trendy: The brown bean offers enormous potential for creativity. It is well worth taking a closer look at this product – beyond the rim of the cup. ■



POPULAR SPECIALTIES

Whether hot or cold, with milk, chocolate or alcohol: Coffee has stimulated the human inventive spirit from the beginning. Almost every country has produced its own coffee creations. Here are some popular specialties from different countries:

- Caffè Corretto:** Espresso with a shot of grappa, a specialty from Italy
- Cappuccino:** Italian espresso with a generous cap of hot steam-foamed milk
- Caffè Latte:** Italy’s version of the Milk Coffee
- Ristretto:** An Italian Espresso with very little water
- Fiaker:** A specialty dedicated to Viennese coachmen: Espresso with a shot of rum or cognac, served in a glass with a cap of whipped cream
- Maria Theresia:** Mocha with a shot of orange liqueur
- Melange:** The Austrian variant of the Milk Coffee. Milk and coffee are mixed in equal parts.
- Café au Lait:** French Milk Coffee that contains more milk than coffee
- Café Brûlot:** Coffee is poured over a mixture of cognac, spices and sugar and then flambéed
- Café Cortado:** In Spain, a small strong Coffee served in an espresso cup or in a small glass and topped up with condensed milk
- Irish Coffee:** An Irish speciality made of strong coffee, sugar and whiskey, with a cap of softly whipped cream, served in a glass

“GFELLER AM BÄRENPLATZ”

EXPERTISE IN COFFEE AND CAKE

In the heart of Bern, the „Gfeller am Bärenplatz“ restaurant has always been known and loved for its excellent coffee and cake. Over the course of more than a century, its finesse in all matters of coffee and cake has grown steadily. With its „Caffolito“ concept, „Gfeller am Bärenplatz“ has now ushered in a new era of coffee culture on the basis of flavored cold and warm coffee creations. The concept is based on the Franke Spectra Foam Master.



„Gfeller am Bärenplatz“ – at the heart of the Swiss capital

“Gfeller am Bärenplatz” is an institution and a reference for the Bernese culinary scene and beyond. For almost 120 years, the Gfeller family has been operating a catering business in Bern. It began as a simple eatery and cake shop at various locations in the side streets of the old town of Bern. Then, in 1915, it relocated to the Bärenplatz right at the heart of the capital, directly next to the parliament building, at the hub where life pulsates and where the city residents stroll up and down visiting the market.

Diverse culinary concepts under one roof

Today, “Gfeller am Bärenplatz” is a large commercial operation with around one hundred full-time and part-time staff and five business units with a total of 1200 seats. The restaurant is directed by the fourth generation of the Gfeller family, 56-year-old Christian Gfeller, in the form of a limited partnership with the name of Christian Gfeller & Co. The company consists of the following units:

- The “Gfeller am Bärenplatz” restaurant has more than 500 seats in the restaurant, winter garden and on the Bärenplatz Boulevard. It is the cradle of “Gfeller am Bärenplatz”, open seven days a week and known for its economical meals, cakes, coffee, baked goods and ice creams. The “Gfeller’s Chueche-Lädeli”, a takeaway corner shop that sells house specialties such as the legendary fruit cake through a window onto the street, is part of the restaurant.
- Next to the Lädeli, also on the ground floor, is the “Chez Edy” brasserie, seating around 270 in the restaurant, winter garden and on the Bärenplatz Boulevard. It is also open seven days a week and is distinguished by its typical brasserie dishes, especially the Alsatian “tarte flambée” and “moules et frites”.

8 REFERENCES

Restaurateur Christian Gfeller is the fourth-generation director of Christian Gfeller & Co. limited partnership



The coffee bar in “Gfeller am Bärenplatz” recently began using the Franke Evolution Plus and Spectra Foam Master coffee machines



- “La Pizzeria” has been serving food on the first floor since 1968, the first pizzeria in Bern. It has 75 seats and, in the pizza world, is still considered the measure of all things: 30 kinds of pizza, fresh, crisp salads, and Italian desserts are the trademarks of “La Pizzeria”.
- Since 1998, Gfeller has also been operating a Mongolian restaurant named “China Imperial” on the top floor on the Bärenplatz, where it offers a reasonably priced lunch menu and a richly laden buffet à discrétion in the evening. “China Imperial” seats around 200 guests and is popular not only with the individual but also for company events, family parties and groups, since its style is very communicative and uncomplicated.

Expertise in coffee and cake

Despite the conceptual diversification, Gfeller has remained the embodiment of the best in coffee and cake. “Gfeller am Bärenplatz” even ran the “Café Vallotten” in the Swiss parliament building from 1938 until the end of the 1990s. Even today, cakes that are prepared in the “Gfeller am Bärenplatz” kitchen are given a 4-hour guarantee – cakes that are not sold or consumed within four hours are removed from the cake display.

Integrated in the restaurant – “Gfeller’s Chueche-Lädeli”



The innovative "Caffolito" concept with flavored warm and cold coffee and milk creations



The innovative "Caffolito" coffee concept

Restaurant owner Christian Gfeller has now implemented another concept in the "Gfeller am Bärenplatz" restaurant that further emphasizes its already legendary coffee expertise: "Caffolito" is the name of the concept that consists of a series of innovative coffee specialties and an extravagant presentation. One sixth of our sales derive from warm beverages. Of these, 70 percent contain coffee. For this reason, it is critically important for us to be able to present interesting innovations at the coffee counter. The purpose of "Caffolito" is to associate coffee consumption in our restaurants with amazing enjoyment. Therefore, we developed a special menu consisting of the usual coffee classics, but above all containing innovative coffee specialties. The recipes were created by us in close cooperation with our partners, Franke Coffee Systems and Monin syrup. In addition, we hired an experienced coffee taster to create our coffee expertise and together with him we plan to develop further seasonally-inspired "Caffolito" creations," explains Managing Director Christian Gfeller.

Is "Caffolito" worth it?

Put purely and simply, is the outcome really worth the effort? Restaurateur Christian Gfeller: "The question is certainly justified. If we had to prepare the warm and cold milk foam for our "Caffolito" specialties by hand, the concept would not pay out. That is clear. We can only offer these sophisticated coffee creations because our entire coffee bar infrastructure is based on the fully automatic coffee machines from Franke. Some of our machines are equipped with the Franke Foam Master. With the Spectra Foam Master coffee machine, it is possible to prepare warm and cold milk foam, fully automatically, at the touch of a button. This opens up a whole new range of options expanding our coffee and milk creations and setting new trends in coffee enjoyment." ■

HENNESSY COFFEE

WE LIVE AND LOVE COFFEE

If you've ever met someone who is truly passionate about something, you would realise just to what lengths they would go to share that passion. Well, meet John Hennessy. He's the face of Australian coffee company Hennessy Coffee, which is the force behind a rather unique coffee market in his country – clubs and hotels.

Traditionally, Australian clubs and hotels or pubs are areas where people gather for a quiet drink and a meal. So introducing a coffee culture to these establishments was no easy task. However, over the last decade John Hennessy identified this vastly untapped opportunity, put his head down and began to use his passion to establish a coffee culture in the Australian club and hotel market.

For clients, the concept really sells itself. Once bar and club clients offer a "great coffee experience" to their guests, they receive a whole range of unexpected benefits. In fact, their patrons have yet another excuse to visit, they stay for longer, and the coffee sector offers an outstanding profitability opportunity which was previously non-existent. And for Australia's typically demanding coffee drinkers, they are slowly embracing the unlikely yet competitive coffee offering – and being pleasantly surprised every time.

So why has it worked so well for Hennessy Coffee?

Of course, the passion has been key, but as John Hennessy knows well, you can't be in all places at all times to convey that passion. Instead, Hennessy Coffee has to rely on a rigorous and ongoing training program for all his clients, a top-quality bean product, and of course, only the absolute premium in coffee machinery.

Hand in hand with Franke – a partnership that works

Australian Clubs and Hotels are generally high turnover locations and, as such, require fast, reliable and consistent coffee-making. The Franke range of fully automatic machines has provided the upmarket bean-to-cup offering that fits perfectly into this market-place, allowing any trained staff member to make fantastic coffee. In addition, Franke's HACCP-certified equipment caters perfectly to the increasing importance of food safety in the industry and



Hennessy customers know that with the Hennessy Coffee team on board they can take a step back knowing their coffee business is run effectively – they simply let John and his team plan, install, train and inspire their staff, and monitor the cafe area on an ongoing basis.

John Hennessy developed an intense passion for coffee and a real sense of what it takes to be successful in the industry.

thus offers the perfect solution for function areas and behind the bar scenarios - pretty much any busy area which requires a top-notch, yet fully-compliant coffee offering. And because the needs of each venue can vary so vastly, Hennessy Coffee's clients have been overwhelmed by the variations available through various add-on options with Franke coffee equipment.

So, Hennessy Coffee can virtually tailor build a coffee solution for any client's requirements using Franke equipment - nothing is too large or small, too simple or complex, and this flexibility is what allows the successful customised approach at each and every venue.

Reviewing the corporate motto - "we live and love coffee" - is a statement to Hennessy Coffee's profound desire to provide the absolute best in product (coffee) and equipment (machines) to a rapidly expanding client base across eastern Australia. Without like-minded partners, such as the team at Franke, this wouldn't be possible. ■



hennessycoffee



the new tradition



WE'RE READY FOR THE SUMMER

COFFEE CREATIONS FOR HOT DAYS AND MORE

Not only coffee lovers will grow weak at the sight of these new, trendy beverage creations combining coffee, cold milk foam and, if desired, flavorings or over ice – temptations that make everyone's mouth water. Cold coffee creations are hot sellers that provide refreshment and energy, primarily in the summer.



Raspberry White Chocolate

Ingredients: Raspberry syrup, white drinking chocolate, cold milk, cold milk foam

Served in: Regular glass

Decoration: Fresh raspberries, white chocolate shavings



Iced Mojito Latte Macchiato

Ingredients: Mojito syrup, cold milk, cold milk foam, espresso

Served in: Latte Macchiato glass

Decoration: Raw sugar, mint leaves



Iced Chococcino

Ingredients: Chocolate sauce, cold milk, cold milk foam, espresso

Served in: Long-drink glass

Decoration: Chocolate shavings



At a single stroke, the Spectra Foam Master with the Flavour Station can expand your beverage menu virtually without limitations: coffee specialties with cold and warm milk foam – even with different consistencies, and with coffee, chocolate or syrup are easy to prepare at the touch of a button.

Further recipes with cold milk foam and flavors can be found on the Internet:
www.franke.com

THE COLD COSMOPOLITAN

Served with ice cubes, ice cream or simply ice cold: cold coffee is in demand worldwide, not only in the summer, and it is conveniently available „ready-to-go“ out of the bottle or can.

While the old saying that cold coffee makes you beautiful cannot be proven scientifically, there is no doubt that coffee drinkers around the world are thrilled by this beverage. From Atlanta to Zurich, from Adelaide to Tokyo, Iced Coffee and Co. are real top sellers in coffee bars, restaurants and supermarkets. A great variety of cold trend beverages is available, each with its own international flavor.

Preparation methods in different countries

Depending on the country and its tastes, coffee is cooled, mixed and named differently. Canadians, for example, like to grab an “Iced Capp”. Greeks, on the other hand, order a “Frappé”, Chileans a “Café Helado” and in Thailand, cinnamon, cardamom and sesame are part of the traditional “Oliang”. In Israel, a “Slushie” must be made of crushed ice and in Australia a milkshake with coffee flavor is blended from cold coffee with the addition of a lot of cream and sugar. In Western Europe, Iced Coffee consisting of a scoop of ice cream, sugar if desired, whipped cream and lots of coffee that was brewed and then simply cooled down, is well known in cafés “of the old school”.



In Japan: traditional served over ice cubes

What Iced Coffee is to Europe, cold coffee with ice cubes is to Japan: The refreshing beverage has a long history in the land of the rising sun and has been made by traditional methods since the Taisho period of the 1920s. The coffee is brewed into a container with ice cubes instead of into an empty can. The direct contact with the ice conserves the good flavor of the coffee, which should preferably be a mild roast. If the quantity of brewing water is correctly calculated and the volume of the ice cubes is taken into account, nothing stands between the guest and a good cup of cold aromatic enjoyment. In its native country, Japanese Iced Coffee is served with lots of sweet whipped cream and flavored syrup according to taste.

A classic: Caffè Freddo

With its “Caffè Freddo”, Italy is considered to be the originator of the Iced Coffee – and has always concentrated on the essentials: cold Espresso, generously sweetened with sugar and, ideally, not at all bitter due to a rapid cooling process. Of course, the classic beverage can be creatively varied by adding lemon sorbet or limoncello for an iced coffee “sour” or as a refreshing cocktail. In this case, the Espresso is frozen into cubes (like water), crushed, and then the glass is filled with cream, sugar or liqueurs according to taste.

USA: Frappuccino, the trendy beverage

In the USA, cold coffee plays an important role although – or, perhaps, precisely because – Americans didn’t actually invent Espresso. In recent years, the franchise restaurant Starbucks in particular has made sure that Frappuccino & co. are available all year round, and not only in the summer, in the “to-go” cup. While cold drinks were once unique items on the beverage list, today almost all standard coffee specialties of the coffee shop mogul are also available cold. So the favorite coffee drink of the winter can now be enjoyed in the warm season as well. Recently, the cold concept is facing “green” competition in its own country: With “Culinary Iced Coffee”, star chef Wolfgang Puck has introduced his own product line of ready-made Iced Coffees that reflect the spirit of the times – “organic” and “low fat”. With variants including Crème Caramel, Café au Lait, Double Blend Mocha and Vanilla Fusion as well as organic ingredients, the native Austrian, who is Californian by choice, is setting entirely new accents in the US coffee business. A similar tactic is being tested in the USA by PomX: The cold coffee in handy round plastic bottles contains antioxidants from pomegranate extract. Combined with coffee and sugar from sustainable production and low fat milk, this mixture generates a power drink for many occasions.



A time-saving alternative: “ready-to-drink” beverages

When there’s no time for cooling, mixing and stirring, it’s time to reach for “ready-to-drink” coffee. Even if this drink always contains sugar or sugar substitutes, the caffeine kick given to those on the road is a true hit across the globe – and, according to market researchers, still has a lot of potential. The Swiss Emmi company is intensely involved in the ready-made coffee trend in Europe and in the development and expansion of an entirely separate product category. It all began with Caffè Latte in 2004. The first cold coffee beverage with freshly brewed espresso in barista style conquered supermarkets, gas stations and kiosks. The latest addition is Intenso, an extra strong variation. The little cold beverages are particularly popular in Germany: The Swiss company sells about 30 million containers annually to its neighbor, more than in Emmi’s home country. At 30 percent, Emmi has an unusually large share of the market in which other companies, such as illycaffè (together with the Coca-Cola Company) and Nescafé, are also active. ■





After completing his training in gastronomy in 1978 and obtaining his barista certification (SCAE), Axel Jahraus gained several years of international experience in the hospitality industry, in bars and cafes. As an entrepreneur, he then successfully ran his own cafes and bistros – first in Italy and then in Munich. Today, he shares his knowledge as a consultant and trainer in all aspects of the coffee business. He conducts seminars and training courses on-site in restaurants and cafes, and in central coffee competence centers of industry partners. He can also be found at various trade fairs as a barista, actively participating in the exchange of information and experience within the sector.

THREE QUESTIONS FOR AXEL JAHRAUS

BARISTA, CONSULTANT AND TRAINER

Mr. Jahraus, what trends have become apparent in the coffee beverages/out-of-home market?

In Germany, approximately 80 percent of purchases in the out-of-home market are mixed milk beverages. In accordance with the season, various flavors also play a role, such as the cinnamon gingerbread flavor in winter. In cold months, a large variety of drinking chocolates is also popular. The chocolate powders, which contain up to 60 percent chocolate, are mixed with fresh milk. In addition to the new beverage creations, however, fresh filter coffee is still requested: It is brewed on demand directly into a cup or pot. Besides the trend towards increased beverage variety, the dispensing of single beverage servings has also become popular. The consumption of beverages “to-go” or take away is increasing, especially among the younger population in their twenties. Often, a number of different cup sizes are requested.

How important is the topic of variety/cold beverages/flavors?

A new trend has begun to appear in the cold beverage segment. Franke, for example, offers a coffee machine that can produce cold milk foam with different consistencies. Especially on warm days, a classic frozen Latte Macchiato or various milk foam shakes with exotic fruit flavors or purees are a bonus for any establishment. This development is sure to expand beyond beverages in a glass: Soft Ice or Ice Frappé are new alternatives that are not yet widespread.

Do different customer groups require different beverage varieties (for example, the hotel industry, large catering operations and bakeries)?

Beverage variety is embraced by patrons and customers in any food service sector, provided it is boldly communicated. Advertising of the product is important. If patrons are offered a beverage in an appealing way, they will try it. Certainly there are regional and location-based factors to be taken into account, and the nature of the establishment’s own concept should be considered as well.

The hotel industry, for example, is active in three different areas: breakfast, conferences/seminars and wellness/bar/lounge. In the first two areas, the classic Coffee or Espresso is probably more important than the flavored drink with cold milk foam.

Business catering operations generally work with a fresh brewing- or a piston coffee machine. It is important to ensure that patrons always receive a consistent product and that the workflow is fast and simple.

Bakeries in Germany offer all coffee varieties, prepared with classic filter coffee machines, fully automatic machines and fresh brewers. The “to-go” business is particularly important in locations with high customer frequency. These shops tend to offer many different kinds of beverage selection. They thrive on diversity and variety.

Many thanks and we wish you continued success! ■



The family business of Karl Eisenrieder has been a well-known major player on the Munich cafe and confectionery scene for more than 40 years. Today, “Café Münchner Freiheit”, an establishment that is rich in tradition, has eight branches. The latest “family member” is the StaBi-Café, located in the Bayerische Staatsbibliothek.

After completing his training as a chef with Alois Dallmayr and obtaining a degree at the Lucerne Hotel Management School, Max Eisenrieder has also become active in the company.

THREE QUESTIONS FOR MAX EISENRIEDER

MÜNCHNER FREIHEIT EISENRIEDER GMBH

Mr. Eisenrieder, how do you view the trend towards greater beverage variety in general, and especially for your business?

In our “StaBi-Café”, we were specifically required by our customers to follow the trend toward greater beverage variety. Around 80 percent of our guests are students, who are naturally drawn towards trends. We were more or less forced to introduce new and innovative coffee products. The new Spectra Foam Master allows us to offer the cold milk foam trend with different toppings. Of course, we are also hoping to instill in our customers the memory of particularly innovative coffee enjoyment.

The second important point that needs to be considered is different levels of purchasing power. To meet this criteria, we decided to provide our beverages also in different sizes. We offer all of our hot beverages in cup sizes of 0.2l, 0.3l and 0.4l at the corresponding prices to accommodate our customers’ varying needs.

Which beverage specialties (from the machine) do you offer? How are they perceived by your customers and how do you support this?

In our “StaBi-Café”, naturally we offer familiar coffee specialties such as Milk Coffee, Latte Macchiato, and so on. As truly new products, we serve cold milk foam beverages with toppings such as coconut, strawberries, almonds, and more. Clearly, our primary goal with these products is to counteract the stagnating demand for hot beverages during the warm months. Of course, we also aim to offer unique products that distinguish us from the competition. We certainly achieve this with the new product line from Franke Spectra.

As our Spectra Foam Master was only put into operation since November, we cannot yet express customer acceptance of the new cold products in terms of figures. But when we distributed free cold milk shots with a topping to our customers as a small courtesy, interest was very high, despite the cool outdoor temperatures. Many surprised and happy faces could be seen among the students.

What role does coffee machine equipment play in beverage diversity? What requirements do you place on a machine?

Our requirements were as follows:

High milk foam quality:

For this reason, the only machines we considered were those with a cold milk pumping mechanism that heats up the milk on demand just before it is dispensed.

Performance:

In the “StaBi-Café”, the demand for hot beverages during peak hours is exceptionally high. The Spectra Foam Master is able to prepare coffee specialties with a high milk content in record time, maintaining constant milk foam quality in terms of temperature and milk pore size.

Reliability:

At the “StaBi-Café”, we do not have a second fully automatic machine that can be used as a backup. Therefore, an unreliable machine would be too risky. Since the Spectra Foam Master has been in operation in our shop, we have had no failures of any kind and we rely on this machine 100%.

Many thanks and we wish you continued success with your coffee business. ■



INTERNORGA – LEADING TRADE FAIR FOR THE CATERING AND FOOD SERVICES INDUSTRY

FROM 18TH–23RD MARCH 2011 IN HAMBURG



Hosting around 1000 exhibitors from 25 nations, the INTERNORGA in Hamburg is one of Europe's most important and largest trade shows. It offers trade visitors from around the world information on new products and trends in gastronomy, the hotel business, mass catering and in bakeries/confectioneries.

In Hall B2, Booth 211 on the first floor, Franke Coffee Systems will be presenting new beverage creations prepared with the Spectra Foam Master and the Flavour Station. In keeping with the upcoming summer season, the focus will be on mixed beverages with fruit flavors and cold milk foam.

As part of the 100-year anniversary celebration of Franke, the donation of a Pura coffee machine to UNICEF will be another highlight. Star guest Johanna Christine Gehlen and Franke owner/CEO Michael Pieper will present the Pura on March 19 at 4:30 p.m. in support of the UNICEF aid programs. ■



FRANKE COFFEE SYSTEMS AT THE NAFEM SHOW

10TH–12TH FEBRUARY 2011 IN ORLANDO, FL

As the NAFEM exhibition in Orlando celebrates “fresh thinking”, Franke Coffee Systems Americas was proud to contribute to the 100 year Franke anniversary, celebrating a century of Swiss Innovation of fresh ideas. At the exhibition Franke Coffee Systems Americas showcased their new slimmed down portfolio with tailored offerings specific for each market segment.

With an intense schedule, Franke's booth was a huge success. Starting with the eagerly anticipated grand reception to celebrate 100 years of Franke, this memorable occasion was attended by about 400–500 friends and colleagues, a well received opportunity to communicate Franke's core values. The celebratory momentum was maintained through an encouraging attendance rate for both Franke Foodservice Systems and Franke Coffee Systems who together shared a booth at this venue.

Next to product innovation, Franke Coffee Systems also presented a pioneering business model by extending its sales channels through a network of manufacturers representatives.



80 sales people from over 20 companies took part in various pre show training sessions, geared to reinforce Franke's brand message and the promotion of various programs.

A lot of buzz surrounded NAFEM's WHAT'S HOT! WHAT'S COOL!®, NAFEM'S decision to showcase Franke's Evolution Plus Foam Master proved to be a great success at the popular event. Designed to hit the ground running with its incredible milk foam quality, the Foam Master performed brilliantly clearly supporting the claim – “Discover milk all over again”.

All in all, a very positive start into 2011. ■

100 YEARS OF FRANKE

What began 100 years ago as “Spenglerei Hermann Franke (plumber’s workshop)” in Rorschach (SG), Switzerland, is today – three generations later – a global Swiss company group comprising 70 companies and around 11,000 employees. The Franke Artemis Group, to which Franke Coffee Systems belongs, is celebrating its 100th birthday this year.

Hardly any other Swiss company has grown as much as the Franke Artemis Group in the last few decades. An average of three companies a year have been acquired in the last one and a half decades, always funded from self-generated cash flow.

A tradition of active entrepreneurship, seeing opportunities in challenges and realizing them, as well as placing customers at the focus of all activities, are the success factors behind the one-hundred year history of Franke, according to CEO and owner Michael Pieper.

Discover 100 years of Franke at:
www.100yearsfranke.com



FOUR ENTREPRENEURS – TWO FAMILIES – A SWISS SUCCESS STORY

Hermann Franke, the founder and industrial pioneer, recognized the potential of stainless steel at an early stage. He started manufacturing welded sinks, and thereby laid the foundation for the industrial development of Franke.

Walter Franke took over the company after the sudden death of his father. He expanded the sink production by entering the commercial kitchen sector, and expanded business activities beyond the Swiss border by purchasing companies in Western Europe or setting them up himself. Walter Franke was one of the fathers of the kitchen technology standards that are still used today.

Willi Pieper acquired the Franke company from his friend Walter Franke, and developed it further with a systematic approach and a clear strategy. Willi Pieper’s goal was to become the Number One worldwide in selected niche markets. With the purchase of the Progressive Corporation in Philadelphia USA, he took the first big step towards becoming a global company.

Michael Pieper turned a company with a turnover of CHF 480 million in 1989 into the globally leading provider of intelligent systems for domestic kitchens, professional food service, professional coffee preparation, intelligent systems for the beverage industry and comprehensive washroom solutions, with a turnover of around CHF 2.5 billion. He realized the potential of Eastern European countries, Asia, South America and Africa at an early stage, and consistently and successfully built the company into today’s global Franke Artemis Group. ■



The Franke Campus in Aarburg – in 1947 and now

Franke Kaffeemaschinen AG
Franke-Strasse 9
4663 Aarburg
Switzerland
Fon +41 62 787 36 07
Fax +41 62 787 30 10
www.franke.com

Franke bremer GmbH
Franke Strasse 1
97947 Grünsfeld
Germany
Fon +49 9346 9278 0
Fax +49 9346 9278 100
www.franke.com

Branch Office:
Franke Coffee Systems
Netherlands
Lage Dijk 13
5705 BX Helmond
Netherlands
Fon +31 402 990 260
Fax +31 402 990 266
www.franke.com

Franke Coffee Systems
Japan Ltd.
Shinkawa Bldg. 6F
D104-0033 Chuo-ku,
Tokyo, Japan
Fon +81 3 3523 7660
Fax +81 3 3523 3360
www.franke.com

Franke Coffee Systems UK Ltd
18 Handley Page Way,
Old Parkbury Lane,
St Albans, Hertfordshire AL2 2DQ
England
Fon +44 1923 635700
Fax +44 1923 635701
www.franke.com

Franke Coffee Systems
Americas
800 Aviation Parkway
Smyrna, TN 37167
USA
Fon +1 615 462 4265
Fax +1 615 462 4400
www.franke.com

Franke Coffee Systems
Austria
Wallackgasse 7
1230 Vienna
Austria
Fon +43 1 907 66 60 -0
Fax +43 1 907 66 60 -3
www.franke.com

19'328'012/03.11/02e



COFFEE
SYSTEMS