

# COFFEEBAR

Franke Magazine  
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Issue 02/2011

Fairtrade in the coffee business

## ENJOY WITH A CLEAR CONSCIENCE

Sustainable coffee – for a better world  
– pp. 4–6

Active for UNICEF  
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Spectra X-XL  
The best brewed coffee – guaranteed  
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COFFEE  
SYSTEMS

**100** SPIRIT OF  
FRANKE  
THE FIRST 100 YEARS

**FRANKE**

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Franke Kaffeemaschinen AG, Aarburg

### Editorial team:

Ulla Dammer, freelance journalist;  
Simone Grogg, Franke Kaffeemaschinen AG;  
Kathrin Gänge, Franke Kaffeemaschinen AG;  
Andrea Brown, Franke Coffee Systems Americas

### Layout:

visu! AG, Bern

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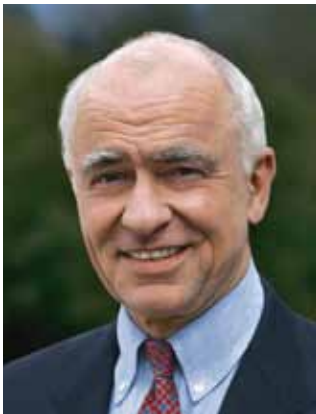
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## EDITORIAL

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**Dear Franke Partners**  
**Dear CoffeeBar Readers**

Our investments in the future not only represent the promises we are making through activities designed to celebrate our anniversary year, they also make up an essential part of our corporate culture.

In our last CoffeeBar issue, we provided a brief overview of the social sustainability associated with our collaboration with UNICEF.

In response to the inspiring conversations and feedback we received requesting more information on sustainability topics, we are dedicating this issue of CoffeeBar to the topic of Fairtrade coffee.

From organic coffee to the overview of Fairtrade organizations from the Peruvian highlands to the valleys of Ethiopia: Fairtrade is far more than just a marketing idea, it is an investment into the future.

When it comes to In Cup Quality, our focus on opening new horizons in beverage production and product variety has been an integral part of our product range since launching the Franke Foam Master with Flavour Station. Our goal is to continuously reinvent the taste sensation with new recipes, from cold milk foam with raspberry syrup to the Crème Brûlée Latte Macchiato. And, in the process, we are proudly redefining the limits of variety. Thanks to the new Franke Coffee Systems App with the name “Coffee ideas by Franke”, you can now view new favorite recipes and – even better – try them out yourself. The update function always keeps you abreast of the latest news and trendy drinks.

Despite the high quality standards demanded by specialty beverages, we also meet the continuing demand for filter coffee. With the new Spectra X-XL generation volume brewer, you can also enjoy the old tradition of freshly brewed filter coffee.

I hope you enjoy our new Franke CoffeeBar.

A handwritten signature in black ink, reading "M. Pieper". The signature is fluid and cursive, with a large initial 'M'.

Michael Pieper  
CEO Franke Artemis Group



Photo: Migros/Utz Certified

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## ENJOY WITH A CLEAR CONSCIENCE

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### SUSTAINABLE COFFEE – FOR A BETTER WORLD

Sustainability in the coffee industry is a major topic. Genuine commitment pays off. After all, it provides real added value for people and the environment. In recent years, the variety of sustainably produced coffee has steadily expanded. Gastronomes are also increasingly reaping the benefits provided by “green” coffee types. But what exactly does sustainability mean when it comes to coffee?

Sustainably produced coffee helps improve the living and working conditions of small-scale farmers and plantation workers in third world countries and conserves nature as well.



## SUSTAINABILITY

The World Commission on Environment and Development implemented by the United Nations turned the concept of sustainability into its guiding principle and defined it as follows: "Making development sustainable means meeting the needs of the present generation without compromising the ability of future generations to meet their own needs."

The discussions surrounding global warming along with resource and fresh water shortages in recent years have seen the topic of sustainability develop into a megatrend across the globe. More and more companies are taking up the cause of acknowledging the importance behind sustainability. They are no longer merely focused on growth and profit, but are also realizing the need to demonstrate social responsibility. What does the term 'sustainability' actually mean? Today, the term has virtually become an overused buzzword that all too frequently lacks a clear definition. It originally comes from the forestry industry and is based on the idea of only cutting down as many trees as can be replanted. Whoever cuts down more trees is in effect biting the hand that feeds him. This insight has also slowly gained acceptance in the business world: if we continue to exploit our natural resources at today's pace, we will destroy both our own livelihood and that of generations to come. The same also holds true for ecology as well as our social fabric.

### More than just a green fad

Committing to sustainability in the coffee industry also pays off. In the end, it genuinely benefits people and the environment. Coffee is the most important agricultural product in the global North-South trade and the world's largest export commodity after petrol. Due to climatic requirements, coffee is grown almost exclusively in developing countries, including Vietnam, Brazil, Columbia and Indonesia etc. A lion's share of the cropland is found in rain forest regions. Around 25 million people work in the coffee sector worldwide. If you also include their family members, approximately 100 million people live from growing and trading coffee. Improving their living conditions, in turn, reduces the poverty level in some of the world's least developed countries, protects nature and continuously improves the coffee sector.

### Labels for ethical sourcing

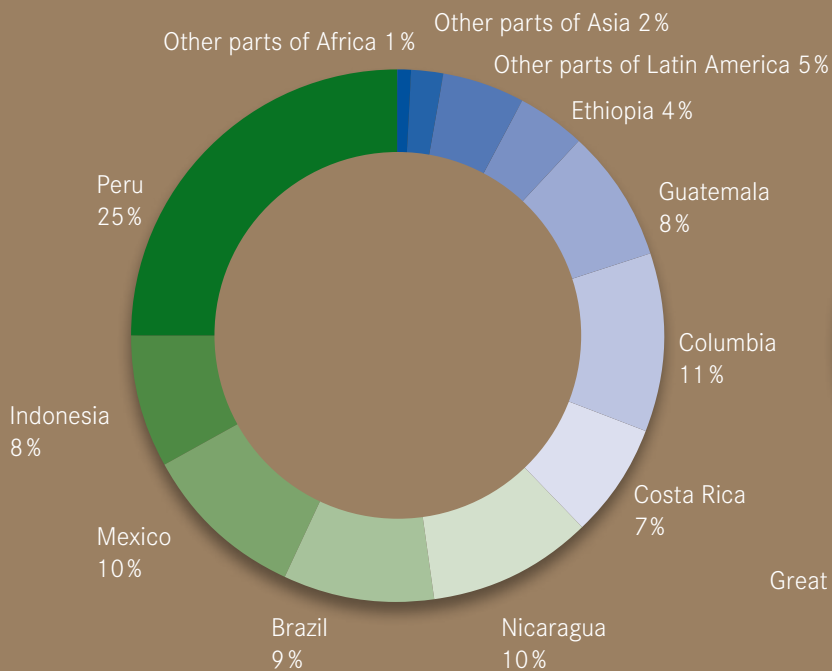
There is no standardized label for sustainably harvested coffee, but there are indeed various initiatives promoting sustainably produced products. Consumers have warmly welcomed the Fairtrade label. Fairtrade is the world's largest social certification system: labeling initiatives stemming from 27 countries are grouped together under the umbrella organization Fairtrade Labelling Organizations International (FLO), which defines the applicable Fairtrade standards. Producers and traders may only print the Fairtrade label on their merchandise if they comply with the Fairtrade guidelines. The organization pays coffee growers a guaranteed minimum price, regardless of price fluctuations on the global market. It also supports environmentally-friendly production, better working conditions and social structures. While organic farming is not mandatory, it is promoted through higher prices. Fairly traded foodstuffs are highly popular among consumers. In particular, coffee – traditionally the largest Fairtrade product – has seen a surge in demand over the last few years. In 2010, sales in Germany alone rose by 26 percent to 7'200 tons. More than 97'000 tons of Fairtrade coffee were sold worldwide.

### Certified farms

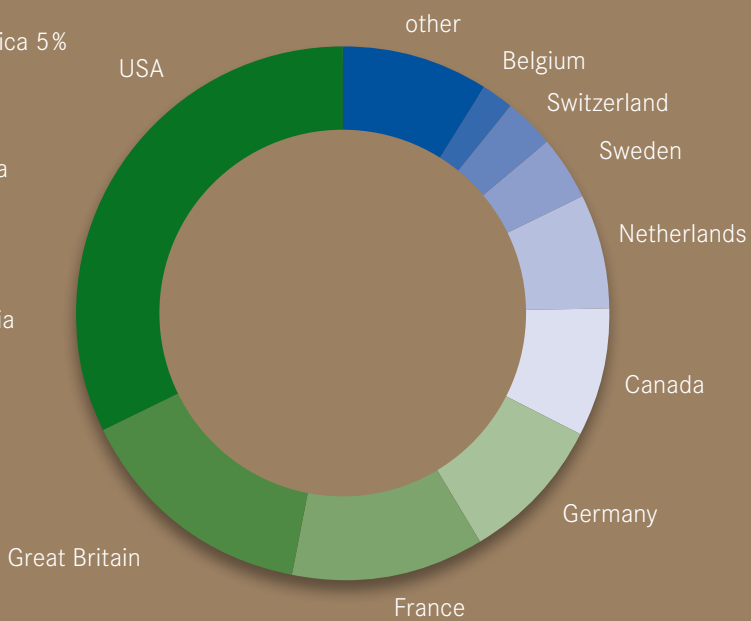
In addition to Fairtrade, there are also other organizations that supply the global market with sustainably produced products. They include the nature conservation organization, Rainforest Alliance, whose certified farms produced around 220'000 tons of raw coffee in 2010. Coffee harvested by Rainforest Alliance-certified farms makes up an estimated 2.5 percent of the coffee market worldwide. Compared to the previous year, the volume of



ORIGIN OF FAIRTRADE COFFEE



FAIRTRADE COFFEE MARKET



® Coffee is grown almost exclusively in developing countries, yet it is primarily consumed in industrial countries. In terms of global trade, fairly traded coffee is still a niche market, but worldwide revenues are seeing increases. It has a 20 percent market share in Great Britain whereas it only hits the 2 percent mark in Germany – despite impressive growth figures.  
 Source: FLO 2008

coffee sold with the green frog label in 2010 jumped 31 percent to 114'884 tons. The independent foundation, UTZ Certified, also develops internationally recognized standards for sustainable coffee production. The coffee's origin can be traced throughout the entire production chain all the way to the farm. To continue promoting sustainability in the entire coffee market, UTZ Certified just recently joined the 4C Initiative. The "Common Code for the Coffee Community", abbreviated to 4C, is an international association of traders, roasters, producers and civil society organizations. Its goal is to work together within the coffee supply chain to raise standards and implement a sustainable concept for the mass market.

#### Market for sustainable coffee

Although the demand for certified coffee is rising in industrial countries in particular, the market share is still comparably low. According to the International Coffee Organization (ICO), "green" coffee currently accounts for 8 percent of global raw coffee exports. But the segment is undergoing strong growth. "Consumer awareness of the conditions under which foodstuffs and other consumer goods are actually produced in our modern affluent society is rising. At the same time, the number of products available on the market that take sustainability aspects into consideration has been steadily rising for years now," explained TransFair Publicist, Claudia Brück.

#### "Green" coffee to-go

There is an ever greater selection of both in-store and to-go "green" coffee products. For example, McCafé – the coffee shop-style chain owned by McDonald's – holds a Rainforest Alliance certificate guaranteeing that the black beans are grown organically and in a socially sustainable manner. Costa Coffee, the leading coffee shop chain in the UK, has also turned its popular Mocha Italia blend into a sustainably produced coffee. As early as the beginning of the 80s, long before everyone was talking about sustainability, Starbucks declared responsible coffee production as part of its corporate culture. The world's largest coffee shop chain has been exclusively offering Espresso beverages with the Fairtrade label since 2010 in Europe and also developed its own guidelines for sustainable coffee farming.



#### SUSTAINABILITY USING COFFEE AS AN EXAMPLE\*

- Promoting environmentally-friendly cultivation
- Guaranteed minimum price for coffee farmers
- Promoting cooperative organizational structures
- Child labor ban
- Social support (e.g. training programs)

\*Extract from the Fairtrade standards for the fair trading of coffee

Coffee shop chains do not stand alone in addressing this topic. American Airlines has been serving Rainforest Alliance-certified coffee on all its flights since 2010. Japan has approximately 18'000 beverage vending machines at train stations and rest stops offering certified coffee. The established coffee products from "Ueshima Coffee Co." also bear the label with the green frog. In 2010, the supermarket chain Migros was Switzerland's first major distributor to revamp its entire basic assortment of coffee products to socially and environmentally-friendly coffee. To accomplish this task, they worked together with UTZ Certified as do Ikea and Aral filling stations. But not only the "major players" are choosing products for a better world: staff canteens, bakery chains and cafés are also distinguishing themselves with "green" offerings. "Climate change, natural disasters and nuclear incidents have dramatically raised the awareness of guests for environmentally-friendly solutions in the food service industry," said Christian Tinz, head of the "Pavillon" café bistro in Bruchsal located in Baden-Württemberg. All the coffee specialties he serves his guests bear the Rainforest Alliance label. This does not raise the price of coffee for customers. "We deliberately decided against a price increase," said Tinz. "We can only preserve our planet for future generations if we work together in achieving sustainability goals." ■

## CHATEAU CAFE, NEW ORLEANS

### CHATEAU CAFE ON SUSTAINABILITY

New Orleans, the sizzling festival city of the world is home to restaurant Chateau Cafe. Offering the perfect blend of coffee-house, café, and bakery, the Chateau Cafe business has been extending their service to the community beyond what is on their menu.



Proprietor; Scott Korndorffer

Established for 17 years, with three locations in the metropolitan area of New Orleans, Scott Korndorffer talks to Franke about how Chateau Cafe contributes to the closely knit community of New Orleans.

Chateau Cafe is a true Louisiana original, serving home baked food, fresh produce and gourmet hot beverages. Their home-style favorites are Chateau Burger, Catfish Platter and Southwestern BBQ Shrimp Po-boy which is specially marinated and sautéed with red onion. Now that your mouth is watering, just feast your thoughts on their cinnamon rolls and their signature dish called “Shoe Sole” which is a mixture of dough, cinnamon and sugar. All are prepared and baked on the premises in Chateau Cafe’s very own bakery. But there is more to Chateau Cafe than its friendly ambience and delicious home made flaky croissants. As an environmentally conscious company Chateau Cafe owners and staff believe in sustainability and in investing in the community in which they live: “We participate in activities that build and strengthen the neighborhoods we serve. Through volunteering, donations and sponsorships, we’re proud to actively make a difference.”



#### Supporting the community

Chateau Cafe makes their contribution to Lake Pontchartrain Basin by generously providing free coffees and pastries for the volunteers working on the restoration.

“Save Our Lake” is an important ecological, cultural, and economical source, Lake Pontchartrain Basin supports a population of some 2.1 million people. The Campaign has been popular and successful with citizens encouraged to join in the efforts to protect the valuable resources.

As well as “Save Our Lake” campaign, Chateau Cafe has been involved in many other charitable activities such as a twice yearly Golf Tournament and Gala fund-raisers, which attracted 400 to 500 participants.

Making generous donations of free food and drink and gift certificates, Chateau Cafe is also mindful in sustaining the regions economy through the products they source and prepare. Choosing to bake their own pastries, freshly prepare their dishes and use local produce such as Fair Trade coffee beans bought from a local New Orleans coffee roaster.



### Coffee and the customer

Château cafe have a regular customer base who love to drink great coffee. Preparing everyday favorites, Lattes and Cappuccinos to more exotic drinks such as Bavarian Chocolate Iced Coffee and Colombian Viennese Iced Coffee. After moving from traditional methods to purchasing their first superautomatic machine, the Franke Evolution 2 Step, Scott soon realized the benefits of the superautomatic and purchased 7 more Franke Evolutions.

“We love them – they are perfect! It makes it much easier to train our staff and it saves us money. They provide complete consistency every time in both portion size and quality. I wanted consistency in all my stores and these machines do the work for you!” ■

### UPCOMING EVENTS

“Zoo to do” is a well anticipated annual New Orleans Jazz and Heritage Festival and is definitely on Chateau Cafe’s calendar. In contrast to the Flamboyant and dramatic costumes that is typically seen at festivals, this party is a black tie/white linen affair. Raising money to meet heightened humane animal treatment standards and for improving the zoo for children and families.





## MARCHÉ® RESTAURANTS

### THE SWITCH TO 100 % MÖVENPICK ORGANIC/FAIRTRADE COFFEE

Sustainability is the hot topic of our times. The same holds true for the coffee experience. Marché® – a longstanding customer of Franke – decided to switch to Mövenpick's organic/Fairtrade coffee in Germany, Switzerland and Austria.

The CEO of Marché International, Oliver Altherr, explained his commitment to organic methods and Fairtrade: "The switch to organic/Fairtrade coffee is in perfect alignment with our philosophy. Fresh, healthy, high-quality – those are the key attributes of our brand. We use seasonal ingredients and purchase them from regional suppliers. Consuming regionally produced products ensures freshness for our guests and fosters the sustainable, environmentally-friendly development of the respective regional agriculture. We would like to implement the same approach for our range of coffee products. Unfortunately, we cannot purchase the coffee beans from the farmer next door. Which is why Mövenpick organic/Fairtrade coffee is the perfect alternative for us."

The coffee beans used in Mövenpick organic/Fairtrade coffee combine two decisive advantages: they are 100 percent Fairtrade and 100 percent organic. Specifically, this means that

these coffee beans are produced in line with the Fairtrade standards and are organically farmed according to the statutory provisions applicable throughout the EU. In other words, no chemical synthetic plant protection products or mineral fertilizers are used.

The company purchases its coffee beans from licensed partners of Mövenpick Fine Food in Germany and Austria. It serves Mövenpick organic/Fairtrade coffee from Mövenpick Fine Food in its Swiss restaurants.



Unlike a number of competitors, Marché® restaurants has not only restricted itself to the popular Espresso beans by switching to organic/Fairtrade coffee. In addition, it intends to base its entire range of coffee products on organic/Fairtrade beans. This poses a challenge, as the consistent high quality may not be compromised in any way by revamping the products and the taste experience must be just as pleasurable. This, in turn, demands a coordinative effort, as success depends on several factors: from just the right method of roasting the beans to the transparent communication relayed to guests.

The switchover to Movenpick organic/Fairtrade coffee beans relies entirely on quality, as any compromise in quality makes the coffee or product range bitter and sour. And the food industry would pick up on it immediately. When it comes to making good coffee, roasting the beans is key and the individual components of the coffee machine settings also play a vital role. To ensure identical coffee quality in all Marché® restaurants, the coffee brewing process is painstakingly modified according to precise instructions. For example, individual aspects such as the fill level, powder quantity, dispensing time and temperature are defined during the fine tuning process and ultimately tried and accepted by the people responsible at Marché® restaurants in coordination with Franke Coffee Systems.



Coffee counter at Marché®. Two Sinfonia coffee machines from Franke provide premium coffee.

Marché® also attributes vast importance to the work performed behind the scenes, such as maintaining and cleaning the coffee machines, keeping a coffee checklist, training employees and developing products and coffee specialties. These are tasks that the customer does not realize at first, but are clearly evident in the quality in the cup.

The switch to 100 percent Movenpick organic/Fairtrade coffee paid off for Marché®, as the majority of guests welcomed the change. In particular, the company received accolades from customers who value sustainability. This is also significantly attributed to the fact that a total of 140 tons of organic/Fairtrade coffee are required to serve the demands in German-speaking countries.



## ACTIVE FOR UNICEF

In honor of its 100-year anniversary Franke Coffee Systems is proudly supporting the worldwide UNICEF Children's Fund. The partnership sends a clear message of its focus on social sustainability and its commitment to others. We sat down and interviewed Eric Mayer, UNICEF Germany, about the work performed by UNICEF, current projects and the impact of the support Franke provides.



Eric Mayer, Head of Business Cooperations,  
UNICEF Germany

**Mr. Mayer, UNICEF has been calling on people to help protect children for six decades. What can UNICEF do for children in developing countries?**

UNICEF helps children in over 150 countries. For example, UNICEF provides every second child with vaccines, builds wells and provides school supplies for millions of children. UNICEF also helps children against HIV/AIDS and protects them against exploitation, abuse and violence. In doing this, we have contributed to ensuring that more children go to school now than ever before. Child mortality has been cut in half over the last thirty years and diseases such as polio are as good as wiped out. Here, it is very important to emphasize that we work together with a wide range of partners both in individual countries and around the world. And, naturally, these achievements would not be possible without the generous support from partners such as yourself.

**What are UNICEF's strengths?**

A major strength of UNICEF is its organization and network that are already set in place. UNICEF keeps a constant supply of vital relief goods readily available through central warehouses in Copenhagen as well as regional distribution points. In case of natural catastrophes, such as the Earthquake in Haiti at the beginning of 2010 or the current famine in the Horn of Africa, the relief supplies can therefore be sent to practically anywhere in the world within 48 hours. Since UNICEF works in virtually every country in the world and has a dense network of local partners, aid can be quickly provided in remote regions. Experts are frequently already in place. I think that is a particularly important point: UNICEF is active in countries for the long haul, not just for the duration of a crisis.

As an organization of the United Nations, UNICEF also works closely together with governments and the other UN organizations. This makes it possible to effectively communicate and organize the need for humanitarian assistance during catastrophes or crises.

**What does sustainability mean for UNICEF?**

Our top priority is to establish sustainable structures to protect and promote children's rights. UNICEF therefore advocates solution models that can be transferred to a large number of children and families. To do this, we work together with the children, municipalities, civil society organizations and the business sector as well as governments. As a UN organization, we can influence how the teaching syllabus is improved or how Child Protection Acts are formulated, for example.

The UNICEF programs are geared towards millennium development objectives and follow a developmental approach based on human rights. All programs within the 150 countries are part of UNICEF's medium-term strategic plan for the years between 2006 and 2013. The plan's successful implementation is continuously monitored.

Of course, to achieve long-term success and ensure the reliability of UNICEF's work, it is important that the means are only used as intended



Handing over the donation check marking the Internorga tradeshow in Germany, from left Michael Pieper (Franke owner), Johanna Christine Gehlen (UNICEF ambassador), Eric Mayer (UNICEF)

and the implementation is carefully observed. That is the only way to ensure that the donations are effectively and efficiently used. UNICEF Germany receives detailed annual reports which cover the financial activities, achievements and challenges as well as the next steps for all targeted projects supported with German donations.

#### **How important are the collaborations with companies for UNICEF?**

UNICEF relies on broad support for its work program in developing countries as well as its tasks in industrial countries. Here, companies play a central role: in concrete terms, they not only help move projects for children forward with their donations, but they also contribute to raising the public's awareness of UNICEF'S objectives, for example here in Germany. In addition, their commitment, such as the one from Franke, also motivates other companies to get on board and help children in need. After all, we can only enforce children's rights and achieve the millennium objectives when we work together.

#### **Which projects are supported by the donations provided by Franke Coffee Systems?**

Franke Coffee Systems supported the emergency assistance in Japan and water projects in Ethiopia. In the last few years UNICEF has built wells and water installations for over 140'000 people in the Amhara and Afar regions in Ethiopia. 240'000 people have also received information on hygiene as well as support for building simple latrines. Also thanks to the support from Franke.

#### **What are the current projects of UNICEF Germany and UNICEF Global?**

The latest UNICEF assistance program is for emergency aid in the Horn of Africa. Ten million people are currently suffering from the world's worst food crisis and two million children are malnourished there. UNICEF acquires therapeutic supplements for the affected children, organizes vaccine campaigns and helps deliver clean drinking water. At UNICEF Germany, we are drawing attention to the crisis through the press and public relations and are calling on the population to make donations.

#### **What is your greatest wish for the future?**

My greatest wish is for children's rights to be enforced and upheld everywhere. At the end of the day, children are our future. ■



UNICEF / HQ96-1166 / Giacomo Pirozzi

Estimates indicate that 2.2 billion children and adolescents live on Earth – nearly every second one of them grows up in poverty. UNICEF champions measures to enable all children to go to school, to receive medical care, clean drinking water as well as sufficient food and to protect them against exploitation and abuse.

## STRAIGHTFORWARD AND ENERGY EFFICIENT

### THE FRANKE PURA IMPRESSES WITH ITS SUSTAINABLE DESIGN

Underscoring its partnership with UNICEF, Franke Coffee Systems presented its partner with a “special edition” Pura in a UNICEF design at the Internorga tradeshow. The “Green+Gentle concept” behind Franke coffee machines highlights its commitment to sustainable technology.

Franke Coffee Systems continuously works on developing energy saving technologies. For years now, Franke has been improving energy efficiency and the environmental balance of its coffee machines of its own volition and it currently goes beyond today’s legal requirements. The Pura model is the best example for sustainability among its fully automatic coffee machines: coupled with the “Green+Gentle Concept”, the machine already meets the EU product directive requirements for coffee machines that go into effect as of 2014. An essential factor is the optimum insulation of the components which are of importance for energy efficiency, e.g. the boiler systems. Energy losses can be significantly reduced through

innovative materials, insulated feeds and the use of short pathways inside the machinery. A sophisticated, efficient heating management system and the optimized controller design also contribute to energy efficiency.

In conjunction with the various associations, such as the HKI (in Germany) and ENAK (in Switzerland), Franke works on testing and standardization procedures to ensure uniform coffee machine standards in the food industry. Designations such as standby, energy saving mode, off status and operational readiness are understood differently in their usage. The features and impacts, therefore, cannot be universally compared. A device in standby mode is not ready for operation; however, it can be reactivated by means of a button or a timer function. This requires a corresponding heating-up phase, which is dependent on the particular model. With the new Franke Pura, for instance, it takes only five minutes. In energy saving mode, the coffee machine is kept at a lower power consumption level from which it can be made available for operation at short notice. Energy saving mode can be programmed on the latest models of Franke coffee machines in accordance with customer preference. After a preset length of time without a drink being prepared, the machine automatically switches into energy saving mode.

Combining customer requirements with the legal provisions into our energy saving concept posed a challenge. An example of this is the enhanced hygiene factor, which no one is willing to forego, but which inevitably involves higher energy consumption. Another point is the requirement for a fast operating coffee dispenser. Waiting times which occur while heating up the water temperature when switching from standby to operating mode are not acceptable for the user.

The results and findings accumulated through the valuable collaboration performed with workgroups, associations and customer are regularly incorporated in enhancing and designing new developments for Franke coffee machines. For the entire Franke Group, it is important that both thoughts and actions are realized in the context of long-term environmental considerations – across all business sectors. ■



Special edition Pura, symbolizing the collaboration between Franke and UNICEF.

## COFFEE IDEAS BY FRANKE

### ANYWHERE AND ANYTIME – DELICIOUS RECIPES

Have a craving for a creamy Caramel Latte Macchiato or a hankering for some cold Raspberry Milk Foam? The new Franke recipe App allows you to view the latest drink creations from Franke Coffee Systems and, even better, you can try them out yourself.



Coffee Ideas by Franke, the new free recipe App. Now available in the iTunes store.

The perfect solution for professionals and coffee lovers: simply load the new Franke Coffee Systems App onto your iPhone, iPad or iPod touch for free. It allows you to spontaneously access over 30 recipes from anywhere. From traditional coffee recipes and chocolate specialties to cold milk foam creations with flavor, you're bound to find a tasty treat.

Looking for a cold or hot specialty, the perfect complement to a nice fall evening, with a touch of sweetness perhaps? You can set the desired filter in the "Cover Flow" function and the Franke recipe App suggests unique recipe ideas.

Enhance your capabilities. ■



For the iPad



For the iPhone/  
iPod Touch



## SPECTRA X-XL

### THE BEST BREWED COFFEE – GUARANTEED

Franke will be presenting its latest high-output brewer generation at the upcoming tradeshows during the second half of 2011. The Spectra X-XL is a compact, powerful, fully automatic coffee machine especially designed for preparing large volumes of brewed coffee. It is perfect for breakfast buffet, self-service at rest stops or in corporate cafeterias, for example. In other words, wherever large volumes of premium quality coffee are needed in next to no time.



Whether it's a pot of coffee with your cake or a quick cup while you're on the go, fresh filter coffee revives the spirits and provides the perfect pick-me-up. In contrast, stale coffee kept warm for hours can dampen your mood. To make sure that does not happen, the Spectra X-XL brews only as much coffee as you need.

#### Different brewing stages

The Spectra X-XL uses four brewing stages. This means the unit only brews the coffee that is actually needed throughout the day. The glass container holds four liters and is individually filled in four brewing stages (1, 2, 3 or 4 liters). The dispensing quantities are freely programmable – for a cup, mug, and small or large jugs.

#### Highest quality

Perfect processing and careful storage of the coffee are essential for preparing excellent brewed coffee. The dosing unit of the Spectra X-XL conveys ground coffee directly to the brewing vessel. The ground powder is brewed in a pressure-free process and without a filter paper. So the brewed coffee is held in the closed four-liter glass container that is neutral in flavor, which makes sure that it stays perfectly fresh.

#### Simplified selection

Different applications ask for different operating concepts. Spectra takes this into account by offering two different control panels:

- The Basic operating panel with ten buttons is suited for traditional service in all service areas.
- The Vetro 8 glass control panel is perfect for self-service. Customers instantly recognize the product they want from the image and text, press the picture and obtain the product.

#### Combinable System

Combining the Spectra X-XL with the Spectra S expands the range of coffee and specialty beverage products. Their designs make them the perfect match.

Spectra X-XL  
Powerful and compact for premium quality coffee



### Jug Dispenser

Upon request, the Spectra X-XL can be equipped with a removable work surface for thermos jugs and the matching tap dispenser for jugs with a height of up to 256 mm. This makes it ideal for breakfast and convention rooms or larger groups of guests. ■



Spectra X-XL with jug dispenser

### FACTS ABOUT FILTER COFFEE

Filter coffee is a beverage produced by brewing coffee grounds using boiling water and filtering it through a special filter without applying any pressure. In most cases, the filter is made of paper or a fine stainless steel sieve. The filter coffee process was invented at the beginning of the 20th century by Melitta Bentz.

### PREPARATION

As a rule, filter coffee is only brewed once. Six to eight grams of ground coffee are required for 100 to 125 ml of water. The grind coarseness or grain size for filter coffee lies between 0.3 (fine) and 0.5 mm (medium-fine). The temperature should be between 92 and 96 °C.

### PREVALENCE

Filter coffee is most prevalent in Northern Europe and North America. Just a few years ago, there were only a few coffee specialties, such as Espresso, Cappuccino, etc., on the household market or offered for 'to-go' consumption. This share has risen dramatically ever since. Modern coffee shops and coffee bars have played a vital role in making espresso-based coffee specialties popular. However, filter coffee still claims the lion's share in the German household market. Furthermore, traditional (filter) coffee is still consumed in the to-go market (54 percent).

## GENERATING HEAT AT NAFEM SHOW 2011

### The NAFEM Show | 11

As Franke traveled south to the NAFEM 2011 show in Orlando, there was no better way than this to start the year and warm up the winter season. With an ideal selection across the Franke range, the heat was centered around Franke's innovative product features and Franke's total commitment to service. Featuring Autosteam Pro, an incredible way to steam milk separately, featuring the Foam Master – producing perfect 20 oz lattes in 23 seconds – and featuring the flavor station – an ingenious way to uncover endless opportunities in coffee cocktails. NAFEM attracts some 20,000 food service professionals. The 2011 show was a huge success with an 8% increase in attendance compared to their previous show in 2009. The enthusiasm was certainly felt among attendees and exhibitors for a positive year ahead, making it another great moment for Franke to connect with key contacts, friends and valued associates in the food service industry. ■



## PURA LAUNCH IN CHICAGO AT NRA SHOW 2011



Boldly marked on tradeshow calendars across the US as a vibrant and lively show, it was without doubt the right place and the right season to kick off the Pura launch. Spring was in the air and McCormick place was buzzing with some of this years latest and greatest products. And so the Pura was born and already ahead of the league. Everyone and anyone with an eye for design and a love for great coffee could not resist dropping by to taste the best in espresso beverages from Franke's superautomatic machines. There was a promising and invigorating atmosphere with 58,000 registrants. This was a significant increase over previous years. A lot of interest was sparked and high quality leads were generated. Performing with perfect ease and simplicity – this one was Pura's show! ■



## SUNSHINE, MOUNTAINS AND COFFEE

### REFRESHING SUMMER COFFEE CREATIONS FOR VIP'S AT THE BEACH WORLD TOUR 2011 IN GSTAAD, SWITZERLAND



With the men's final between the Rogers-Dalhausser and Emanuel-Alison teams, the twelfth FIVB Beach Volleyball SWATCH World Tour – 1to1 energy Grand Slam drew to a close on July 10, 2011 in Gstaad. Players, fans and spectators enjoyed a true beach volleyball festival, replete with sunny skies and soaring temperatures, in the middle of the Alps.

Amid this unique setting and summer temperatures, coffee lovers also took pleasure in a great cup of coffee. Ten Franke coffee machines prepared delicious beverages according to the guests' wishes. The VIPs in the Sky lounge were treated to delicious cold coffee creations and refreshing cold milk foam prepared to order using the Spectra Foam Master. ■



## TRADESHOWS 2011

We will be present at the largest international food industry tradeshows – stop by to see us and experience a new world of coffee enjoyment.

- **HOST** in Milan, Italy                      October 21–25, 2011
- **SÜDBACK** in Stuttgart,                      October 22–25, 2011  
Germany
- **ALLES FÜR DEN GAST**                      November 5–9, 2011  
in Salzburg, Austria
- **IGEHO** in Basel,                              November 19–23, 2011  
Switzerland

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 Coffee Systems GmbH  
Franke Strasse 1  
97947 Grünsfeld  
Germany  
Fon +49 9346 9278 0  
Fax +49 9346 9278 100  
www.franke.de

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

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