

MARCO

HOT TOPICS

The newsletter of Marco Beverage Systems in the UK

Issue 8, Autumn 2005

Coventry FC kicks off with Marco

The new football season is now well under way. Lucky Coventry City FC, they are running out onto the turf of a totally new stadium, the Ricoh Arena. The place looked a treat. But football apart, have you ever thought what it takes to provide hot drinks for thousands of fans with a window that lasts maybe half an hour before the match and a quarter of an hour at half time?

Rest assured a kettle just won't do! In fact, Catering Management Services, under the watchful eye of David Raistrick were involved in planning the catering even before a sod was turned, back in 2002. CMS is well known in the field of foodservice design and planning for Stadia and David knew that very few manufacturers could provide a hot water system to cope with demand on this scale. From his experiences of using Marco water boilers at other locations, it was a natural choice for David to recommend to James Street of Arena Coventry Ltd., the use of Oceanic boilers for the kiosks.

In all, a total of 20 kiosks were each equipped with this powerful undercounter atmospheric water boiler. Each boiler has 2 fonts, both programmed to deliver 10 oz water portions at 85°C, a temperature that will brew tea but is comfortable to hold in

a disposable cup. The Oceanic delivers a massive 70 litres of hot water immediate draw-off –that's about 250 cups.

Buying the machines outright was quite a capital investment, but CMS were thinking ahead and the installation should deliver considerable saving in the coming years, enabling them to put in place contracts for product supply at advantageous rates, with the flexibility to introduce new products, for example, Fairtrade, as available.

All the units were installed by Marco engineers who ensured that each was fitted

with the new Marco - Flowtech water filters

(see page 2) Not only does this give the best possible quality of beverage, but inhibits scale and protects the equipment from the damaging effects of calcium build-up.

Speaking shortly after the new season kicked off, David had these kind words to say about the Marco service: "We have always been satisfied with Marco's performance, reliability and value for money and had no hesitation in specifying their Oceanic boilers at Arena Coventry"

From the client perspective, James Street added: "Chris York and all at Marco have matched our specifications, met tight deadlines, observed budget constraints and they have come up winners when it mattered."



Contact Us!

Marco Beverage Systems Ltd.
The Shire House, Strixton Manor
Strixton, Nr Wellingborough
Northants NN29 7PA

Tel: 0207 274 4577

Fax: 0207 978 8141

Email: sales@marco-bev.co.uk

Web: www.marco-bev.co.uk

Filling "Norgies" for our troops

For civilian readers, a "norgie" can best be described as a large vacuum flask - very large, in fact - for these beasts contain a 20 litre brew to refresh the squaddies when they're out on manoeuvres. The Army kitchen at Collierne barracks near Bath had become reliant on its bulk gas water boiler for filling their norgies.

The boiler was also used for a myriad of other purposes from washing the floor to making gravy and soups, so when it finally gave up the ghost, it left the catering corps in a bit of a pickle, having to boil water up in a floor mounted boiling pan, then ladling the water into the norgies by hand. That prompted the site's property maintenance company, Integral Limited, South West Catering Division to get in immediate touch with Marco. Very quickly we established a specification for a replacement, then supplied and installed a 90 litre gas water boiler, hand-built to meet the fast delivery times required by the Army.

Ken Southan, Catering Supervisor of



Ken Southan of Integral fills a 'Norgie' from the new boilers

Integral, commented: "We discussed the specification with Marco and agreed it required specialist water boilers. Marco were quick to react and, as with all Marco boilers we install, this one is producing high volumes of hot water with excellent reliability."

Sales Director of Marco, Chris York added: "Bulk water boilers are an important part

of our range and we make them in electric or gas. They suit the high volume requirements of the MoD perfectly. We have also just added an LPG version to our portfolio, which we expect will appeal to outside caterers and event organisers on sites where conventional power sources are simply not available."

Marco's new water filter range

You'll probably have seen our piece in the last issue of Hot Topics, so by now you'll be aware that we have just launched our own range of water treatment systems in co-operation with Flowtech. Now, we've not just woken up to water quality issues. As a leading manufacturer of water boilers and boiler brewers, we've always been hot on water quality, until now taking an impartial stance.

Now, having spent a lot of time assessing the various manufacturers, we have formed a strategic alliance with Flowtech and have now launched a range of water filters in the UK and Ireland under the Marco-Flowtech brand.

There are three different types of filter, at least one will suit your requirements:

Inline Filter – compact unit treats 4,000 litres of water for taste/odour with some



scale inhibition. Suitable for smaller units or low use

systems. An entry level unit at an attractive price.

Carbon X 7000 model – includes head with automatic shut-off valve, cartridge and piping. A



carbon/polyphosphate system with a capacity of 7,000 litres. Treats taste/odour and inhibits scale and ideal for the most popular autofill water boilers.

Dekal 30 Model –for high volume and bulk coffee dispense. Floor standing unit. Combination carbon block filter with ion



exchange to deal with water quality and scale build-up. Treats up to 3,000 litres.

The full range of Marco Flowtech water filters

is available ex-stock with immediate effect and Marco will also be offering a comprehensive filter exchange plan. For more details call us on the usual number 0207 274 4577.

We're going to Northants ...but not for the cricket

Northamptonshire County Cricket Club will be hosting quite a different sort of sport this autumn. The cricket season will be well and truly over by the time of the BSA Eurobev exhibition on October 19th and 20th.

Events start on the evening of 18th October with an informal supper at the Hilton Hotel in Northampton for BSA members and exhibitors. The exhibition itself is open as follows:

Wed October 19th 10am till 5pm

Thurs October 20th 9.30am till 4pm

The annual BSA Industry dinner takes place on the Wednesday evening, where the winners of the best beverage awards – the Bev-E Awards - will be announced. Whilst the exhibition proper is in progress, all manner of activities will be going on such as like seminars, demonstrations and you really should not miss the BSA Barista challenge 2005, which takes place at 11.15am on Thursday.

As usual, Marco will have a stand there, bigger than ever this year, and we will be demonstrating our range of water boilers,

brewers and chocolate machines. We are hopeful that our new LPG water boiler will make its debut at the show. So why not take a few hours out from your regular business and come and have a chat on our stand. You're sure to learn something to your advantage!

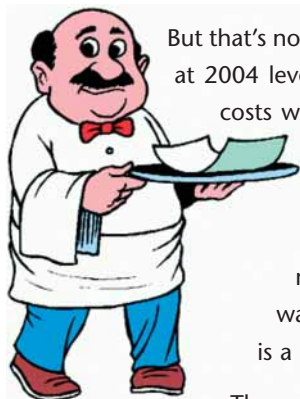


Last year's stand



Serving up some good news on prices

And for once it really is good news! When most manufacturers say they're introducing a new price list, it's usually a metaphor for a price increase. Well, our 2005/6 price list is an exception. The new price list, which is effective from October 31st 2005, actually includes a price reduction. That's right, we're reducing the price of the Libra 5 to £442 and the Libra 10 goes down to £465.



But that's not all the good news, ALL OTHER PRICES ARE MAINTAINED at 2004 levels. Yes, we've offset all the inflationary pressures on our costs with increased manufacturing efficiency through improved volumes. That means we can maintain our margins without a price increase.

The new price list also has some new entrants, such as the new LPG water boilers and our new range of Marco-Flowtech water filters. All in all, we hope you'll agree, the new price list is a real recipe for success.

The next few months are going to be hectic with new product launches. Without giving too much away at this early stage, keep your eyes peeled in particular for our new small batch filter coffee machine and one or two other surprises. Prices will be announced on our website, and of course in forthcoming issues of Hot Topics

NEW PRICE LIST AVAILABLE FROM OCTOBER 31ST 2005



It's group heads at ten paces!

Wait for it! You've never seen a barista competition like this before. It's the UK versus Ireland barista challenge. A sort of "Head-to-Head" over the coffee cups - if you'll excuse the terrible pun.

The challenge is the brainchild of two skilled baristas, David Cooper of Cooper's Coffee in Huddersfield and Joseph Smith of Marco, Ireland. David is the only accredited World Barista championship judge in northern Europe and Joseph will be judging in the forthcoming Tea and Coffee World Cup in Hamburg. So these chaps are well qualified to lead their respective teams of three baristas each. Team personnel are already limbering up and final team sheets will be published nearer the day.

The Challenge is being organised by Joseph himself, who is the SCAE organiser

for Ireland and the event will take place on October 4th at Chief O'Neill's Hotel in Dublin. It's going to be a light-hearted competition and the teams will face several challenges. The first is to make four perfect espressos – simple enough you might say, but how about the second, blind latte art? ...or the third task, to make a signature drink from a tray of surprise ingredients? Sounds like a lot of fun. The previous day, 3rd October, will be devoted to barista training sessions run by David and Simon Robertson who was placed 8th



in the World at the last World Barista Championships, which is open to all for a small fee. If you'd like more details of either day, call Marco Ireland direct on 00353 1 295 2674 and ask for Joseph.

Playing Host at Host

Those of you with long memories may recall an earlier article in Hot Topics, when we reviewed the last Host Exhibition held in Milan the autumn of 2003. A group of us from Marco went out and were bowled over by the sheer size of the show. There was an entire hall the size of Hotelympia devoted purely to beverage machines. We were so impressed that we decided we just had to exhibit next time round – and that is this autumn.

Host is a bi-annual exhibition and the organisers claim it is now the biggest event of its type in the world. In 2003 there were 86,000 visitors and 1,333 exhibitors. This year the venue has changed and the figures get more impressive. The new site, the Fieramilano to the north west of the city has only just been opened. It's one of the largest exhibition centres in the world with 348m² of exhibition floor space, spread over 26 halls. So prepare to be impressed. This year the show is on from October 21st-25th and we are very much looking forward to making new sales contacts in Europe and, it goes without saying, we'll be really pleased to see you, too.

We're in the SIC section, a sort of specialist coffee show-within-a-show. We are expecting to be able to launch our

new small batch coffee brewers there. There will be a pour over model plus a thermal flask version. We're very excited about that and, if you can't make the Show, we should be in a position to tell you more about it in Christmas Hot Topics. Naturally we'll also have Qwikbrew and MaxiBrew on the stand, together with a full range of water boilers.

With cheap airlines flying daily to Milan, the cost of a visit is now quite modest, even with an overnight stay. So, why not pay us a visit and see what else the show has to offer. We promise you won't be disappointed. For more information, visit the Host website www.host.expects.it.



For information on any of the products featured on these pages or to make a contribution to Hot Topics, call us on 020 7274 4577

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**Marco Beverage Systems, Head Office: Unit 63D,
Heather Road, Sandyford Industrial Estate
Sandyford, Dublin 18 Ireland. Tel 020 7274 4577 Fax: 020 7978 8141
Email: sales@marco-bev.co.uk Web: www.marco-bev.co.uk**

www.marco-bev.co.uk www.marco-bev.co.uk www.marco-bev.co.uk