

HOTTOPICS 06

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FILTRO HITS THE MARKET!

We are delighted to say that our new range of manual pour over filter machines, Filtro, is now available to order in jug or flask versions. You may remember that we previewed the new models at the Host exhibition in Milan in October last year.



Advanced features

We have been at pains not to over complicate the machine, whilst at the same time incorporating key features which serving staff will find useful. For example, Filtro has a visual and audible indicator of when the brew is finished together with a descale indicator and a "spoil" light. The machines have two hot plates and the price includes two decanters. All models are made of robust stainless steel construction and designed to be easy to clean with a removable spray head. They have recessed splash-protected switches and boil-dry protection. Full specifications are on our Irish and UK websites.

The airpot version operates in similar fashion to the pour over except the brew is dispensed directly into a 2.2 litre thermal flask, which can be supplied at an additional cost. Fresh coffee can thus be correctly maintained with minimum temperature loss, making them ideal for conference venues. Like the jug model, it is being produced in manual fill and auto-fill versions. The autofill version will be launched this summer.

A 1.7 litre thermal flask version of the pour over machine is also available to special order. More details from our customer support team.

We have ensured that all models are realistically and competitively priced. For sales details please contact sales @ marco.ie

We've had lots of very flattering feedback from the early consignments we have delivered so far. The Filtro is a stylish professional machine, designed to be highly functional, yet built to stand up to the rigours of a busy catering kitchen. In an independent analysis of the Filtro against other models in the market, the outcome was a better quality coffee with more flavour, body and depth.

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More news...

Virgin Business

Marco is proud to have played a small part in helping Finlay's secure the whole of the beverage business on Virgin Trains. Virgin Trains began reviewing the on-board beverage supply arrangements on its British West Coast and Cross-Country routes over six months ago and Finlay's was invited to tender. They won the contract in competition with many other big brand names and supply started in earnest on March 6th.

Finlay's will provide a wide range of beverages and ancillaries all under the Fairtrade scheme – tea, ground coffee, instant coffee, hot chocolate and sugar. The Virgin strategy was very clear from the outset. It called for "Total category management", which meant that Finlay's had to demonstrate an ability to work hand in hand with equipment manufacturers. That was really simple for Finlay's, who have had a longstanding association with us and it just so happens we supply Virgin Trains with their water boilers.

On being awarded the contract, Finlay's set up week long Roadshows at Preston and Euston stations to make staff aware of the change of supplier and to familiarise

them with the new products. In all, over 1,000 Virgin Trains staff had the chance to sample the new beverage range and Marco was able to help here, too, by supplying Finlay's with manual fill water boilers and new Filtro pour over coffee makers for each of the locations.

Finlay's National Accounts Manager, Nigel Bettinson, was grateful for the help we gave: "Being able to demonstrate a close association with Marco, the existing supplier of beverage equipment and their Sales Director, Chris York, helped us considerably in clinching the deal with Virgin Trains. Thanks are also due for Marco's help with the Roadshows, which made for a seamless changeover".



Sienna 2 - Bean to Cup in compact form

As its master distributor in Ireland, Marco has had many years experience of Schaerer equipment. Now, we are also able to offer the smallest model in the range, the Sienna 2, for sale in the UK.

We have had lots of experience of this machine, built by a manufacturer we respect enormously. It is a compact, versatile bean-to-cup machine available both in tank and plumbed versions. It will ideally suit restaurants and other establishments with a modest demand for speciality coffees. Although compact in its proportions, it is not to be confused with domestic models. The Sienna 2 is every inch a professional machine, Swiss-built to commercial standards. In fact, it has the same brewing group as its bigger brothers in the Schaerer range.

A wide selection of speciality coffees can be produced at the touch of a button. Restaurants can develop their own speciality coffee menu that includes Espresso, Americano, Cappuccino and Macchiato. The adjustable group head will accept espresso cups or the 14oz takeaway size – or anything in between. In addition to the bean hopper, there is the facility to use ground coffee, opening up the possibility of adding decaffeinated or a second coffee blend to the menu.

Attractively finished in silver and stainless steel, the Sienna 2 is ideally priced for low volume users. For sales details please contact sales@marco.ie.



Berne World of Coffee



exhibiting at the Show (stand A14 Hall 120) and there will be a packed seminar programme with 35 international speakers.

The event will play host to no fewer than four different international competitions, including the 3rd World Cup Tasters Championship, the World Latte Championship and the 'World Coffee in Good Spirits' Championship. However, the event we have all been waiting for is the 7th World Barista Championship.

Preliminary heats take place on Friday and Saturday, with the finals being held on the last day, Sunday, May 21st. The award ceremony will take place at 2.45pm on that day.

Marco is proud to be one of the sponsors of the World Cup Tasters competition.



This is shaping up to be *the* coffee event of the year and a great opportunity to see new products, research the market and collect tips on perfect coffee preparation. If you'd like to go, you will find all the details on the organiser's website: www.worldofcoffee.ch.

Marco has also exhibited at the Food and Hotel Asia exhibition held in Singapore from 25th to 28th April.

The top coffee event of the year is taking place in the Swiss capital, Berne, from 19th-21st May. It's the World of Coffee comprising an exhibition with 80 stands, seminar programme and a clutch of competitions. Naturally, we will be

On the International Stage

2006 has started with a distinctly International flavour. Here are a few of the highlights of the year so far:

- Drewry Pearson, Managing Director, visited India with the Enterprise Ireland delegation in January. This was the first official visit led by Irish Prime Minister Bertie Ahern, to enhance economic and political relations between Ireland and India. For Marco, the visit was a successful launch of the brand in this exciting market.
- In March, Drewry returned to India to attend the wedding reception of Deepak and Vaneta, in Chennai. The invitation was extended by Deepak's father, Ramesh, and uncle, Vijay, the owners of Pradeep, Marco's partner in India.



- Chris York, UK Sales Director, represented Marco at the Gulfood exhibition in Dubai in February. A combination of fact-finding and meetings proved a hugely beneficial exercise in this rapidly expanding market.
- Joseph Smith, Marco Sales and Marketing Manager, carried the brand to Sweden, Finland, Norway, Germany and France to establish partners to sell and support Marco's products. On his travels, Joe also took time out to judge the German Barista finals in Cologne.



- Paul Stack, Operations Director, visited espresso equipment manufacturer, Iberital, in Barcelona. Iberital now has an agreement with Marco to distribute our products in Spain, whilst Marco is an approved partner for Iberital machines.
- Back to India! Martin Richards, Technical Director, led the team as Marco exhibited at the annual AHARR exhibition in Delhi in March.



Manuals and Spares

Operating manuals and spare parts lists for the following Marco products will be posted on the Marco website and access will be available to all web users. Engineering service manuals will also be posted, but will require an access code. To obtain the necessary pass code, please email us at felicity@marco.ie:

Filtro
QwikBrew/MaxiBrew
Aquarius
Libra

SCAE

The SCAE seminar programme continued on April 11th in Dublin with a barista skills lecture "Espresso perfection" hosted by the new UK Barista Champion, James Hoffmann. Further dates for your diary:

June 13th – Barista Skills 3
– Signature Drinks
July 11th – Coffee Equipment

These Coffee Education seminars are part lecture, part workshop and part practical work. They are held at The Beacon Hotel, Sandyford, Dublin close to Marco offices. They are free of charge, so to book your place simply call or email us.

Legislation

RHOS

(www.dti.gov.uk/sustainability/pdfs/final_rohs.pdf)

RoHS, the EU directive on the Restriction of the use of certain Hazardous Substances in electrical and electronic equipment, will be enforced throughout the European Community from 1st July 2006. Its aim is simple – to restrict the use of six substances within Electrical and Electronic Equipment (EEE), thereby contributing to the protection of personal health and the environment.

Although RoHS is a European Union (EU) Directive, manufacturers of EEE outside Europe must also abide by this legislation if the equipment they produce is ultimately imported into an EU member state.

Marco PCB boards have been compliant since January 2006. All parts and products will be compliant by June.

WEEE

(www.dti.gov.uk/sustainability/pdfs/final_weee.pdf)

We are still awaiting confirmation of the targets for Waste Electrical and Electronic Equipment collection for the catering industry. Look for a further update in the next newsletter.

NEWS IN BRIEF

SCAE – Marco's Joseph Smith has qualified as the approved SCAE educator for Ireland.

Please welcome our new Customer Relations Manager, Felicity Mulhall, who joined us in January. She is based at our Head Office in Dublin.

Service Manager, Keith O'Connor, after giving us six excellent years of service is leaving Marco to pursue a career with Irish Rail. Our thanks to Keith and best wishes in his future career.

Mahlkönig grinder



Another new range of products for the Marco portfolio, the best grinders available from Mahlkönig including the "grind on demand" K501 espresso coffee grinder.

Mahlkönig is actually German for "grind king" – and they certainly live up to that. The Company has been established over 75 years and they are renowned around the world for the quality of their product. Their grinders will be used at the World Barista Championships in May and they are also co-sponsors with us of that event. For more information, drop us a line at sales@marco.ie.

New Product Brochure

Our new product brochure has just been published and is available in hard copy or pdf. Call us on our Irish or UK numbers for a copy or download it from either of our websites.