

HOT TOPICS 06

WHO SAID LOOKS DON'T MATTER?

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The review has resulted in Marco underlining its core business purpose as a designer and manufacturer of best-in-class water-based beverage equipment.

Marco has been designing and manufacturing water boilers and coffee brewers in Dublin since 1981. The company has seen significant growth and changes over the last ten years. Managing Director Drewry Pearson and Operations Director Paul Stack drove the strategic review to help the company assess its offering and image in the face of expanding opportunities and competitive markets.

Through the examination and clear identification of Marco's core identity and brand personality, three key outputs emerged. Strengthen customer focus, heighten knowledge and conduct a review of the company's corporate identity. The result of the visual review is a powerful modernisation of

the Marco identity. The trademark Marco colours, red and grey, remain along with a modern visualisation of the Marco cup icon. Joseph Smith, Marco's Sales and Marketing Manager is confident the identity embodies Marco's brand personality. As part of Marco's strategy to enter the European market, Joseph recently led the launch of the new Marco identity at the international trade fair HOST in Milan.

The review and new identity leave Marco poised to further strengthen its leading position in Ireland, continue its growth in UK and launch successfully in Europe.

marco 
 POURING PERFECTION

in this issue

> Marco's new corporate identity

Contact details

Customer Focus – Finlay's

BSA exhibition

Host 2005 – the brand launch

Product Focus – Filtro

SCAE Ireland vs England Barista Competition

SCAE Coffee Competence seminars

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FIRST WE WERE IN NORTHANTS FOR THE BSA CONVENTION...

This year, the Beverage Service Association held its annual conference and exhibition at Northamptonshire County Cricket grounds in mid October. As a founder member of the BSA, Marco was happy to exhibit, supporting the BSA's stated aim of raising the profile of the industry and standards within it.

It wasn't just an exhibition, however and more than 350 visitors over a day and a half were able to attend a variety of seminars on industry topics and demonstrations as diverse as smoothie making and latte art. The inaugural Bev-e awards were held on the first evening at the BSA Industry Dinner and the winner was announced as The Lakeside in

Roundhay, Leeds. The BSA barista challenge was held on day two and was won by Helen Cahill of The Coffee House, Skipton. Congratulations to both.

It was an important occasion for us as we were able to give visitors a sneak preview of our new Filtro range of filter brewers. We had the pour-and-serve model and an airpot version on show. Both the Filtro's coffeemaking prowess and good looks were widely acclaimed. These brewers are reviewed elsewhere in this newsletter. We do believe we now have the most comprehensive range of water boilers and coffeemakers of any European manufacturer.

We also took the opportunity to test another potential new product, this time a juice machine. This is a single tank model which mixes diluted juice concentrate by means of a large paddle. It holds 20 litres of product and, if the trials go well, will be introduced in the second quarter of 2006.

Chris York, Sales Director of Marco in the UK, was pleased with the turnout: "We had a very busy show, both in the exhibition hall itself and at the industry dinner on the first evening. We met so many customers existing and potential, that I don't remember even drawing breath! We were excited to have our new products on the stand and I am very encouraged about the prospects for 2006."



THEN WE MOVED TO MILAN FOR HOST 2005

From Oct 21st to 25th Marco exhibited at Host in Milan, Europe's largest catering equipment exhibition, which was held at the new purpose built Fieramilano exhibition halls for the first time.

It was the official launch of our new corporate identity and the formal launch of the Filtro range of brewers. We were keen to share Marco's vision and passion with our current and prospective European clients. We were launching in Europe for the first time with a clear objective to find European and worldwide partners who will sell and support Marco's product and Marco's message.

Host is the premier beverage equipment trade fair in the world, filling 9,000 net square metres. Host recorded a phenomenal 153,000 visitors during the fair. All the major European players were present with every type of beverage maker you could imagine –espresso machines, filter coffee makers,

bean-to-cup machines, water dispensers. It was the perfect show to launch our new brand and product range and has already proven to be a great success.

We welcomed current and prospective customers from home and distant markets, with visitors from around the globe -literally. They came from all corners of Europe, Asia and the Americas.

Drewry Pearson, Marco's Managing Director was happy with the result. "We strategically targeted Host as the perfect launchpad for the new corporate identity and extended product range. We are extremely pleased with the level of interest in Marco as a company and our range of products. We will undoubtedly turn many of the enquiries into new business. We met companies from around the world who could easily become distributors for Marco in their own countries. The level of interest in the new Filtro range was particularly pleasing."

Ireland vs England "Barista Challenge"



Last October was the date of the first SCAE international Barista team competition between Ireland and the UK. Designed as a fun event based on high level barista skills, the challenge was organised by Joe Smith in Ireland, (Marco's Sales and Marketing Manager) and David Cooper in the UK (MD of Cooper's Coffee). After a night of camaraderie and a day of hilarity the UK emerged winners by a short head. Roll on 2006 for the Irish fight back.

announcing...

Announcing Filtro

Marco's new small batch brewer

Marco's Filtro range of brewers were launched at Host in Milan.

Comprising jug and thermal airpot versions in both manual and automatic fill, the Filtro range complements Marco's bulk brewer offering and extends further our range of coffee equipment.

Combining Marco's renowned reliability and contemporary aesthetic, the Filtro brews coffee following the SCAE's excellence-in-brewing guidelines as pioneered by Ted Lingle of the SCAA.

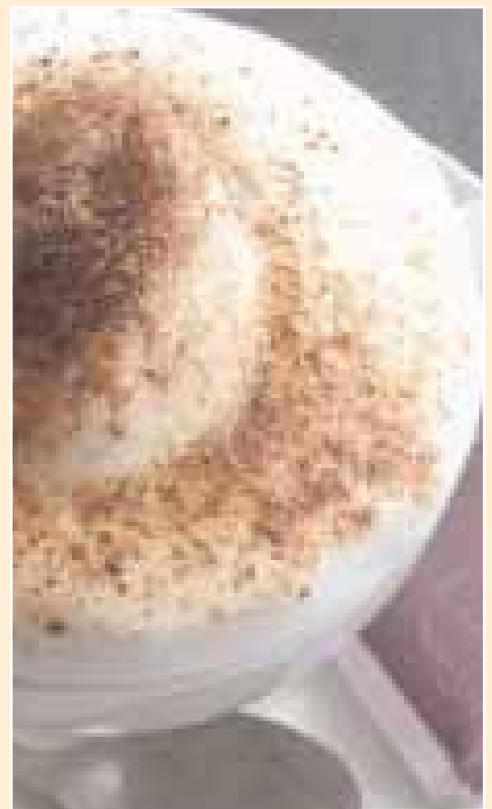
With models available from January 2006 and delivering best-in-class performance, the Filtro is set to meet customers heightened needs in very competitive market. The Filtro product specification sheet is available on the Marco website www.marco.ie.



SPECIALITY COFFEE ASSOCIATION OF EUROPE Coffee Seminar Series

Date	Topic
11 October '05	Water and water quality
8 November	Tasting and Taste
6 December	Coffee basics
11 January '06	Roasting
7 February	Extraction, brewing and infusion
7 March	Barista skills 1 . Espresso
11 April	Barista skills 2 . Milk
9 May	Barista skills 3 . Signature Drinks
6 June	Coffee equipment
11 July	Coffee markets
8 August	Money from coffee
12 September	Tea

Venue	The Beacon Hotel, Sandyford Ind. Estate D18
Cost	Free
Contact	Drewry Pearson 01-2952674
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Education seminars will be part lecture, part workshop and part practical work.