



PRESS RELEASE

NEW SELF-SERVICE BULK FILTER COFFEE BREWERS OFFER CUSTOMER SELF-HELP AND STAFF SERVICE *Caffè Culture 2008 – Stand S1610*

Since its launch three years ago, the **Qwikbrew** and **Maxibrew** ranges from **Marco Beverage Systems**, have become the benchmark for bulk filter coffee brewers in the UK. Now Marco is adding **Self-Service** brewers to the range, which may be safely operated on one side in self-service mode by customers and simultaneously by staff from the other side. The new option is available on Qwikbrew single and Twin models and on the high volume Maxibrew. The system can be seen working on the **Marco Stand [E40]** at **Caffè Culture 2008**.



SELF-SERVICE BREWERS

Marco's Self-Service brewers are designed to fill a gap in the market for affordable self-help quality filter coffee service equipment, whilst at the same time providing enhanced user safety. These days, customers looking for a decent 'regular' coffee are increasingly presented with a less than satisfying Americano from a bean-to-cup espresso machine. To date, the only option for caterers looking to set up a self-service run is to spend up to £10,000 for a portion controlled automatic bulk brewer, which is expensive and provides no significant water volume for tea.

Now, the new Marco Self-Service brewers provide a real solution to this dilemma. First of all, they brew filter coffee to the very high standards required by the SCAE's Gold Cup accreditation. They represent value for money by serving fresh filter coffee, as well as providing large volumes of hot water for

tea from a single machine and, in addition, requiring a lower coffee dosage per cup than bean-to-cup machines or automatics.

They are designed for self-service coffee dispense from one side of the brewer and staff service from the other. The side facing the operator is fitted with traditional free flow Tomlinson style handles, so that staff may draw coffee at any time. The self-service side is a push and hold system, where coffee pours only for as long as the button is depressed. Together with the design feature of recessed cup stations, these represent important safety features to prevent customers from the possibility of being scalded whilst serving themselves with coffee. The push and hold configuration permits customers to dispense exactly the volume of coffee they require and allows a variety of cup size options to be used. Customers appreciate a good cup of coffee they can add milk and sugar to, all provided through a quick and easy dispense method and the value of sales is increased by speedier service.

Standard features include full and half brew, as well as simultaneous brewing on twin urn models, security lock, barrier rail and a secondary filter to prevent grounds overflow. Many regular Marco patented features have been engineered into the new models, for example **Aquaisolate**, which is a reliability feature that positively separates the water from the electrics. The style of the new machines follows sleek, modern lines and they are manufactured throughout from durable brushed stainless steel. Clients may choose to have their own branding on the machines at a realistic cost.

Speaking at Caffè Culture, Marco's UK Sales Director, Chris York, says: "The new Self-Service models present caterers with a cost-effective solution to quality self-help coffee. They are sure to appeal to operators, since they offer total flexibility of staff- or self-service. Visitors to the stand will be able to see a Self-Service model in action and enjoy a cup of fresh copy over a friendly chat."

MORE INFORMATION

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