

# OFFICE COFFEE SENTINEL



AN INTELLIGENT RESOURCE FOR AUTHORIZED DEALERS

## IT'S A WHOLE NEW STORY

Welcome to the inaugural online edition of the Office Coffee Sentinel! In addition to a new digital format, we've got a new look, new resources and new products—just in time for the New Year.

One thing that hasn't changed: The wealth of insightful tips and tools found in every Sentinel, designed to help Authorized Dealers like you sell and service TASSIMO PROFESSIONAL.



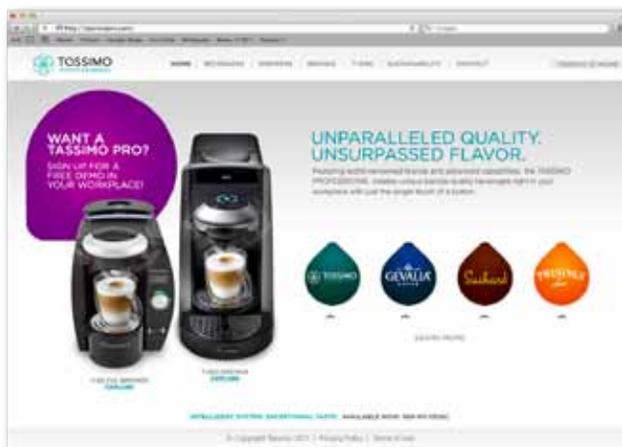
**We resolved to get a hot new look for 2012.** The result: a new logo, new website and fun new attitude—all aimed at letting the world know that TASSIMO PROFESSIONAL isn't just intelligent, it's the "brewer with the barcode."

To further generate excitement and awareness, TASSIMO retail is launching a new national branding campaign, sure to have employees and office workers requesting real cappuccinos and lattes for their own workplaces!



## NEW RESOURCES

**Mobile-Friendly Website:** Enjoy a sleek new easy-to-navigate website, designed to help you optimize lead generation opportunities.



**T-DISC Video:** Need help describing what makes TASSIMO PROFESSIONAL so unique? Watch and share this short video that explains the groundbreaking technology packed into every T-DISC.



# NEW YEAR, NEW WAY TO SELL TASSIMO PROFESSIONAL

## NEW LEADS

From targeted industry e-blasts to city-specific banner ads, as well as blogs and social media hotspots, 2011 was a very busy year for TASSIMO PRO. We're happy to report that our focused marketing tactics have paid off, garnering approximately 12 million impressions! We're off to a great start, and look forward to more success in 2012!

## BUSINESS REVIEWS

Don't forget to contact your Kraft Vending and OCS representative to schedule a business review. Reviews are a great way to get help with marketing and lead generation for your business.

## NEW FLAVORS!



NOTE: Only for use with a Latte Milk Creamer T-DISC.

## CARTE NOIRE CAFÉ ROAST

We're proud to introduce the "Big Disc," (12.5 grams) now available away-from-home. The CARTE NOIRE Café Roast T-DISC delivers more coffee solids, ensuring a bolder taste that's normally reserved for coffee shops. Known for the perfection of its aroma and carefully roasted 100% Arabica beans, we're sure your customers will love it.

TIP: Remove perforated top from flow-wrap packaging and display on brewer to aid customers. A live demonstration is recommended to minimize service interruptions.

## TWININGS CHAI TEA LATTE

Cinnamon and spice makes everything nice! This creamy latte creates a relaxing treat that busy professionals will savor in the workplace.

CALL YOUR KRAFT  
SALES REP TO SAMPLE!

## TECH TIP

Warranty Tip: Before calling Newco for a warranty claim, please compile the following information from your brewer:

800-325-7867  
[www.newcocoffee.com/contact.htm](http://www.newcocoffee.com/contact.htm)

- Total T-DISC count
- Total gallon count
- Date of install
- Error message/number
- Specific Part & Part # Being Requested
- Reason for Part Failure (if available)

For more information,  
visit [tassimopro.com](http://tassimopro.com).

