

OFFICE COFFEE SENTINEL

AN INTELLIGENT RESOURCE
FOR AUTHORIZED DEALERS

HERE'S WHAT'S BREWING

Welcome to the latest edition of the TASSIMO PROFESSIONAL e-newsletter designed exclusively for Authorized Dealers. We're committed to offering

you a wealth of tools and tips to help you sell and service the TASSIMO PROFESSIONAL system. Read on for information and exciting news!



NEW FLAVOR! SUCHARD Peppermint Chocolate

Give your hot cocoa a minty kick! Available in Q4, New SUCHARD Peppermint Chocolate blends the velvety flavor of dark chocolate with a tingle of refreshing peppermint. Another delicious option made with real chocolate syrup from SUCHARD, it's a decadent treat busy professionals will savor in the workplace.

CALL YOUR KRAFT SALES REP TO SAMPLE!



KEY SELLING POINT

FROM CAPPUCCINOS TO LATTES, REAL MILK MAKES THEM WORLD-CLASS!

While other systems rely on powdered milk, TASSIMO PROFESSIONAL uses only **premium quality liquid grade A milk** in modern aseptic packaging. The result is real milk that requires no refrigeration until opened, and extended shelf life.

Only real milk can produce the froth and café-style foam lattes and cappuccinos are known for. It's an important point of difference your customers recognize—and only TASSIMO PROFESSIONAL provides!



COMMITTED TO HELPING YOU SELL TASSIMO PROFESSIONAL



TECH TIP

SAFETY MATTERS: WHY THE UL LISTING IS CRITICAL.

Every TASSIMO PROFESSIONAL system is engineered to stand up to the tough daily demands of an office environment. That's why every brewer we make is UL certified for Commercial Use.

Premium design and safety elements are a few reasons a UL certified TASSIMO PROFESSIONAL is essential for an office setting. Here are few other benefits clients will enjoy:

Standard development expertise. UL has developed more than 1,200 Standards for Safety – essential to public safety, reducing costs and improving the quality of products on the market.

Brand recognition. Safety-conscious consumers, retailers and inspection authorities look for and demand the UL Mark.

A trusted safety mark for more than a century. Businesses, consumers and governments trust the UL Mark as a sign of the safety of the products they buy and use.

Not all brewers are created equal. Be sure to stress the importance of UL listing to your customers!

Source: "Ten Reasons Why Customers Prefer the UL Mark"
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GOOD INK

THE TASSIMO PRO T-300 IS NAMED ONE OF INC.'S
6 MUST-HAVE GADGETS! READ ABOUT IT [HERE](#).

CONTACT YOUR SALES REP FOR INFO ON THE BOOKINGS PROGRAM.

For more information,
visit tassimopro.com



TASSIMO
PROFESSIONAL

OFFICE TALK

Kraft recently commissioned Technomic to conduct research on the office coffee market. Key findings include:

- The 1-49 employee office target comprises 1.5 million establishments.
- 57% of offices are still using a glass pot brewer. 26% use single-cup brewers and 12% use air pot brewers.
- Office decision makers care greatly about reliability. Equipment and service plans are critically important, particularly in larger offices with 20-49 employees.

For more details contact your
Kraft Sales Representative



Kraft Proprietary Study, Technomic, May, 2012.

NEW RESOURCE: IMAGE PORTAL

As an Authorized Dealer, you have a rich archive of high-res images available to you for creating custom marketing materials. Contact your account representative for access to the entire library of TASSIMO PROFESSIONAL visual assets. And continue to visit tassimopro.com for a wealth of printable materials!

