

# OFFICE COFFEE SENTINEL

AN INTELLIGENT RESOURCE  
FOR AUTHORIZED DEALERS

SUMMER, 2013 | ISSUE 6

## 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 build your business with the TASSIMO PROFESSIONAL system. Read on for information and exciting news!



## WHAT'S OLD IS NEW AGAIN

### REFURBISHING PROGRAM KEEPS BREWERS IN PRIME CONDITION

We're excited to announce a new program to help you keep your TASSIMO PROFESSIONAL equipment running smoothly.

Abesco, Inc. is the official refurbish partner for TASSIMO PROFESSIONAL. Under the program, T-300 brewers will be cleaned, descaled and repaired for only \$175 per machine.\*

The program also includes free shipping to Abesco if your shipment includes 5 or more brewers. There are no charges for the refurbished brewers to be shipped back to you.

As an added incentive to try this new program, we're offering a **reduced price of only \$95** for each brewer you send in for refurbishing before September 2, 2013.

**For more details and to take advantage of this valuable program, [click here](#)** or contact your Kraft sales representative.

\* Includes replacement part costs of up to \$230 per brewer.



# HELPING YOU BUILD YOUR BUSINESS WITH TASSIMO PROFESSIONAL

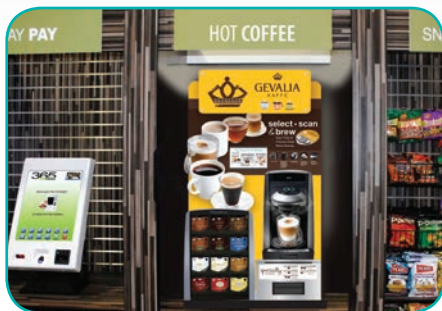


## SCANNABLE T-DISCS SIMPLIFY MICRO MARKETS

### TASSIMO PROFESSIONAL AND 365 TEAM UP FOR EFFICIENT UNATTENDED RETAIL

By integrating the TASSIMO PROFESSIONAL proprietary barcode system with the 365 RETAIL MARKETS self-checkout technology, the two companies have simplified the micro market experience for both consumers and operators.

Customers save time by easily scanning the T-DISC barcode at checkout. Operators benefit from more efficient inventory management.



Using individual T-DISC scanner sales data, operators can predetermine a micro market's hot beverage restocking needs and

achieve lower costs through centralized product picking. And, offering premium beverage brands like GEVALIA, TWININGS and SUCHARD creates customer satisfaction and encourages cross-selling opportunities.

On the collaboration, 365 RETAIL MARKETS CEO Joseph Hessling says, "We offer some of our best customers their preferred coffee brands and also open up our technology to those companies looking for a micro market/TASSIMO solution."

## OFFICE TALK

The National Coffee Association has released its 2012 National Coffee Drinking Trends report. Key findings:

- The workplace is the second-most popular place to drink coffee. Eleven percent of cups are consumed at work.
- Of cups consumed at work, two-thirds are sourced from the workplace coffee area.
- However, 60% of coffee drinkers are less than very satisfied with their workplace coffee area.
- Opportunities to improve their experience include offering espresso-based coffee drinks and single-cup brewers that provide on-demand coffee at work.

**Your Kraft sales representative is committed to helping you stay current on relevant OCS trends.** Contact your sales rep anytime for details.



2012 National Coffee Drinking Trends, National Coffee Association

## SERVING UP GREAT THINGS

We have some exciting happenings on the horizon - including new products, resources and tips. Look for updates in future newsletters!



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

