

OFFICE COFFEE SENTINEL

AN INTELLIGENT RESOURCE
FOR AUTHORIZED DEALERS

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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!



SPRING INTO SAVINGS BREWER PROMOS

Two great ways to save! **ACT NOW** to take advantage of our limited-time [Spring into Savings Brewer Promos](#) while they last!

KRAFTVENDINGOCS.COM

If you haven't logged onto kraftvendingocs.com lately, you're missing out on exclusive news and promotions created just for you.

The website also works as a lead-generating site for you. All ADs are featured in the "Find a Provider" service on the home page.

OPERATOR MERCHANDISING AVAILABLE

Don't forget to order your TASSIMO PROFESSIONAL brewer decals and new flavor postcards on our Merchandising page. They're perfect for promoting GEVALIA Caramel Espresso and MAXWELL HOUSE CAFÉ COLLECTION House Blend coffees.



FLAVOR POSTCARD



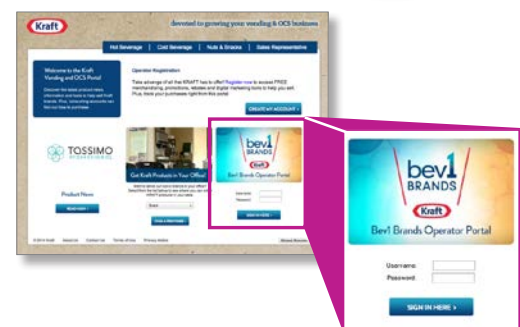
BREWER DECALS

Registered Users

- LOG IN with your username and password in the Bev1 Brands Operator Portal (bottom-right corner of the screen)

Non-Registered Users

- CLICK "Create My Account" and enter your **Operator Code**, found on your recent rebate check, to create your username and password
- LOG IN with your username and password in the Bev1 Brands Operator Portal



Sign in at the lower-right corner of the
KRAFTVENDINGOCS.COM home page

HELPING YOU BUILD YOUR BUSINESS WITH TASSIMO PROFESSIONAL



OFFICE TALK

Automatic Merchandiser's recent "State of the Coffee Industry Report":

The OCS industry grew to a record high in 2013, with single-cup and its favorable margins contributing to the record revenues.

The popularity of specialty drinks has helped increase sales of machines that brew cappuccinos and lattes. More than 20% of brewers in OCS are now single-serve.



FALL INTO PUMPKIN SPICE

GEVALIA Pumpkin Spice Espresso is making its DEBUT this fall. The delicious flavor of pumpkin pie spices with cinnamon, nutmeg and cloves makes it the perfect pairing for a latte or cappuccino T-DISC for an authentic café-style pumpkin latte or cappuccino treat.

NEW AVAILABLE IN AUGUST



SUSTAINABILITY IN ACTION



Product Packaging: The Green-Track™ program helps customers easily recycle T-DISCS.



Product Efficiency: The T-DISC manufacturing facility is certified Zero Landfill.



Ethical Sourcing: GEVALIA Breakfast Blend and GEVALIA 100% Colombian Coffee are Rainforest Alliance Certified™.



Machine Efficiency: T-300 Brewer reduces energy consumption by 85% with the Eco-Mode feature.

Visit Sustainability.TassimoPro.com or download our full [Sustainability Sheet](#) to learn more.

HOT NEW SELLERS



GEVALIA CARAMEL ESPRESSO



Two delicious new ways to enjoy flavorful barista-quality beverages in the office! Brew up an indulgent Caramel Macchiato featuring GEVALIA Caramel Espresso with your customers today.



MAXWELL HOUSE CAFÉ COLLECTION HOUSE BLEND



Or share the well-balanced MAXWELL HOUSE CAFÉ COLLECTION House Blend—a perfect option for loyal MAXWELL HOUSE customers from the brand proud to be “good to the last drop” for more than 100 years.

Learn more at TassimoPro.com

