

OFFICE COFFEE SENTINEL

AN INTELLIGENT RESOURCE
FOR AUTHORIZED DEALERS

WINTER 2013 | ISSUE 7

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!



INTRODUCING TWO NEW TASTY BLENDS

We're excited to offer two flavorful new ways to elevate office coffee. Whether creating creamy caramel cappuccinos or offering the robust flavor of an American classic, the barcode brews it better.

**SAMPLES &
VALUABLE
REBATE
COMING
SOON!**



GEVALIA
KAFFE
**GEVALIA
CARAMEL
ESPRESSO**



CARAMEL INDULGENCE

Delight in a delectable blend of rich espresso with delicious caramel flavor that easily pairs with TASSIMO Milk Creamer to create an authentic café-style Caramel Latte Macchiato or creamy caramel-flavored specialty beverages.



MAXWELL HOUSE
CAFÉ COLLECTION
HOUSE BLEND



GOOD TO THE LAST DROP

MAXWELL HOUSE Café Collection House Blend offers a well-balanced, medium-intensity coffee made with 100% Arabica beans, from the brand that enjoys 80% awareness¹.

1. Ipsos ASI Brand Health Tracker, June 2012

**NEW
T-DISCS
SHIPPING
MID Q1**

HELPING YOU BUILD YOUR BUSINESS WITH TASSIMO PROFESSIONAL



TECH TIPS



T-300 BREWER

- **Pop-Up Hot Beverage Stations Expand Service Options:** Pair the TASSIMO T-300 Brewer with a flow jet, 5 gallons of filtered water and a place to plug it in. It's that easy to expand service options so your customers can offer guests delicious specialty hot beverages anywhere, anytime.

- **A Little TLC Goes a Long Way:** As the season changes, hot beverage consumption increases. Make sure your customers' machines are ready. Remind them that using the cleaning disc daily and descaling (with Renegite) will keep their machines at peak brewing performance.

- **POS Technology Creates More Micro Market Sales Opportunities:**

Thanks to our barcode technology, consumers can scan and purchase T-DISCs at these convenient locations.

[Watch video.](#)



Featuring
365 Retail Market

OFFICE TALK

There's been a lot of chatter around the brewer lately over which hot trends emerged in 2013. Here's what we learned:

2013 National Coffee Drinking Trends*

- 58% of employees are not happy with their workplace coffee
- 17% are "not very satisfied" or "not satisfied at all" with their current office coffee
- 54% of people are "very satisfied" with a single-cup brewed coffee
- 82% of people are aware of single-cup brewers, up 11% from 2012

2014 poses a huge opportunity to cash in on the demand for single-cup brewers in the workplace!



*National Coffee Association, National Coffee Drinking Trends Study, 2013

HELP KEEP GREEN OFFICE INITIATIVES ON TRACK

Sustainability is as important to us as it is to your customers. To help support a greener world, we've created the Green-Track™ program, which ensures T-DISCs don't end up in landfills.

Our exclusive program makes it easy to collect single-serve T-DISCs so that their raw material can be reused and repurposed as building and landscape materials.

[Learn more](#) about our green initiatives and to order Green-Track™ Collection Containers.



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