

Cover story: Douwe Egberts Coffee Systems

# Douwe Egberts adds more value to vending

*In last month's issue we looked at Douwe Egberts Coffee Systems' progress in the vending sector. One month on, the company has announced a brand new range of vending beans that aims to help operators add even more value to their hot beverage offering. We spoke to Olivier Kutz, channel marketing manager at Douwe Egberts, about what this means to the industry.*

When purchasing coffee, consumers are increasingly looking for higher quality and whilst the vending industry has improved beyond recognition, consumers are still choosing the high street when it comes to café style drinks, mainly due to a perceived lack of quality.

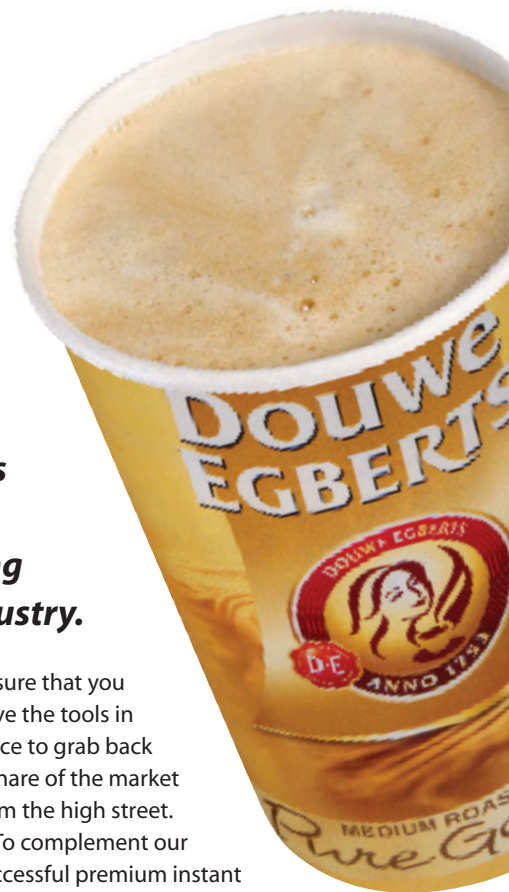
In order to compete with coffee bars and cafés the vending sector needs to keep adding value and improving the quality of

the ingredients it uses. Over the years there have been a number of developments, both in technology and supplies, which have helped overcome the 'warm and wet' tag associated with vended hot beverages. Despite this, there are undoubtedly still areas that need to be improved, which makes the hot beverages sector one of the biggest opportunities for operators in vending. I believe that now is the time to

ensure that you have the tools in place to grab back a share of the market from the high street.

To complement our successful premium instant coffee products, we have just launched a brand new range of espresso beans, all of which have been roasted longer to achieve a smoother taste. The longer roasting time allows all of the flavours to fully develop, enabling consumers to taste the richness of their coffee purchase. The new range of high quality blends has been developed with bean-to-cup systems in mind and offers vending operators outstanding value.

There are three blends available to operators, each produced with 'current crop' beans. We are launching a smooth and rounded blend with a higher proportion of high quality Robusta that will cut through the milk of a latte or cappuccino perfectly, producing a rich cup of coffee. We believe that Robusta coffee is under-rated in the professional coffee market and yet will perform very well with consumers looking for a great speciality coffee - latte or cappuccino. We are keen to promote its distinctive, creamy, velvety taste that is loved by so many. We also have an Arabica blended with a touch of Robusta to produce an elegant aromatic Italian-style roasted coffee. It delivers a delicate espresso, rich and smooth in taste, perfect as a distinctive espresso or as a smoother cappuccino. The new range also includes a 100 per cent sustainable Italian roast



## What is Current Crop coffee?

Current crop literally means coffee harvested during the current crop year. For example, a coffee harvested in October 2009 would be identified as 2009/2010 crop and would be current crop until October 2010. Coffee from a previous harvest year is referred to as old crop, or past crop. Current crop is acknowledged in the industry as producing the highest quality coffee and is used in all Douwe Egberts coffee ranges.

For further information please visit [www.douweegbertsprofessional.co.uk](http://www.douweegbertsprofessional.co.uk) or call 0844 257 1070.

option, produced using 100 per cent UTZ CERTIFIED coffee beans.

As a global company we have a responsibility to conduct business in a manner that supports the well being of people and our planet. Our certified coffee is traceable from farm to cup using the UTZ CERTIFIED online tracer, giving customers complete visibility of what difference the certification makes at farm level.

UTZ CERTIFIED, a global non-governmental organisation, is one of the leading programmes that support sustainable coffee production. It operates a well-respected certification programme that enables farmers to achieve a better price for their green coffee, through a change in farming methods leading to much higher quality output. The programme is based on all aspects of farming, economic, social responsibility and protecting the local environment, with the objective of creating a long term sustainable and stable business model that profits not only small growers, but also workers employed in larger estates and cooperatives. We believe that this is where the future of ethically sourced products lies, as businesses and consumers can trace their coffee to its origins and

see the positive impact their choice of coffee has made in that area.

We are extremely proud of our new range of espresso beans and believe that the three blends will offer a choice for all areas of business without impacting on excellence, giving consumers the same quality reassurance they experience at home or in a coffee shop.

At Douwe Egberts, we believe that to continue competing with coffee shops and cafés, it is essential that vending operators don't rest on their laurels and continue to add value to their offering by improving the quality of ingredients, using intelligent branding and introducing premium branded cups.

**Additionally, we have chosen a paper cup specialist to source our vending cups and other hot cups. We believe that the current market requires quality cups that offer brand impact and user comfort, so we are using leading company Benders to supply cups that offer true value to our customers.**

We are hugely passionate about improving coffee in the UK and are dedicated to moving the vending industry forward. Our overall new product development strategy aims to allow operators in the work place, healthcare and leisure sectors to compete with the high



street in terms of quality.

Douwe Egberts has roasted high quality espresso beans for over 250 years which puts the company in an ideal position to offer vending customers a complete solution from quality ingredients, range of branded paper cups through to the brand endorsement on the machine itself. The new range of espresso beans adds to Douwe Egberts' vending range which currently includes four freeze-dried instant products - Pure Gold, Good Origin, Decaf and Original - and its recently introduced Espresso Bar concept - the industry's first gourmet vending option fully endorsed by a major branded coffee roaster.

[www.douweegbertsprofessional.co.uk](http://www.douweegbertsprofessional.co.uk)

