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#euwendcoffeena

Offices are the coffee houses of tomorrow - the Office Coffee Service trend (OCS) is moving the market

Companies at euwend & coffeena 2019 will be presenting new solutions and fields of application for the OCS

OCS has been the talk of the town for some time now already and is one of the industry's strongest growing markets - not only in Germany, but also worldwide. Against the backdrop of changing working environments, increasingly more flexibly designed working hour models and the flowing transition between private and working lives that result therefrom, the needs of the employees within a company, but also those of the customers, are changing too.

On top of this we are experiencing new collaborative forms of working together, which place totally different demands regarding the design of office rooms. Whether creative project rooms, open areas for communication purposes or also classic lobby areas, the fields of application of the Office Coffee Service are manifold and have a positive impact on the image of an employer.

The theme will also play an important role at euwend & coffeena 2019 and a number of the exhibiting companies agree that OCS has great potential: The CEO and Country Manager for Austria and the Netherlands at EVOCA Germany GmbH, Oliver Garn, considers the OCS market to be one of the strongest growing markets in Germany and explained: "OCS will not become, but indeed already is an important theme of relevance for EVOCA, because a good cup of coffee always contributes to the positive mood of the employees and customers." Tobias Lange, Sales Director of Miko Kaffee GmbH shares this opinion and stressed: "OCS is of enormous significance today, the consumer loves drinking his high-quality coffee at the workplace. The OCS market will continue to grow in the coming years too. We think this market will bring great opportunities."

The employees not only expect a contemporary provision with hot and cold drinks nowadays, they above all also await high-quality with regards to the taste. This development is supported by a broad spectrum of offerings: from the small tabletop capsule machine to fully automated coffee vending machines or stand devices, from the hygienic water dispenser to cold beverage vending machines, from the individual maintenance and repair service to the "all-round carefree package", a large number of offerings is available, which makes a customised offer possible for any company size.

Irrespective of the solution the company chooses from amongst all this diversity, the quality must be right. The selection of beverages, their preparation and the design



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as well as the materials of the devices - which are ideally sustainable - are factors that are equally as important as technical reliability and a long service life. Providers of professional OCS solutions know this.

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The theme quality is also under the focus of the manufacturers. "The self-service market is growing, because coffee to-go is an ongoing trend. The quality of the coffee specialities from a vending machine should be on a par with those from a coffee shop or coffee bar," explained Hansjürg Marti, the Executive Director of Schaerer Deutschland GmbH. "We are noticing for example that the demand of the operators for vending concepts that fulfil these standards of quality - i.e. that require fresh milk and freshly ground beans - is increasing. Schaerer launched a quality campaign in the self-service segment two years ago and today offers a sophisticated concept in the scope of the Schaerer Premium Coffee Corner. Because in those cases where conventional vending machines frequently completely fall back on powder solutions, Schaerer is bringing its in-depth coffee expertise into play and is offering diversity and quality based on fresh ingredients in the form of the Premium Coffee Corner. In addition to this there is a unique spectrum of individualising options that are tailor-made to meet the requirements of the customers - regarding both the equipment alternatives as well as the design - and conceivably simple maintenance and filling options thanks to the compact and modular construction," continued Marti.

Jacobs Douwe Egberts (JDE) Professional also sees very good growth potential for the OCS market. According to Arnd Manau, Sales Director at JDE Professional, "The vending and OCS section is of key significance for us. A lot of potential is lying dormant here and we see good growth opportunities for the business of JDE Professional together with our OCS partners. We particularly see good opportunities here with brand name coffees."

Matthias Molnar, Sales Director DACH Professional Filter Products at BRITA, confirmed this development: "The desire for good coffee has grown and this can definitely also become a moment of enjoyment in the office too. Good machines and good beans are important, but are not a guarantee for good taste alone. The basic element water influences the coffee aroma, that is a fact. Although invisible for the naked eye, the water constituents effect the taste, the cream and the appearance of coffee - positively or negatively. Thanks to BRITA filters the optimal composition of minerals for the popular hot drink can be achieved allowing the coffee to present itself in the best possible light."

But why are (more and more) companies opting for OCS? The advantages are plain to see here:

- OCS offerings contribute to creating a space where employees can meet and exchange ideas. That promotes not only a pleasant work atmosphere and a feeling of mutual belonging: Employees don't need to leave the office for a "coffee break" (for example, to go to the nearest coffee shop around the corner). The result is increased presence at the workplace and increased productivity as a consequence.
- Apropos productivity: especially the relaxing and stimulating effect of coffee results in improved performance in many people. The proverbial "good cup of coffee" helps people reset themselves and tackle tasks with a new dynamic.

- Last but not least, OCS solutions also express appreciation of one's own staff: the free supply of coffee, tea, water or even snacks expresses a kind of recognition, with a positive impact on commitment and the work atmosphere.

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euwend & coffeena 2019 as the central meeting point of the industry is thus the ideal marketplace to present the latest OCS solutions, from versatile vending machines through to professional coffee machines. As such, the offices of today will quickly become the modern coffee houses of tomorrow.

Portraits of the persons quoted can be downloaded under the following link:
<https://bit.ly/2MVRC2t>

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Further Information is available at: <http://www.global-competence.net/food/>

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ProFood Tech - THE Processing Event for Food & Beverage, Chicago
26.03. - 28.03.2019

IIDE - India International Dairy Expo, International trade fair for dairy farming, - processing, -packing and -products, Mumbai 03.04. - 05.04.2019

Note for editorial offices:

Eu'Vend & coffeena photos are available in our image database on the Internet at www.euwend-coffeena.com in the "Press" section. Press information is available at: www.euwend-coffeena.com/pressinformation

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