

PRESS RELEASE

Internorga, 8 to 12 March 2024, Messe Hamburg, Hall A4, Booth 300

**Schaerer at the Internorga:
Machine concepts that unite passion for coffee with
enthusiasm for technology**

Zuchwil, 09. February 2024 – At the Schaerer exhibition booth at the Internorga (Hall A4, Booth 300), passion for coffee meets enthusiasm for technology and new trends. At centre stage are coffee concepts that enable maximum individualisation and digitalisation and inspire new ideas for the coffee business. In Hamburg, Schaerer will be presenting a loyalty app that offers operators many opportunities to enhance the coffee experience – for example with targeted offers, customisation options and various payment methods. However, it is also about showing operators ways to combine an economical, staff-efficient operation with the guests' demand for a variety of high-quality drinks. "Cost pressure in the catering industry is increasing, while at the same time guests are becoming more and more quality conscious. It is therefore worth investing in coffee concepts that master this balancing act," says Hansjürg Marti, Managing Director of Schaerer Germany. The automation of processes is the key to reducing staff workloads while maintaining high service and beverage quality. Schaerer will be showcasing its solutions for this at Internorga. These include Schaerer ProCare for fully automatic cleaning, the Schaerer Twin Milk system or the Schaerer "Supersteam" automatic steam wand for the automated preparation of plant-based speciality coffees as well as the programming of individual water temperatures for the preparation of different types of tea.

What features does a coffee machine need to prepare trendsetting drinks? What should bakeries look for when choosing a new machine in terms of minimising staff workload? How do Schaerer's digital solutions support the integration of machines into innovative self-service concepts? At Internorga Schaerer will be demonstrating what is important for a successful long-term coffee business. Highlights will be the customised configurations of the Schaerer Coffee Soul 10 and 12, the Schaerer Coffee Skye and Schaerer Coffee Club, as well as the digital solution Schaerer Coffee Link.

Digital customer journey for a coffee experience with a real wow effect

The loyalty app, developed in collaboration with Geneva-based family business mia&noa and presented in Hamburg, represents a notable addition to Schaerer's digital offerings. Together with Schaerer Coffee Link, it supports process optimisation and cost reduction with real-time reporting and business analyses – for example in staff deployment, resource planning and logistics. Schaerer will be demonstrating live at its exhibition booth how this versatile application can also be used to increase customer loyalty and sustainably boost sales. Among other functions, the integrated CRM enables direct customer contact, active community management and dynamic pricing through the app.

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Subscription models and targeted offers based on the individual preferences of each customer can also be implemented. In turn, users of the app can expect a significant increase in convenience, plus additional values. These include the personalisation, ordering and payment of speciality coffees directly in the app as well as loyalty campaigns.

Image material

You can find downloadable image material in our media portal press-n-relations.amid-pr.com (search term: Schaerer-Internorga-2024). I would also be happy to send you the file via email. Contact: nfo@press-n-relations.de

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Schaerer AG

Founded in 1892 and headquartered in Zuchwil, Switzerland, Schaerer AG is one of the world's leading manufacturers of fully automated professional coffee machines. As a traditional brand with many years of history, Schaerer stands for Swiss values combined with an in-depth knowledge of coffee. The brand expresses these attributes with the motto "swiss coffee competence" and experiences them equally in its product development and in the Coffee Competence Centre, Schaerer's own coffee expertise and training centre in Zuchwil. Moreover, Schaerer is characterised by extreme flexibility with the guiding principle "We love it your way" – whether in reference to customer requests, customer-specific products and large orders, or the product range which offers the customer a wide range of customised configuration options. Customer-oriented and with extensive coffee knowledge, Schaerer supports customers of any size all over the world in offering their guests the highest level of coffee enjoyment.

Since 2016, Schaerer has been part of the French Groupe SEB.