

Cafitesse Basics

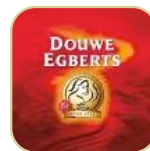
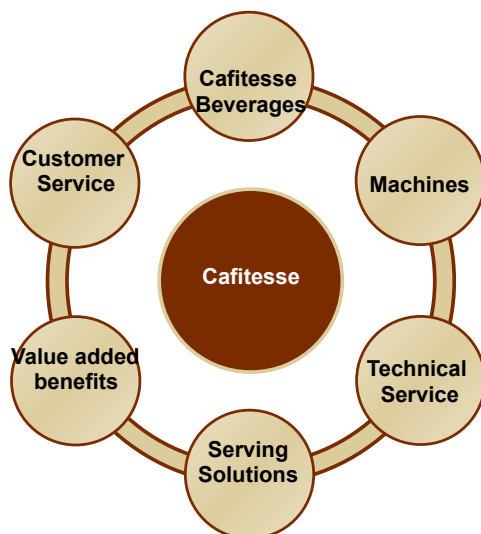
1

Christian Supply Chain
BUYING GROUP/AUS



Serve your business best

The Cafitesse Concept – Beverage Solutions



Serve your business best

Cafitesse concept

The Cafitesse 6 Need – Benefit States

The optimal combination of Quality & Efficiency

1. Fresh & Consistent quality coffee
2. Speed of Delivery
3. Flexibility of Service
4. Ease of Operation
5. HACCP & OHS
6. Cost Control (e.g. Reduced Wastage)



Cafitesse®

Serves your business best

1) I need Fresh and Consistent quality coffee

Liquid Coffee

- **100% pure coffee**, no additives (The Unique Cafitesse Process, Our competitors Nestle, Cerebos)
- Selection of the finest coffee beans
- Process: Careful roasting & Grinding. Immediately freshly brewed after grinding
- Bag in Box Technology – no aroma & quality loss due to minimal contact with oxygen
- Cooling in coffee machine
- Coffee on demand



Cafitesse®

Serves your business best

The Unique Cafitesse Process



1.

Green Beans



2.

Blending



3.

Roasting



4.

Grinding

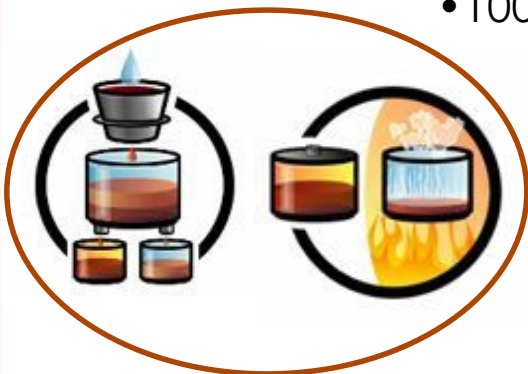


- 100% Pure Coffee
- Developed by Coffee Experts
- Blending & roasting expertise



www.cafitesse.com

- 100% pure coffee, no additives



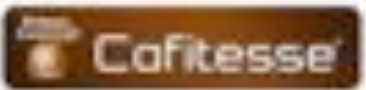
5. Separating the primary extract (aroma) from the rest



6. Concentrating the rest of the coffee & adding the primary extract



7. Filling & Fresh Freezing the Package

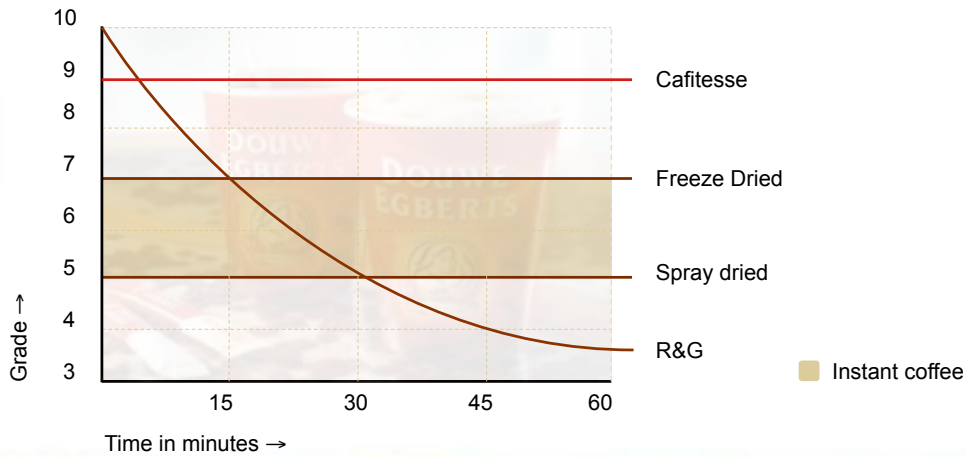


www.cafitesse.com

1) I need a Very good & fresh quality coffee

Instant/ Filter Style Coffee

- Consistency Proven



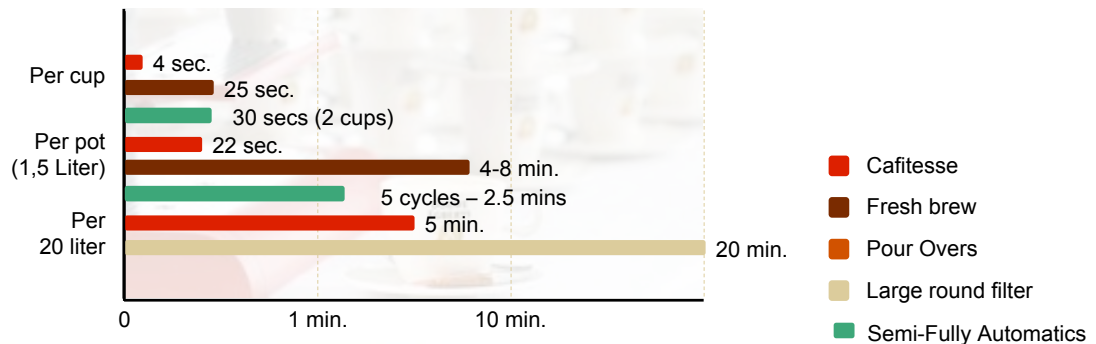
Serve your business best

2) I need Speed of Delivery

Liquid Competitors Comparable

Time difference between fresh brew and filter offerings

Easy to serve a large number of guests



Serve your business best

3) I need Flexibility of Service

- Ability to cater for small to high volume outlets - for large function + 2 additional cups of coffee at the touch of a button!
- Adjustable dosing system
- Multiple outlets for hot water, tea, hot chocolate and coffee (Nestle & Semi-Fully Automatics do not offer a one-stop machine!)



Cafitesse

Serve your business best!

4) I need Ease of Operation

- Short refill time
- Dosing system is integrated with packaging
- Front loading
- Operator Instructions Provided
- Machine parts are easy to remove for cleaning and sanitising
- Filter/ Bulk Brew Systems require a trained staff to properly handle equipment and prepare the coffee



Cafitesse

Serve your business best!

4) I need Ease of Operation – How much time do you spend cleaning your machine?

| Machine | Frequency per week | Time per week in front of machine (min.) |
|--------------------|--------------------|--|
| Bulk Brewer | - | 75 |
| Nestle LiquiFresh | Everyday | n/a |
| Fully Automatics | Everyday | 15 + |
| Cafitesse 400 milk | Everyday | 12 |
| Cafitesse 400 | 2 | 6 |
| Cafitesse 110 | 2 | 1.5 |



Serve your business best

5) I need HACCP & OHS

- HACCP 7 Principles (Do we know them? Do our customers know them? Reinforce as a point of difference. Our competitors apparently don't)
- OHS (Occupational Health & Safety) Cafitesse Commitment to customers



Serve your business best

6) I need Cost Control

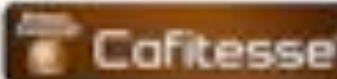
- Cafitesse is a cost effective option (FOL machines, cost per cup, total costs involved)
- We sell Cafitesse on its benefits as a total hot beverage solution. Cafitesse allows our customers to minimise wastage, pilferage and maximise labour costs (E.g. We can give you 7.5 hours back!)
- Costs can be tracked and traced using the Cafitesse System (Cafitesse calculator)



Serve your business best

3. Product Knowledge

- Blends Range
- Machine Range
- Equipment Range
- Spec's & Performance
- Other Product Information (including full listing of ingredients & potential allergens)



Serve your business best

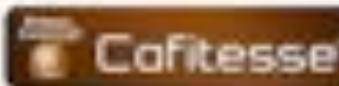
| | Gourmet Medium Roast  | Arabica Gold  | Mediterraneo  | Good Origin  |
|---------------------------|--|--|---|---|
| Product Code | 2 X 2L, code: 28277 1 X 1.25L, code: 28298 | 2 x 2L, code: 28295 | 2 x 2L, code: 28287 | 2 x 2L, code: 28284 |
| Taste Description | A full bodied coffee with a fresh, pure rounded taste and aroma. | A fine aromatic coffee with well-balanced smooth taste | A well balanced, full bodied coffee with an intense flavour | A full bodied coffee which has been carefully blended to create a delicious and rounded coffee experience |
| Beans & Origin | Arabica Beans sourced from Central & South America, with a touch of high quality Robustas from Asia and Africa | 100% High quality Arabica beans | High quality Robusta beans sourced from the finest coffee growing regions around the world | The finest quality Arabica beans from farms we know and trust. |
| Average Price | \$154.89 | \$169.83 | \$144.89 | \$169.83 |
| Margin %* | 335% | 335% | 352% | 256% |



Serve your business best!

* Based on FY2008

| | Pickwick Tea  | Cacao Fantasy  | Cafi-Lait Cafitesse milk  |
|--------------------------|--|---|--|
| Product Code | 2 X 2L, code: 28483 | 2 X 2L; code: 28299 | 2 x 2L, code: 28291 |
| Taste Description | A full-flavoured, freshly brewed quality tea | A delicious full –flavoured creamy hot chocolate drink | A partly skimmed, unsweetened condensed milk |
| Origin | A blend of selected African and Assam Teas | N/A | N/A |
| Average Price | \$123.60 | \$144.20 | \$75.77 |
| Margin %* | 218% | 40% | 6.1% |



Serve your business best!

* Based on FY2008

| | Contenta C50 | C100 Medium | C400 |
|-----------------------------------|--------------------------------|--|---|
| Product Selection | Coffee | Coffee Tea | Coffee, Tea, Hot Chocolate, Milk Concentrate Strength/ Volume/ Temp Selectors |
| Capacity | 1 X 1.25L pack | 1 X 2L pack | 2 X 2L packs |
| Dispensing Capacity (cups/ hr) | 150 | 180 | 800 |
| Boiler Capacity | 1.8L | 6.5L | 10L |
| Weight | 12kg | 30kg | 39kg |
| Dimensions (mm) | 568 (H) X 365 (W) X 350 (D) | 750 (H) X 210 (W) X 455 (D) | 1100 (H) X 320 (W) X 515 (D) |
| Power Supply | 10 amp | 15 amp | 15 amp (3 phase) |
| Water Supply | No Plumbing | Cold Water with 20mm male connection with tap | Hot or Cold Water with 10/ 20mm male connection with tap |
| Accessories (Flexibility) | Cup or Jug | Cup or Jug | Cup, Jug, Airpot, Thermal Dispenser |



Cafitesse

Serve your business best!

4) Operational & Technical Basics Highlights

- Water Inlet
- Water heating
- Water dosing
- Concentrate cooling
- Concentrate dosing system (programming)

There are relatively little problems with the water.

Water Filters may need to be regularly replaced in SA & TAS due to calcification

Condensation occurs within the refrigerator. Inspect and wipe with clean cloth every week.

There are 2 types of dosing – Portion Control (PC) and Continuous Flow (CF)

Dosing is dependent on drink type (including milk). For more information, consult best practice ratios



Cafitesse

Serve your business best!

5. Best Practice

- *Preparation of Cafitesse*
- *Handling of the Cafitesse Packaging*
- *Dispensing of Cafitesse Products and Cost per cup analysis*



Serves your business best

The Preparation of Cafitesse

1. Store in the freezer at -18°C
2. Rotate stock (FIFO)
3. Thaw pack in the refrigerator (+6°C)
4. Thawing time (3-5 days)
5. Shake coffee pack well

Cafitesse packages cannot be thrown. Ice shards will tear the plastic bag that contain the liquid contents.

Cafitesse coffee is a pure product. It needs to be frozen to maintain freshness

If coffee is not thawed, nozzle cannot be taken out.

If pack is not shaken well, coffee dispensed will be too strong, then too weak

Ensure that sufficient packs of thawed coffee are ready for use!



Serves your business best

Cafitesse Handling & Cleaning Calendar

Cafitesse is removed from freezer and defrosted in refrigerator at max +6°C

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

March 2010

Shelf life at defrosted stage is 3 weeks

Never refreeze thawed Cafitesse coffee!

Check the package and condensation in fridge

Let Cafitesse thaw at room temperature. No microwaving or hot water.

**March
2010**

Shelf life in freezer is 12 months



Cafitesse

Serves your business best

Handling of the Cafitesse package

- **How to prepare the package?**
 1. Shake the pack vigourously
 2. Remove clear film wrap
 3. Write date on package
 4. Wash hands before opening the package
 5. Pull perforated strip from the package
 6. Take the dosing system gently out of the package

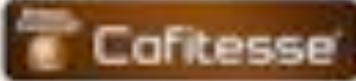


Cafitesse

Serves your business best

Product Concentration – 2L

- Coffee
 - 1:18 Strong Coffee (Espresso Style) (253 cups)
 - 1:24 Middle (333 cups)
 - 1:30 Weak Coffee (413 cups)
- Tea
 - 1:38 Strong Tea (520 cups)
 - 1:44 Weak Tea (600 cups)
- Milk 1:5 (80 cups)
- Hot Chocolate 1:2.6 (24 cups)



Serve your business best