

Vending International Press Release

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THE NEXT GENERATION OF BRANDED VENDING HAS ARRIVED...

Recent years have seen an explosion of coffee “super brands” emerge in retail and the domestic coffee market – Nescafe, Kenco, and Douwe Egberts to name but a few. This explosion can also be seen in the vending industry, with the historical dull grey or beige box in the corner being replaced with something far more eye-catching and attractive – machines adorned in the liveries and designs of these retail super brands, creating a visual impact and reassuring it’s users of the product within.

What we are now seeing is a natural evolution of recent years, with the introduction of traditional high-street premium coffee brands now been used on machines, particularly in the top-end quality sector, where bean-to-cup and freshly brewed drinks are now the standard.

Two such brands at the forefront of this expansion are Segafredo espresso and TIKTAK Dutch coffee, both stablemates within the worldwide Segafredo Zanetti Group of companies. The Group is the only 100% fully integrated company within the out-of-home coffee sector, owning and controlling everything from green bean plantations, export and trading; production plants and roasters; worldwide subsidiaries and distributors in over 100 countries; and boutique coffee stores in the world’s major cities.

Segafredo’s aim is to spread the taste, culture and preparation of authentic Italian espresso all over the world, by delivering a product which is much, much more than simply a cup of coffee. This love for coffee is what has made Segafredo Zanetti a multinational company, which today can be found throughout Europe, the Americas, and the rest of the world.

TIKTAK has been producing freshly roasted ground coffee from its home in Groningen, Holland, since 1870 and brings a wealth of coffee experience and knowledge to the ground coffee market. Despite a depth of tradition, modern production methods are used, including the introduction of a fluid bed roaster which gives their coffee beans exactly the right taste and aroma to ensure continuity of product each time in every cup. In 1989 TIKTAK became one of the first roasters to become involved with, and produce Fairtrade-certified coffee, underlining TIKTAK's sense of responsibility towards the developing world and the Fairtrade principles.

Segafredo Zanetti espresso has been represented in the UK by the Metropolitan Coffee Company for over 15 years, as Dominic Boyett, Sales Director of Metropolitan Coffee explains: "We have the necessary experience and background to not only offer the unique qualities of the Segafredo brand, but also to provide the support which is essential when offering Europe's No. 1 espresso coffee." In addition to the Segafredo brand, Metropolitan also provide the full TIKTAK range of premium vending, bean and ground coffees, including Fairtrade and organically certified products.

One company leading this new generation of quality branded vending is Select Drinks. Trading in the South East for 25 years, earlier this year the company opened a dedicated London office to serve the developing corporate vending market in the Greater London area. For this new market a decision was made early on to find, develop and work in partnership with a supplier who could offer powerful brands – a need met by both Metropolitan Coffee and their range of Segafredo and TIKTAK branded machines.

Peter Adams of Select Drinks explains "Having worked with Metropolitan closely before we knew the power and loyalty of the Segafredo brand, as well as the quality of the product itself. With the introduction of TIKTAK, particularly their wide range of Fairtrade-accredited vending products, Metropolitan were able to offer everything we needed for our clients, from attractively branded and reliable machines, to a range of products suitable for the corporate and business environment"



Select Drinks are now one of Metropolitan's main suppliers, particularly in the London business environment, providing their clients with the real taste of Italian coffee culture from freshly ground Segafredo beans, as well as Fairtrade certified TIKTAK coffees. In addition they also offer the complete range of Segafredo and TIKTAK ancillary products including branded paper and plastic cups, granulated pure milk powders and rich Italian-style hot chocolate.

Since launching the branded vending concept earlier this year the company has already secured some major Segafredo vending clients in the financial and legal markets, as well as several local authorities and hospitals, which have been impressed by, and as a result specified TIKTAK Fairtrade products. "Again this is where we have been able to really get our offer right" continues Peter "the TIKTAK package is superb and means our clients can enjoy a fully Fairtrade-accredited coffee, tea, or chocolate, in a TIKTAK Fairtrade-branded paper or plastic cup, all dispensed from an attractive TIKTAK Fairtrade-branded machine that also promotes the great coffee, great cause aspect of Fairtrade"

As Peter says "The range of Segafredo and TIKTAK-branded fully automatic and tabletop bean-to-cup equipment means we can confidently put forward a superior offer to our new and existing clients, backed by reliable equipment, fantastic marketing and support, and most importantly of all, great coffee in the cup."

For further information on the Segafredo Zanetti or TIKTAK branded vending offer, please contact Dominic Boyett at Metropolitan Coffee, telephone 020 8743 8959, or Peter Adams at Select Drinks, telephone 0870 872 1240.

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