

**IT'S NOT A
COFFEE
MACHINE...**



IT'S **CONSISTENCY**



EFFICIENCY

EVERY SINGLE
TIME.

The logo icon consists of a white, stylized hand shape with three fingers pointing upwards. The hand is positioned to the left of the text.

INTRODUCING
caffè assist[®]
The automated milk steamer

INNOVATION LED DESIGN

From a simple frustration to a simple solution **Caffe Assist®** was born from the necessity of speeding up the process without compromising on quality.

Perfect Milk.
Every time.

Creating the perfect cup of coffee.
Every time.





IT'S
CONSISTENT
MILK
EVERY TIME.



CONSISTENT.

Caffe Assist® globally patented technology has been developed to consistently produce quality steamed and textured milk for coffees and hot chocolates, creating extraordinary gloss, sweetness and complexity of flavour.

Easily adjusted settings are available for every type of full cream and skim milk, whether you're using grass-fed milk in summer or dry-feed milk in winter.

With configurations for alternative milks like soy, oat and almond milks, and options for small, medium and large jugs, it means you can be sure of consistent milk for every pour.



IT'S
SPEED
TO
MATCH.





EFFICIENT.

At the touch of a button, the **Caffè Assist®** automatically gives you consistently steamed and textured barista quality milk before cleaning and purging itself.

That means your milk doesn't slow you down, it speeds you up.

So, you have faster service at busy times, lower staff overheads and consistently better coffee and hot chocolate for your customers.



IT'S
AUTOMATIC
SELF PURGE & CLEAN
EVERY TIME.



SIMPLE.

Caffe Assist® is easy to install, low maintenance, energy efficient, simple to troubleshoot and supported globally by a servicing network.

It can be configured to work with the steam boiler on your espresso machine or to operate independently with its own under-bench boiler.

Complete with **e-assist®** technology, **Caffe Assist®** is ideal for brands wanting consistent customer experience across multiple venues. This remote telemetry system allows centralised access to your devices across the country and the world letting you manage adjustments to steaming, temperature and texture, so that each **Caffe Assist** is steaming milk exactly the same way, every time.





caffe assist



08/01/2021 13:10

Ready.

35 C

Pressure Sensor Option Not Installed

caffe assist

CAPP

FLATMILK

EXTRA HOT

WARM

FULL CREAM

SKINNY

SOY

GOAT



1.0L

0.6L

0.4L

Jug Size Option Not Enabled

TOUCH TO OPERATE

caffe assist



WHERE **DESIGN**
MEETS **EFFICIENCY.**





CAFFÈ ASSIST®

Customisable interface to suit your business needs.

Globally patented technology - self cleaning and purge technology after every use, reduces the risk of cross contamination and removes unsanitary cleaning cloths.

Milk Jugs designed to allow **Caffè Assist®** to automatically determine the temperature of the milk. Designed in a range of sizes to accommodate all needs and minimise waste.

Colour Matching body available to ensure your **Caffè Assist®** machine matches its environment and your espresso machine.





caffe assist



08/01/2021 13:10

Pressure
Sensor
Option Not
Installed

STOP

Running...

56

caffe assist

CAPP

FLATMILK

EXTRA
HOT

WARM

FULL
CREAM

SKINNY

SOY

GOAT



1.0L



1.5L



2.0L

CANCEL OPERATION

caffe assist



MELBOURNE DESIGNED
ITALIAN MADE.





0.6

INTRODUCING
CAFFE ASSIST[®]
PRODUCTS



THE NEXT GENERATION OF MILK PROFILING

Streamlined user interface.
Your perfect milk profile at the touch of the screen.

No more numbers!

Caffe Assist® Legato Plus meets the needs of your business without the stress of knowing fancy tech, reading a manual or having to call a service technician.

Need more froth in your cappuccino?
Want your Lattes to be hotter?

With **Caffe Assist®** Legato Plus simply touch and drag to achieve your best milk profile.

CAFFE ASSIST®
LEGATO *plus*



WHEN **SPACE** MATTERS...

Introducing **Caffe Assist®** Legato Rinse, innovative design which solves the space problem.

A Barista's dream with an integrated jug rinser, right where you want it.

Improves quality and efficiency. Cleans your jugs instantly, solves clutter, rapid draining and easy to clean.

The Legato Rinse is an optional add on to all **Caffe Assist®** current models.

CAFFE ASSIST® LEGATO **RINSE**





COMPLETE CONTROL FROM THE PALM OF YOUR HAND

Introducing the **Caffe Assist®** App.

Fleet management provides easy remote access to all your machines from your personal device compatible with apple or android devices.

From real time information covering jug size, milk type and operation cycles to service stats, machine health plus the ability to book in your next service.

The app allows full control and management of your **Caffe Assist®** from anywhere in the world.

Caffe Assist® App the complete management tool.

CAFFE ASSIST® APP

CONSISTENT. ON A LARGE SCALE

Daniel's
— DONUTS —



Among **Caffe Assist's** esteemed clientele are industry giants such as Hungry Jacks Australia, with installations in over 450 stores nationwide, as well as Krispy Kreme Australia and Brunetti.

The company's commitment to excellence and innovation has positioned it as a trusted partner for businesses seeking to enhance their coffee offerings and drive operational efficiencies.

Caffe Assist® not only provides a consistent and efficient impact on milk preparation, it also leverages connectivity and telemetry technology to provide real-time monitoring and analysis of milk usage, further optimising performance and reducing downtime.

With remote access capabilities and seamless integration with existing cafe setups, **Caffe Assist®** offers a comprehensive solution for businesses of all sizes.

"Since integrating Caffe Assist into our operations, we've experienced a significant boost in efficiency and overall service quality. The automated milk steaming has not only reduced wait times but also ensured that every cup meets our high standards for taste and texture. The built-in tech solutions have been a game-changer, offering us valuable insights into consumer preferences and milk usage patterns. This clarity has enabled us to better tailor our offerings and optimize inventory management. Caffe Assist has truly revolutionised our workflow, allowing us to focus more on creating exceptional customer experiences."

Fabio Angele - Brunetti Classico Managing Director

CONSISTENT.
ON A LARGE
SCALE

Daniel's
— DONUTS —



NOTABLE MEDIA

IN AUSTRALIA + NEW ZEALAND

How Caffe Assist aids baristas



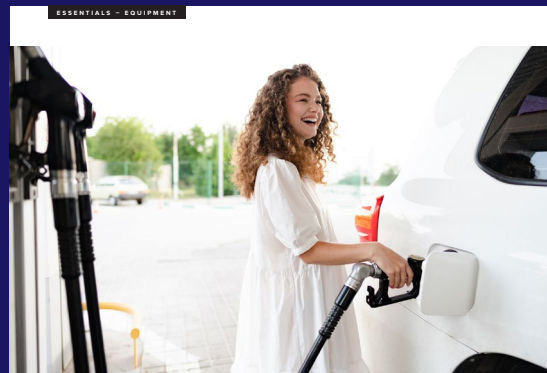
HAYLEY RALPH

August 30, 2022, 12:12 pm



Can an automated milk steamer match a barista's skillset? BeanScene talks to a café owner about his experience with Caffe Assist.

With staff shortages posing one of the hardest challenges the food and beverage industry has ever faced, café operators are open to equipment and technology that can assist with workflow and free up valuable barista time. An automated milk steamer is one such product, but does it truly compare to the expertise of a highly trained



EQUIPPING FOR MODERN CONVENIENCE BEYOND FUEL

As demand for petrol declines, the need for retailers to diversify is growing.

By Tracey Cheung.

With rising fuel costs, IBISWorld's [2024 Fuel Retailing in Australia](#) report indicates demand for petrol has declined and consumers are shifting towards diesel or electric alternatives. As a result, fuel retailers are needing to diversify into non-fuel retail channels to create additional income, diversify revenue streams and elevate the customer experience. This could include food offerings, car washing, gas bottle exchange and ATMs. The report also reveals fuel retailers are exploring partnerships with third parties and brands in hospitality and other retail domains such as convenience stores, pharmacies and quick-service restaurants (QSR). An example is APCO's collaboration with IGA Xpress, offering a modern one-stop shopping convenience store. Top-up shopping and barista style coffee are available through APCO's

Cafe 24/7 foodservice brand. APCO won the [2024 Catalyst Blue Most Satisfied Customers - Petrol and Service Stations 2024 award](#). With more than 2000 Australians surveyed, the research found most customers prioritise petrol pricing and convenience over extra features such as cafeterias or ATM access. An opportunity in P&C is to capitalise by offering and promoting non-fuel services and products so that customers can take advantage of the convenience while visiting to refuel. According to Andrew Brick, Director of Meris Food Equipment, those with a "roadhouse" site should offer "great full meals". "For this, you need a proper kitchen set-up," he said. "Equipment to support this would include commercial ovens, grills and prep stations. For smaller suburban stores, smaller self-venting, self-contained equipment will be the best solution. This can include

countertop ovens, Perfect Fry ventless deep fryers, and quality hot food displays, such as the Flexeserve and Unis ranges that don't require extensive kitchen infrastructure." Mr Brick says soup is an example of a healthy option but challenging to serve efficiently. "However, we've found that having it already in the cup within the Flexeserve Zone hot food display helps make this a clean and easy way to offer soup. Jacket potatoes and the traditional round jaffle are great options. It's important to cook these products with the right equipment to ensure a consistent, high-quality product – like having an active chimney on the jacket potato oven or using a proper commercial jaffle iron, such as the Neumarker line." Responding to the "sophisticated palate" of coffee lovers in Australia, CaffeAssist provides automated milk steaming technology for coffees,

addressing the time-consuming nature of traditional slow milk steaming methods. The brand's clients include 140 United Petroleum petrol stations, providing not only barista-quality coffee at the touch of a button en-masse with speed and efficiency, but also increasingly popular plant-based milks including soy, oat and almond variations. **Promotional execution key in boosting profits** SmartSpotter is a platform aimed at strengthening the relationship between retailers and suppliers, helping brands improve in-store execution in real time. Customers work as 'spotters', performing store audits on details including planogram compliance, promotional execution, POS materials and more. These insights are delivered to retailers, suppliers and brands so that improvements can be made where needed by experienced merchandisers or by directives from retailers' head offices. A recent survey of 1000 everyday consumers who visit P&C stores across Australia found that gondola ends, impulse fridges and pie warmers strongly impact impulse buying decisions. The locations of these in-store items represent a fundamental factor in influencing shopper behaviour.

SmartSpotter Managing Director Andres Velasquez says he has found that retailers with a 20 per cent promotional execution rate have achieved seven per cent more profit than those with a lower promotional execution rate. **Signage and displays to boost revenue** Samsung's white paper [titled, 'the modern convenience store'](#), supports the use by stores of eye-catching visuals on digital monument signs to display petrol prices and appeal to drivers needing to refuel their cars, and themselves. At the pump, digital signage can feature relevant promotions. As the white paper suggests, window displays at the store entrance can be adopted as an additional marketing tool. Dual-sided screens provide the ability to schedule content both inside and outside the store. To help convenience stores adapt as they merge with the QSR industry, potential for the stores to leverage new signage technology – such as digital menu boards, self-service kiosks and video displays – is huge. According to the paper, research indicates that QSRs with digital displays achieve a 9.1 per cent increase in drive-through volume, a

2.5 per cent increase in average order value, and a two per cent increase in conversions for promotions, compared with stores that don't have these displays. With customer service a priority, self-service kiosks may assist with this. Samsung's white paper describes how these allow staff to focus on more value-added tasks, increasing average order value, streamlining inventory management and growing revenue by upselling, promoting offers and encouraging sign-up to loyalty programs. **EV charging facilities** With the rising uptake of EV vehicles, an Ampol spokesperson says the company's EV charging network, AmpCharge, available at Ampol Foodary retail convenience sites and through its at-destination arrangements such as Stockland and Mirvac's retail portfolios, will play an important role in reducing range anxiety and providing Australians with the confidence they need to transition. "Pleasingly, we've seen a strong link between AmpCharge and convenience retail, given the 20-30 per cent uplift of spend in-store, especially at our sites with unique QSR offers, such as those at Pheasants Nest and Woyung [in NSW]," the spokesperson said.

PRESS RELEASE

GLOBAL | LOCAL

PRESS RELEASE

FOR IMMEDIATE RELEASE

Revolutionising the Coffee Industry: Introducing Caffe Assist® for More Efficient Service.

In a bold, innovative move to streamline coffee service and elevate customer experiences across the Australian and global hospitality landscape, Caffe Assist® announces its groundbreaking solution to the perennial problem of slow milk preparation.

Developed to address the time-consuming nature of traditional milk streaming methods, Caffe Assist® represents a paradigm shift in the way cafes and coffee shops deliver consistently high-quality beverages with speed and efficiency.

Christos Stoios, Global Business Director at Caffe Assist expressed his enthusiasm for the company's innovation, "At Caffe Assist®, we understand the pivotal role that milk plays in crafting the perfect cup of coffee, every time.

With our cutting-edge technology, we're empowering businesses to deliver barista-quality milk at the touch of a button en-masse, revolutionising the way they operate and interact with

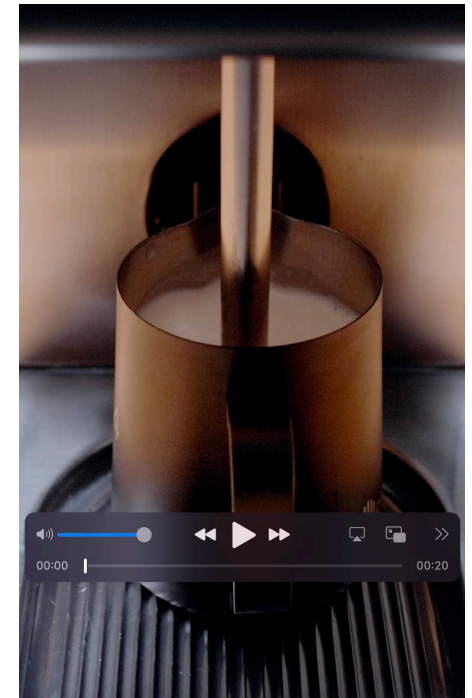
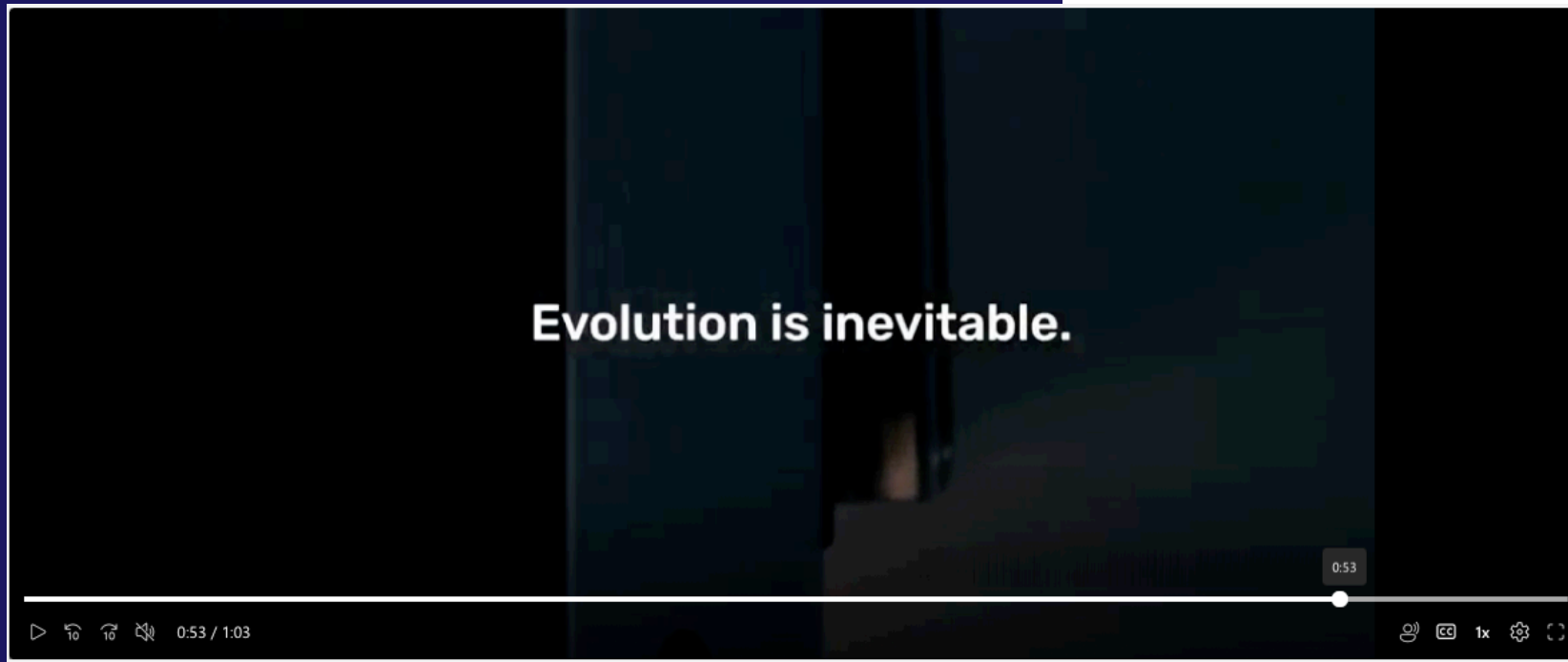
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caffeassist.com