

Hot Drink Center

SOME FACTS YOU SHOULD KNOW

Your new Hot Drink Center is loaded with many consumer appealing features. To achieve the best results in customer satisfaction, sales, sales and profitability, we encourage you to advise and educate your customers about these equipment features at the time of initial installation to avoid any potential misunderstanding. While it is not possible to reach all equipment users at the same time, we suggest that you might explore an approach used by copy machine suppliers. Ask for one or several of the location's employees to become "Key Operators". These individuals could field questions from the user group and perform general operating demonstrations during the early days of placement.

Because several Hot Drink Center features are so entirely new, we would like to bring the following items to your early attention. Below are the more misunderstood issues and their need for explanation. Keep in mind, that you may (or may not) elect to employ these features.

ITEM	EXPLANATION
* Espresso	Cup is intentionally filled to one-half normal volume.
* Mug Discount	If used, consumers with personal mugs may purchase product at savings in increments of 5 cents over paper cup.
* Cup Sold-Out Feature	If dual cup size is offered and one cup size runs out of stock, the consumer will receive the best alternative value.

espresso

Espresso is a rich, dark, strongly brewed cup of coffee. In restaurants where Espresso has been traditionally available, it is always served in a short, small cup. much different from a regular coffee cup. It is consumed with or without sugar, but never with cream.

Hot Drink Center imitates the taste of espresso by using the same gram throw used in a regular cup of coffee, but reduces the amount of water by 50%. The unknowing consumer will be delighted with the product taste, but may feel they did not receive their full product value because the cup is filled to one-half its normal volume. The product label states that espresso is a concentrated cup of full bodied coffee. Please take the time to educate first time users so that their experiences with this popular selection will be a pleasant one.



"mug" discount

Hot Drink Center offers the optional opportunity to provide a lower purchase price for consumers using a personal mug versus the equipment supplied paper cup. if you choose to employ the "mug" discount option, your electronic price configuration and your menu price communication should be set for the higher paper cup selling price. For example, your selling price for a small coffee is 40¢ (40¢ will be the value that you would place on the selection menu and electronically configure). If the personal mug discount is determined to be 5¢, consumers using their own mug would purchase a small cup of coffee for 35¢. This savings process and the extent of savings offered needs to be communicated to consumers.

"cup sold out"

if dual cup sizes are offered, Hot Drink Center electronic defaults have been factory set so that there will be no unhappy customers in the event that one cup size runs out of stock. If the customer selects a small cup of coffee and the equipment is out of small cups. they will automatically be substituted with a large cup of coffee at the small cup price. Conversely, if a large cup of coffee is selected and the equipment is out of large cups, a small cup of coffee will be substituted at the small cup price.

(For more information on the these and other product features, please refer to your instruction manual).