

# CoffeeBar



## Dear Readers,

«There are those who wait for times to change, and those who seize time and make a change.»

Dante Alighieri

The economy has seen better days. Economic prospects are far from rosy. There are no signs of a recovery. These are reports we see and hear daily.

And yet, despite these adverse conditions, things have been happening at Franke Coffee Machines – good things! In keeping with our Franke business strategy we have successfully completed our scheduled takeover of the established German company Bremer Kaffeemaschinen AG. Attractive areas of business can now be opened up more quickly, and individual business units given optimum development opportunities and a stronger competitive position.

Bremer Kaffeemaschinen AG is a long-established company with headquarters in Igersheim, Germany, employing around 100 people for a turnover of around CHF 50 million. Bremer products are characterised by

an attractive coffee-machine design and high-quality technology. Franke Kaffeemaschinen AG domiciled in Aarburg, Switzerland, with currently around 90 employees, has for its part achieved a number of major successes worldwide with fully automatic, adaptable high-performance machines and innovative accessories, under the motto «The art of excellent coffee-making».

Franke Kaffeemaschinen AG and Bremer Kaffeemaschinen AG now form the newly created Franke Business Unit Coffee Systems, under the management of Hans Gattlen. This new Franke Business Unit operates at the international level and is already No. 3 worldwide in terms of turnover, in the sector of professional coffee machines. And our goal is clearly marked out: to become the No. 1 worldwide in this sector in the medium term.

We at Franke Coffee Systems intend to write coffee-machine history, with clearly differentiated offers, a fully motivated team, new future products, and the aim of full-coverage sales and service organisation. We look

forward to including you among our satisfied customers in the future and to having you share in our success.

Yours  
Marga Gyger  
Franke Kaffeemaschinen AG

## «Coffee, tea, or me?» The Coffee House as a Dating Zone

A US telephone survey conducted in November 2002 among single Americans has shown that coffee houses are the perfect place for a date. At least that's what 72% of the 429 persons aged 18 to 44 felt who took part in the poll – foremost among them young people and women. Seemingly the flirt factor is not that great in bars and restaurants – at least not for the first date.

So why do single people prefer to get to know their potential partners in coffee houses rather than, say, other establishments? According to the survey, it all has to do with the open, friendly and relaxed atmosphere. Which is not surprising, when you think that many coffee houses, with their multitude of sofas, feel just

like home. In fact, for the very brave, coffee-house couches are ideal for making those subtle «closing-in manoeuvres» – which is more than can be said for bar stools. And for the very shy, the cushions are the ideal hiding place. In any case all this relaxed and comfortable furniture provides plenty of scope. But perhaps it's also the old story about hedging your bets, i.e. «sounding out the ground first with a tasty – but affordable – coffee rather than investing in the full five-course menu». Or perhaps people on a date prefer coffee houses because they've no appetite for a real meal anyway, due to their first-date nerves; so anything beyond a cup of coffee would be a complete waste of money. Or perhaps it gives them an opportunity

to show off their date to a (secretly) admiring trendy audience. But, most likely, coffee houses are simply a great place to talk about not just matters of love but also broken hearts, friendship, gossip, work, etc. After all a good cup of coffee simply makes the good moments in life – and also the not so good moments – (even) better.

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## Ueli Hilfiker A Champion in Our Midst

On 18 January 2003 the Swiss Snowboard Championships for the Deaf were held at La Tzoumaz, Canton Valais. And what has this to do with Franke Coffee Machines? Well, quite a lot, since our employee Ueli Hilfiker won the Gold Medal and subsequently took part in an international event.

«I was able to complete the two Giant Slalom runs at the Swiss Championships without any major slip-up. And that's how I came to celebrate my first national title,» says Ueli Hilfiker. As reigning Swiss Champion he was then nominated for the Deaflympics, the «Olympic Games» for the Deaf, by the Swiss Association, an event held in Sundsvall, Sweden, from February 27 to March 9, 2003.

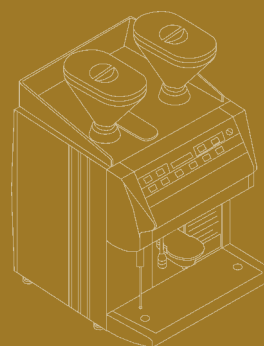
«During training already we got to try out the very hard artificial snow slope, which was a bit of a challenge for us spoilt boarders accustomed to natural snow,» reported Hilfiker. «The Japanese adapted best to the conditions, and were already firm favourites for the title. But even if it was a bit hard, the slope did have its charm as it's virtually at sea level and the view from the Start across the frozen sea was quite impressive.»

Unfortunately things didn't go quite as smoothly for Ueli Hilfiker on the day of the Giant Slalom as they had at the Swiss Championships. «The edges weren't gripping as well as they had in training, and I really had to dig deep in my box of snowboard tricks just to

stay in the race. That cost me a lot of time, and I finally came in 11<sup>th</sup>.» At the Finish he jokingly remarked: «It did cross my mind that I'd been grounded; after all I was wearing a Swissair racing suit...»

But anyway there wasn't time to sit around musing. The Parallel Slalom was already scheduled for the following day – an event in which each competitor has to race again a different opponent in each round, with the risk of being knocked out at any time. «The race was extremely exciting – both for the competitors and the spectators,» says Hilfiker.

«I made it to the fourth round without too much trouble but then I came up against one of the Japanese favourites. Unfortunately that was the end of the line for me.» Switzerland did get into the medal rankings in the Parallel Slalom nonetheless, thanks to Anja Meier's third place. All in all Switzerland's snowboard and ski delegation at the Deaflympics can be proud of what it achieved: 4 medals (3 bronze, 1 silver) and 10 place awards. And we're particularly delighted that with Ueli Hilfiker Franke Coffee Machines has such a successful sportsman on its team. Our warmest congratulations!



## Grand Hyatt, Dubai Arabia Opts for Swiss Quality

The United Arab Emirates and its capital Dubai are the jewel in the Persian Gulf's tourism crown. The Hyatt Group recently opened a new dream hotel there, the Grand Hyatt. 31 Franke coffee machines are also part of this modern tale from the Arabian Nights.

With 674 rooms and suites, 198 apartments, more than 4,300 m<sup>2</sup> of conference and banqueting facilities (equipped with state-of-the-art digital technology), the luxury hotel, which opened in March 2003, offers everything the heart desires. The Grand Hyatt is also a genuine treasure-trove

from a culinary point of view. No fewer than 15 restaurants and bars treat the discerning guest to culinary specialities from all over the world.

The coffee machines, however, are not from all over the world but from Switzerland. In fact our entire product range is represented at the Grand Hyatt, with 20 Swiss Mambos, 4 Ecopowers and 7 Saphiras, all equipped with refrigeration unit and partly with cup warmers. Once again the quality of our products and the excellent service provided by our local partner – in this case TSSC Dubai – made all the difference.



## Know-how Transfer The Maldives Meet Switzerland

Abdul Jaleel and Mohamed Jaleel are two coffee-machine technicians at the five-star Four Seasons hotel complex on the Maldives. At Aarburg, Switzerland, they acquired the necessary know-how to provide professional servicing for the Saphira and Sinfonia machines.

Leading figures and celebrities from the world of business, politics and entertainment are among the regular clientele at the Four Seasons. Indeed, the resort's prime concern is the happiness of each and every one of its guests. That means both service and infrastructure have to run like clockwork. So it's no surprise, then,

that the maintenance crew is on standby 24 hours a day. And after their training course in Aarburg, Abdul and Mohamed know their coffee machines inside out. It was great fun acquainting Abdul and Mohamed with all the technical details and programming options of the two coffee machines. Their thirst for knowledge and happy nature were very refreshing, and we're fully confident that they're now ideally equipped to provide professional, self-sufficient maintenance for the coffee machines. Working in such a remote corner of paradise they cannot rely on obtaining additional help quickly from the mainland.



## Mailing Campaign Winning a Trip to Prague

The mailing campaign we launched in a large number of catering magazines has been a resounding success – to say the least. Indeed, many people sent in the reply cards.

And for two interested readers of those catering magazines, filling out the reply cards has certainly paid off. The two winners, both women, each won a weekend for two in Prague.



We wish both winners an exciting stay in Prague, with plenty of cultural and culinary treats.

Ursula Nyfeler is a former lecturer at the BFF Berne (the Berne vocational college – [www.bffbern.ch](http://www.bffbern.ch)). For twenty years Ms Nyfeler was responsible for training domestic services managers.

The winner from Germany is Ines Schatz. She owns the «Ratskeller Falkenstein» family restaurant in the village of the same name. The «Ratskeller» is a friendly restaurant specialising in good home cooking, and has a typical large beer garden. Unsurprisingly her guests are more interested in the cool, foam-topped type of drink rather than the hot, black type of beverage.

