

The fully auto espresso coffee machine marketing essay



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Life without coffee and tea makers is quite unthinkable. One would not be able to relax, de-stress and energize oneself after a hard day of work. A cup of tea or coffee can make you take your time and relax. Preparing these beverages do not take much time with modern technology all you need to do is add the water or tea or coffee and the machine does the rest in minutes. Beverage makers make brewing of tea and coffee easy with the following, To begin with decide whether the type of machine is a non espresso or an espresso is what best suits your need. Also consider whether it's a Super-automatic, Automatic, Manual, Steam or pump mechanism that suits your life style better. Those who love their cappuccinos will enjoy a frothing attachment with their coffee maker. You can choose the best coffee machines in the market based on your needs.

Manual coffee makers are ideal for a home environment where you can monitor the preparation of the coffee as well as the ingredients. An automatic coffee maker would be ideal for an office environment where minimum supervision is necessary and a large amount of coffee cups can be made in one quick step, and for this a super automatic one is best.

Better tasting coffee can be had throughout if the Coffee maker which calcify easily is taken care by regular maintenance.

About Tea makers

The tea market is inundated with the number of flavored tea that is available, one can almost get lost in the number of tea flavors. Traditionally tea is available as the usual brown tea, Chinese green tea and white.

Compared to a coffee maker a tea maker is not that popular as brewing tea requires minimum techniques and with tea bags available the process get even easier and less time consuming. However, offices, clubs, cafeterias and tea houses still use the traditional and newer variation of tea makers.

Tea making has been revolutionized with the new innovative kettles and tea jugs. These portable tea makers come in different brands, and make it easier to make tea on the go. Morphy Richards and Black and Decker are some of the popular brand names and come with a very affordable price tag as well.

The availability of tea and coffee makers makes it easier to enjoy you cuppa of your choice anywhere and at anytime within a matter of minutes.

3. Rent coffee machines

Most of us at some point in time start off by renting a coffee machine before we actually purchase one. Humans are complex creatures with complex choices and wants, therefore before deciding on which to buy, and indulge in such expensive investments, one should take a good look at what the coffee machine is meant to do for you, how it suits your life style, what you can afford and your purpose. The location you decide to install it, whether in the home or the office, should help you decide the must-have features that are needed. The kind of coffee, that will need to be brewed, should also help you decide on the machine you need to rent.

One way to really start looking for coffee machine that you should rent is to first have a look at the product. Research the online coffee rental to see what type of coffee machines are on offer and the design and functionality of each

coffee machine. The online search that will help you to decide is whether you need an automatic coffee vending machine, filter coffee machine or table top vending machine. If you require high volume and/or quick dispense, taste preferences such as fresh beans, ground coffee, espresso and instant.

Other factors that one should look at are, do the models on offer give you only a coffee brewing option, should the model have the option of brewing tea in the machine and/ or dispense soup, does the machine allow you to brew other hot drinks like chocolate or Cappuccino.

So once you decide what type of coffee machine you want to rent you should check for the availability of the product, as most of us are taken in by the model and features of the product that we make plans before we actually rent the coffee machine. Also don't forget to check the after sales service, technical care, refilling options and the price.

You should also check for product reviews of the product you wish to rent online, review the models that other users are renting and ask for a review, online reviews can be deceiving as well so be careful to check reliable sites for reviews.

Renting coffee machines to start your own vending business is the best option, as coming up with the capital to purchase a coffee machine outright is very difficult especially with the present economic conditions. Look into taking advantage of making use of vending machine rentals that are made available in your area.

Coffee vending machine rentals are available every where; there are coffee franchises as well that help a person start their own coffee vending machine business.

4. Braun coffee grinders

The Braun Coffee grinder is a leading brand of home coffee makers. It's the mostly likely choice when compared with other brands of coffee makers.

Looking at the Braun Coffee grinder is very important before you decide to purchase is as you need to check if its durable, serves the purpose and if it is really worth the money that you pay or it. Most of all you need to check if it fits your lifestyle.

Before buying a Braun coffee grinder, it would be good to check the after sales service and the availability of Braun coffeemaker parts. You should also check if Braun replaces parts and gives you a warranty with a replaceable unit if the grinder you have is faulty.

Some of the most recent products introduced by Braun that improves the taste of brewed coffee is the filter. Disposable filters made of paper are a thing of the past with this permanent gold tone filter.

The Braun coffee grinder's lifespan can be prolonged with easily available spare parts that can be bought separately.

Another factor that one needs to check prior to purchasing a Braun coffee grinder is the grinder speed and if this fits with your preference of coffee.

The taste of the coffee will depend on how the coffee beans are ground.

That is why it is important to check the features of the Braun coffee grinder, as they vary from home models to large scale machines.

Ensure that the coffee grinder works properly, without clogging, by cleaning it well regularly and you will get the best and freshest tasting coffee.

Cleaning your Braun coffee grinder takes some time and it should at least be done twice a month, or when you are dissatisfied with the quality of the grind.

Here are a few steps to help you clean the coffee grinder,

Remove the lid of the bean hopper and the detachable coffee-ground container

Hold the Braun coffee grinder upside down and shake any coffee grounds from the machine

Use a small brush to clean the base of the hopper

Wipe the blades clean with a cloth dampened with alcohol

Wipe the chute clean of old coffee grounds with the tip of your cloth

Soak both the bean-hopper lid and the detachable coffee-ground container in soap and water

Dry the bean-hopper lid and the detachable coffee-ground container thoroughly

5. La pavoni coffee machine

The La Pavoni espresso coffee machines are the best in the world. As the name suggests the company was established in 1905 in Italy and their machines are designed for commercial and home use. These machines can make yours as well as your family's favorite gourmet Italian coffees like espresso, cappuccino, caffè latte and mocha. The La Pavoni coffee makers come in automatic and manual espresso coffee makers.

One of the most popular La Pavoni espresso making machines is the Romantica PG-16. This a coffee machine is made of brass and is a manual machine.

The La Pavoni coffee machines has 3 main features which are

All machines are unique and manufactured in Italy, there is quality workmanship

All La Pavoni coffee machines are triple-plated chrome and

Uses the finest and best quality stainless steel heating elements

Some of the La Pavoni espresso machines include numerous models among which are Grand Romantica Exclusive, Grand Romantica De Luxe, Cellini PA-12, Club Combo Duet PA1315, Velox, Europiccola EPC-8 and many more.

La Pavoni is said the pride the best service in all over Europe and the international markets as well. You can also find the La Pavoni coffee machines in American coffee houses as well.

The La Pavoni Pub line has five coffee machine models. These espresso machines are semiautomatic or fully automatic. The prices are also very competitive yet affordable. These different models come in various different colors as well such as Candy-Apple-Red or in glossy Black.

The newest range of La Pavoni Coffee Makers comes with a range of advanced features that gives a person the option of having a delicious cup of coffee in minimum. However, what stands out about the La Pavoni coffee maker is the unique design of the coffee makers, they make any home, office or caf  look chic and elegant.

All the La Pavoni Coffee Makers come in painted steel bodies and work on electricity.

The La Pavoni Coffee Maker range of coffee maker is designed to the highest quality standards and the best Italian designs. One would know right away when they drink a cup of coffee from the La Pavoni Coffee maker. The taste is that unique and authentic; Italians pride themselves with the La Pavoini Coffee maker.

6. Commercial coffee espresso machines

Since the invention of Commercial coffee espresso machines in 1901, there have been several designs created and manufactured to produce espresso. Many Commercial coffee espresso machines have similar characteristics.

The difference in the fineness of the grind of coffee, the pressure to tamp the grinds and the very pressure varies the taste and quality of the espresso.

Some baristas directly pull espresso shots into shot glasses or demitasse
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cups that are preheated to ensure a higher temperature of the espresso is maintained.

Hot beverages such as the cappuccino and latte benefit with a steam wand that some espresso machines have for steaming and frothing the milk.

There are several types of Commercial coffee espresso machines in the market today.

Steam-driven

Piston-driven

Pump-driven

Automatic

A steam-driven machine uses steam pressure or steam forcing water through the coffee grinds. In the first espresso machines steam was produced from a common boiler piped to four group heads to simultaneously make multiple types of coffee. Since there are no moving parts, this design is still used in low cost consumer machines. Low cost units which are steam driven come with a drip-coffee machine as a combination unit.

In 1945 Achille Gaggia in Italy invented the lever driven machine also known as the piston and later founded the espresso machine Gaggia using in his design a lever that can be used to pump and pressurize the hot water sending it through the coffee grounds. The term “ pulling a shot” is the

colloquial expression when the lever in the lever-styled espresso machine is pulled to draw a shot.

The piston driven machines come in two types. One is manual while the other is tensioned with a spring pressured to about eight to ten bars.

However, there is also a pump-driven machine that is popularly used in commercial outlets. Instead of using manual pressure, a motor-driven pump provides the pressure necessary for espresso brewing.

Espresso machines which are designed to have additional sensors, valves, pumps and grinders to make the brewing process automatic is known as an automatic machine. These machines automatically grind, tamp and extract the coffee leaving the user the task of filling the coffee hopper and the water reservoir if it is not having a connection to a waterline. Some of the models come with inbuilt automatic milk frothing device and dispenser.

7. La pavoni coffee grinder

La Pavoni was founded in Milan in 1905 by to Desiderio Pavoni in a little workshop at Via Parini. Pavoni's first invention was patented by Luigi Bezzera, on 1st September 1902, duly registered at the Milan State office on 19th September 1903, and gave life to the first espresso coffee machine for bar called "Ideale".

Among the other products in the La Pavoni range is the La Pavoni coffee grinder.

La Pavoni brand resembles Quality, and that's exactly what you get with a La Pavoni Grinder Quality at its Best.

Taking a look at the Semi-professional grinder range, the manual burr grinder in the La pavoni range is the best for its low price and design in selecting the quantity of coffee needed and the choice between settings. However the model does not have the option of espresso fine grind. Another drawback is having to add the beans a few at a time to the grinder ties you down to being with the machine till you finish grinding all the beans you need.

La Pavoni ZIP Auto grinder which is priced rather high in comparison to other commercial machines is a great quality machine suitable for commercial use and is guaranteed value for money. The design of this machine is well structured in die-cast and anodized aluminum and its weight gives stability to the machine when in operation not to mention its stylish look. Heat and sound is taken care of with a thermal shield fitted with class F insulation. The burrs are made with tempered steel with flat milled grinders. It has a built-in automatic stop function that enables to automatically shut down the machine after the grind cycle is over, and with a high output of 13 lbs per hour, this Coffee grinder really makes an impression.

Built with quality coupled with great design and style La Pavoni Grinders are more like designer art works. With high quality materials and workmanship, La Pavoni takes pride in ensuring that every coffee grinder that has a La Pavoni logo is individually factory checked. The La Pavoni coffee grinder is guaranteed to be a master piece in you kitchen.

8. Coffee machine spare parts

You will save a lot of money by replacing the defective machine spare part of your coffee machine. There will be many times when the coffee machine will stop working or will malfunction due to a piece or part wearing out. There are spares that are made for the replacement for a fraction of the cost of a brand new machine and will have it back in proper working condition in next to no time.

The owner's manual usually is the best place to look to answer one of the biggest questions you would be asking... where to find a store to buy the spares. The manual usually lists the stores or dealers. If you do not have the manual, you may try a search on the internet and the first place to look should be the web site for the manufacture.

You might be able to buy the part directly from the manufacturer or a dealer. There are also many dealers who sell spares and companies that undertake coffee machine repairs may also stock the spares you want. The warranty on the spares gives you confidence to buy what you want.

Another alternative is checking on and learning how you can repair the machine yourself. Getting the new replacement spares alone will do no good if you don't know how to fix them. The manufacturer's web site is one place to start for installation details, while there are also several other sites that you can check out for handy instructions and hints to show you how to remove and replace the parts.

Some additional things that you should check prior to purchase will make sure you will get the best of deals. Ensure that any replacement parts that you are planning to buy will fit your coffee maker model. Check whether or not the parts come with any kind of warranty. Finally make sure to read up on all the information on the parts and how to repair before embarking on the task itself.

9. Cuisinart coffee machine

With the introduction of Cuisinart to America in 1973 by the late Cuisinart founder, Carl Sontheimer. The Cuisinart coffee machine has been an exquisite choice in the coffee machine world.

Under management from Conair Corporation since 1989, the legacy of Cuisinart is alive and well. Today, Cuisinart is a universally recognized brand name, endorsed by culinary experts such as Jacques Pépin and Hubert Keller. Since then many cuisinart experts have ensured in keeping the legacy alive and owing to these efforts Cuisinart is still a very successful company catering to the culinary appliance industry in the whole world.

Coffee Machines in the Cuisinart range comes in several types, namely

Drip Coffee Makers

Grind and Brew Coffee Maker

Small Coffee Makers

Thermal Coffee Makers

Coffee Grinders

Espresso Makers

Drip Coffee Makers have several Models in this range. With some models capable of brewing up to 14 cups of coffee and with special features like charcoal water filters that helps filtering the water for impurities. With additional features like brew pause to enjoy a cup of coffee half way through brewing, Coffee gauge to keep track of the cups left in the machine and automatic on and off feature that helps to brew the coffee automatically by setting the timer. Drip Coffee makers are a great buy.

The capability to grind and brew up to ten cups of coffee is the main feature of the grind and brew coffee maker. These coffee makers are equipped with smart intelligent features that extract just the flavor of the bean by adding the exact amount of water. It is also programmable to allow it to grind and brew and automatically shut down when the job is done. With similarities commercial machines these Grind and Brew Coffee Makers can make different strengths of coffee such as strong, medium, and even mild. Coupled with great features, this coffee maker is an ideal asset to your kitchen.

If you are a extensive traveler and enjoy your mug of coffee while travelling then you are sure to find the Small Cuisinart coffee maker most useful. A travel mug that holds 14 oz of coffee is convenient as you can brew two cups of coffee directly into these with the Small Cuisinart coffee maker and as they fit most cup holders in cars there's no need to worry about spills.

This elegant Italian styled coffee maker allows you to indulge in a brew that's fresh, flavoured and hot. It's programmable for 24 hours and keeps hot for hours. This Cuisinart has many built-in features