

5 TIPS TO CHOOSE A SUITABLE COFFEE MACHINE FOR A BUSINESS





EVERYTHING YOU NEED FOR A PERFECT COFFEE MOMENT

We have compiled a list of the most important things to consider and assess when choosing a suitable coffee machine for your company. In these tips, we have taken into account both workplaces and HoReCa professionals.

Paulig PRO offers everything you need for a perfect coffee moment. Our wide selection ranges from top-quality coffee machines to premium coffees, other beverages, and accessories.

Our coffee machine range includes traditional espresso machines and grinders, automatic coffee machines, vending machines, and coffee brewers – all from the industry's leading manufacturers.

Take your time exploring this guide, after which you can browse the coffee machine selection in our on-line store or discuss the options in more detail with our Paulig PRO professionals.

- 1. COFFEE CONSUMPTION**
- 2. DRINK SELECTION**
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1.

COFFEE CONSUMPTION

One of the most important things when choosing a coffee machine is knowing how much coffee is consumed each day. Different consumption levels require different types of machines. It also matters whether coffee consumption is continuous or concentrated at certain times, such as mornings or lunch hours.

By choosing the right coffee machine, you ensure that queues don't form and that the machine's capacity matches the number of users — meaning, i.e. that an automatic machine won't need to be refilled too frequently.

It is also important to consider who prepares the coffee. Do you have someone who brews filter coffee at regular intervals, or a barista preparing coffee drinks traditionally with an espresso machine? Or would you prefer a coffee machine that makes coffee at the press of a button without requiring any employee involvement? And do you perhaps need coffee containers to serve a larger group?



2.

DRINK SELECTION

To ensure the best taste experience, our machines are always adjusted to suit the specific coffee type. In many machines, the settings can be adjusted if needed, but sometimes the type of coffee itself may limit the choice. This is why it is important to know what kinds of drinks your employees or customers prefer to enjoy. It's also good to take into consider those who do not drink coffee.



COFFEE

Finns are known for their love of filter coffee, but the popularity of espresso-based drinks is steadily increasing. So consider whether you want to offer filter coffee or, for example, cappuccinos and caffè lattes — or perhaps both.

The demand for dark-roast coffee has grown significantly, and many have adopted it alongside light-roast options. Decaffeinated coffee is also being requested more often.

ICE COFFEE

Cold coffee drinks are one of the biggest coffee trends right now. In our selection, we offer coffee machines and an ice machine that allow you to prepare delicious ice coffees.

TEA AND HOT CHOCOLATE

There is always demand for tea, so it's a good idea to choose a machine that can also dispense hot water. Hot chocolate is also a great alternative to coffee or tea. In our selection, we offer Tazza hot chocolate and Bradley's organic teas in a variety of flavours.



3.

COFFEE AREA



The location of the coffee machine has a significant impact on the choice. Is it better to choose one large machine or several smaller ones? Do cabinets or other furnishings set any restrictions, i.e. on the height or size of the machine?

In large offices, it's often best to place coffee machines throughout the office. This is more practical and helps prevent queues from forming at the machines. On the other hand, in settings such as hotels or restaurants, it may be useful to create a dedicated coffee area where the machines are placed next to each other.

In office environments, the coffee machine is often the heart of the kitchen or break area, so it's worth investing in comfort and atmosphere. Many workplaces also want to create a coffee space that encourages togetherness—a place close to employees where the coffee machines and furnishings form a natural setting for casual encounters.

These practical and technical aspects should be considered when choosing a machine:

- How much space is available for the machine?
- Will the machine be installed on an existing countertop, or does it need its own cabinet?
- Can the coffee machine be connected to water and drainage, or do you need a model with a water tank?
- Is a 230 or 380 volt electrical connection available?

Our professionals are happy to help with choosing the right machine.



4.

ACCESSORIES



Do your customers or employees prefer their coffee black or with milk? If you intend to serve different milk-based coffees, our selection includes machines with built-in refrigeration units that produce high-quality hot and cold milk foam from fresh milk.

You can also choose a coffee machine equipped with both a refrigerator and hot chocolate and syrup units. This allows you to prepare high-quality hot chocolate and coffee drinks.

In addition to regular milk, we also offer popular oat drink options for use with our machines. You can also consider whether your company prefers to use fresh milk, oat drink, milk or oat-drink powder.



WATER MACHINES

We offer several options for cold water — with or without bubbles. A water dispenser provides instantly cold, refreshing water.

5.

MAINTENANCE



Coffee machines produce high-quality coffee only when they are maintained and cleaned regularly. In addition, coffee tastes best when the machine's settings are adjusted to match the selected coffee bean. That's why it's essential to consider already at the purchasing stage what happens once the machine has been installed. Who will be responsible for refilling and maintenance? How will you handle situations if technical issues arise?

A designated person or team at the workplace can be responsible for maintaining the machines, or you can choose the Paulig Full Service package, in which case our professionals will take care of refilling and maintenance for you. Preventive maintenance ensures that the coffee machine operates smoothly and without interruptions. Our skilled team of professionals provides maintenance services with a short response time. Customer satisfaction is exceptionally high, and we offer a range of service packages that can be tailored to suit your specific needs.

SCA-TRAINED PROFESSIONALS AT YOUR SERVICE

Our goal is to ensure that your coffee solutions operate seamlessly. All our sales and service personnel have completed the SCA Barista Skills Foundation course. This guarantees, among other things, the necessary skills to identify any potential flavour defects in the coffee.





PAULIG PRO WEBSHOP

Coffee, other beverages and accessories are easy to order from our online store. You can also set up a recurring order in the webshop to make buying even more easy.

ROTATION INTERVAL

Would you be interested in trying something new? Variety refreshes, and our wide coffee selection makes it easy to switch to an inspiring new flavour – i.e. once a year. Our trained technicians ensure that the coffee machines are correctly adjusted so that the extraction time is optimal and all the aromas transfer from the beans to the cup.

PRICE

A machine that is used heavily should be high-quality and durable — this way it won't malfunction or require constant servicing, and the availability of coffee won't be at risk. A quality machine lasts a long time in daily use and brews high-quality coffee that you can proudly serve to your employees and customers.

COFFEE AND CAFÉ TRENDS

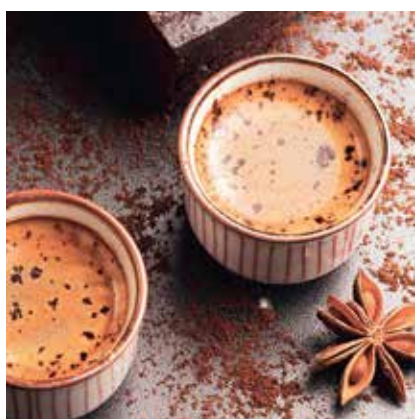
A rising trend in cafés, restaurants and workplaces is the use of machines that can prepare high-quality specialty coffees using both dairy milk and oat drink.

Coffee machines are also becoming gradually more intelligent. The latest models allow remote fine-tuning of recipes and collect data and statistics that help streamline maintenance processes. These features can further shorten response times when troubleshooting.

WHAT NEXT?

You can read more about our coffee solutions or explore our range of coffees and equipment in the Paulig PRO online store. As our customer, you can place orders through the webshop, which offers a wide selection of high-quality coffee machines, premium coffees, as well as other beverages and accessories.

We also recommend contacting our Paulig PRO experts. They will help you choose the coffee solutions that best suit your needs, based on factors such as the number of users, consumption, and available space. Get in touch and request a free consultation!



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