

FRANKE COFFEE PROGRAM

PRE-SALE CHECKLIST



SITE READINESS

🔥 Water:

- Water Supply installed within 5' proximity of machine installation location
- 3/8" cold water supply with shutoff valve
- 3-5 gpg or 50-100 tds
- Filtered water

⚡ Electrical:

Espresso Machine Electrical Supply:

- Installed within 3' proximity of machine installation location
- 208-240 VAC / 60 Hz / 1 PH
- NEMA L6-30R receptacle
- Dedicated 30 Amp Breaker

Add-on Unit Electrical Supply:

- Installed within 3' proximity of machine installation location
- 115 VAC / 60 Hz / 1 PH per Add-on Unit
- NEMA 5-15R receptacle per Add-on Unit
- Dedicated 15 Amp breaker per Add-on unit

🔧 Plumbing:

- Plumbed drain installed within 5' proximity of machine installation location
(must follow local municipality rules for drainage, air gaps, backflow preventers, etc)
- Hole drilled (~3" diameter) in counter at machine installation location

⚙️ Product available for machine calibrations at installation:

- 3-5 lbs. Of each preferred Whole Bean Espresso
(roasts, decaf, single origin, etc.)
- 3-5 gallons of preferred Milk type
(only 1 milk type required for calibrations)
- 3-5 lbs. Of chocolate/cocoa powder
(vending grade, water soluble)
- Flavored syrups
(if purchasing the Flavor Station, or a rack for manual pumping)
- 1 sleeve of all preferred cup sizes

MAKE IT WONDERFUL



PRE-SALES LIST

☰ Menu suggestions (Hot and Iced)

- Latte:
 - Vanilla Latte
 - Caramel Latte
 - Mocha Latte
- Cappuccino
- Espresso
- Macchiato
- Americano
- Hot Chocolate

🔥 Pricing suggestions & ROI Calculator

- \$2.50 menu price
- Costs about \$1.00 to make. 12 oz only; \$1.50 profit per cup

📦 Shopping guide:

- Cups (hot/cold), straws, lids, coffee sleeve and stir sticks
- Sauce - For Mochas, Hot Chocolate (Brands: DaVinci Gourmet, Monin)
- Syrups/Sweeteners - 750 ML Syrup Bottles (Brands: DaVinci Gourmet, Monin)
- Wire holders and pumps for syrups (for machines without flavor station)
- Powders - Water soluble chocolate powder

📖 Smart Snacks Nutritional guidelines

- Both coffee and milk are allowable beverages under "Smart Snacks - other beverages". Coffee allowable to high schools only.
- All milk types must be nonfat and 1% unflavored or flavored milk.
- Beverages in this category are restricted to 12 fl oz servings at 5 calories per ounce max.
- Calories from allowable beverages are not included in the nutritional analysis; only the calories derived from ingredients added to allowable beverage items must be counted
- All beverages must only use sugar-free sweeteners for flavoring

👍 Placement

- Cafe
- Kiosk away from main serving area
- Lounge
- Student store (maybe run by DECA)

POST-SALES LIST

🔥 Expected expenses outside of machine cost:

- 1st Year: \$2,040* (cost breakout below)* costs can vary
 - ▶ Preventative Maintenance:
 - Year 1 Scheduled Maintenance: \$1,340
 - ▶ Water Filter System Kit: \$322
 - ▶ Cleaning Supplies:
 - Tablets - Espresso Machine Cleaner:
\$14/month = \$168 annually
 - Detergent - Milk Cleaner; Foam Master:
\$17.50/month = \$210 annually

✂ Preventative maintenance:

- Machines must be cleaned once a day
- During any major holiday/school time off, schools must do a thorough cleaning before leaving the machine and before starting the machine up

📺 Follow link and select machine for cleaning videos:

- Cleaning Videos:
<https://www.franke.com/main/en/cs/experience-franke/cleaning-tutorials.html>
- Cleaning supplies can be purchased through service providers or through Franke directly.
- To order, E-mail CS-OrderCleaner.US@franke.com

📶 Marketing Suggestions

1. Seasonal menu (pumpkin spice/peppermint/ etc.)
2. Social media plan (does the cafeteria have an instagram? If so, create buzz with SM)
3. Sampling program when machine is launched
4. Student Advisory Board/Business Org engagement with Coffee Program
5. Cross-promote food items that complement coffee
6. Create coffee Menu with beverage descriptions
7. Table Top Promo/Napkin Dispenser Advertising
8. Posters/Pop-up Banner promoting coffee program
9. Loyalty Program: Coffee Club punch card (buy 9 coffees get 10th one free)

Franke Coffee Systems is one of the world's leading suppliers of coffee machines, used and trusted in tens of thousands of locations across the globe, from high school and college campuses, to convenience stores, restaurants, and quick-serve restaurants. Delicious coffee makes for wonderful moments; and Franke Coffee Systems is committed to providing our customers solutions for coffee preparation at your campus and beyond.