

# Introduction Document

## *New Soul*



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**1 Introduction New Soul**






This document is written to support the launch of the New Schaerer Soul. The New Schaerer Soul is replacing the Schaerer Coffee Art and current Schaerer Soul. Significant improvements have been made in design, user experience and new features bringing us back on par with latest market trends. The introduction document explains the specific JDE SKU's incl. design, options, & logistics. The goal of the New Soul is to simplify and deliver a renovation to the large capacity beans portfolio.



## 2 Concept information

### 2.1 Variants

The New Schaefer Soul will be launched in 4 configurations:

NEW SOUL: 6 configurations	1. SOUL SELF SERVICE	2. SOUL BARECA	3. SOUL PREMIUM	4. SOUL INSTANT
				
<b>Vendor material numbers</b>	040190-00000251	040190-000002512	040190-00000253	040190-00000254
<b>SKU JDE</b>	64102310	64102320	64102330	64102340
<b>Capacity / year</b>	50.000	50.000	50.000	50.000
<b>Brewers</b>	Standard	Standard	Standard	Standard
<b>Hot Water Boiler one</b>	1	1	1	1
<b>Hot Water Boiler two (for simultaneous dispensing)</b>	0	1	1	1
<b>Steam Boiler (for BestFoam)</b>	1	1	1	0
<b>Simultaneous coffee &amp; water</b>	no	yes	yes	yes
<b>CONFIGURATION</b>	<b>2 BC + 1 instant</b>	<b>2 BC + 1 instant</b>	<b>2 BC + 1 instant</b>	<b>2 BC + 2 instant</b>
<b>Grinder / Bean hopper 1</b>	1	1	1	1
<b>Grinder / Bean hopper 2</b>	1	1	1	1
<b>Grinder / Bean hopper 3</b>	0	0	0	0
<b>1 Powder System / Powder hoppers</b>	1	1	1	0
<b>Double Powder System / Twin Powder hoppers</b>	0	0	0	1
<b>Bean &amp; Powder hopper extension (later, as spare part)</b>	no	no	no	no
<b>Lockable hopper lids</b>	yes	no	yes	yes

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NEW SOUL: 6 configurations	1. SOUL SELF SERVICE	2. SOUL BARECA	3. SOUL PREMIUM	4. SOUL INSTANT
<b>Milk</b>	single	single	twin	instant
<b>BestFoam Fresh Milk System</b>	yes	yes	yes	no
<b>Brewing Accelerator (for large drinks i.e. Americano)</b>	yes	Yes	yes	yes
<b>Telemetry/Connectivity (CoffeeLink Modem)</b>	yes	Yes	yes	yes
<b>Cold drinks (coffee) Hot&amp;Cold</b>	yes	no	yes	no
<b>Foot Extension (4 p.)</b>	no	yes	yes	no
<b>GUI/Screen</b>	12"	10"	12"	10"
<b>Steam wand</b>	no	yes	no	no
<b>Separate hot water</b>	yes	yes	yes	yes
<b>Autom. height adjustable outlet</b>	yes	yes	yes	yes
<b>Flavor Station Preparation</b>	no	yes	yes	no
<b>Phasing 1 or 3</b>	1	3	1	1
<b>MDB/RS232 connection</b>	yes	yes	yes	yes

## 2.2 Drink specifications

The recipes can be downloaded from JDE support. These are setting to start with and can be adjusted where needed by local organizations.

## 2.3 USP's














Improved machine design, improved user experience with larger screens/new GUI and new features to meet latest market trends.

<b>THE EASY SERVE</b> GREAT VARIETY, EASY SELECTION SOUL SELF-SERVICE	<b>THE BARISTA'S CHOICE</b> UNBURDEN YOUR BARISTA SOUL BARISTA	<b>THE COFFEE LOVER</b> MAXIMAL VARIETY, BEST QUALITY SOUL PREMIUM	<b>THE INDEPENDENT</b> HIGH QUALITY, LOW MAINTENANCE SOUL INSTANT
 <ul style="list-style-type: none"> <li>• Maximum consumer experience - 12 inch video enabled screen</li> <li>• Easy drink selection through different user modes GUI</li> <li>• Drink menu variety: fresh milk, hot &amp; cold (ambient) drinks</li> </ul>	 <ul style="list-style-type: none"> <li>• Quickest drink preparation through staff mode GUI</li> <li>• Fast simultaneous water &amp; coffee dispensing, 3 phasing</li> <li>• Barista experience, drinks with flavours</li> <li>• Alternative and chocolate milk heating/foaming through steam wand</li> </ul>	 <ul style="list-style-type: none"> <li>• Maximum consumer experience - 12 inch video enabled screen</li> <li>• Premium looks through metal casing</li> <li>• Extensive drink variety through twin milk, flavours, hot and cold (ambient) drinks</li> </ul>	 <ul style="list-style-type: none"> <li>• Low care (operating cost) through instant milk</li> <li>• Offer instant milk and hot chocolate through split instant cannister</li> <li>• Cost efficient option for tenders</li> </ul>

Marketing documents and images can be found on the global marketing Sharepoint:

[MST\\_Global Marketing Professional Community - Schaerer Soul - NEW - All Documents \(sharepoint.com\)](https://sharepoint.com)

## 2.4 How to sell to retention customers

Key benefits	Current Soul	Coffee Art	Innovation new Soul
Drink quality	 Proven technology	 Micro foam	 Improved drink quality through lower beans temperature hopper/grinder
Drink variety	 Flavours	 Instant milk version	 Low lactose - plant based milk
User experience	 Touchless ordering		 User modes, easy customizable GUI Large, video enabled screens*
Convenience	 Quicker dispensing for large drinks	 Simultaneous coffee and water	 Automatic outlet Traffic light warning system
Performance mgt	  Remote performance mgt		

\* Only Soul self-serve and Soul premium based on Soul12 and video enabled

### 3 Versions, Kits & Options

Below the overview of article codes and prices for machines versions, branding, kits, options

#### 3.1 Machines and fridges

The machine and its accompanying products are built in a modular set-up in the system. Therefore, the aim is to have the possibility to be flexible and keep the amount of SKU's and stock manageable. Start by choosing which of the machine variants your customer request and whether a fridge for fresh milk solutions is required.

MACHINES			
Type	Supplier #	JDE SAP #	SKU description
SOUL SELF SERVICE	040190-00000251	64102310	SOUL SELF SERVICE
SOUL BARECA	040190-00000252	64102320	SOUL BARECA
SOUL PREMIUM	040190-00000253	64102330	SOUL PREMIUM
SOUL INSTANT	040190-00000254	64102340	SOUL INSTANT

FRIDGES				
Fridges		Supplier #	JDE SAP #	Remarks
Black versions	SOUL SINGLE FRIDGE BLACK	040446-00000009	55124241	4 pieces of extension feet 4cm has to be ordered when used by SOUL BARECA
	SOUL UNDER COUNTER 1 MILK FRIDGE	040446-00000019	55124244	
	SOUL CENTER MILK FRIDGE BLACK	040446-00000065	55124243	4 pieces of extension feet 4cm has to be ordered when used by SOUL BARECA
	SOUL UNDERCOUNTER CENTERMILK FRIDGE	040446-00000062	55124245	
Twin milk versions	SOUL TWIN MILK FRIDGE STAIN STEEL	040446-00000043	55124172	
	SOUL UNDER COUNTER TWIN MILK FRIDGE	040446-00000005	55124246	
Stainless steel versions	SOUL SINGLE FRIDGE STAINLESS STEEL	040446-00000016	55124240	
	SOUL CENTER MILK FRIDGE STAIN STEEL	040446-00000041	55124242	
	SOUL UNDER COUNTER 2X 10 LITER	Not available at moment introduction document was made	Not available at moment introduction document was made	Available from 31-08-2021

POSSIBLE MACHINE / FRIDGE combinations			
MACHINE	JDE SAP #	FRIDGE	JDE SAP #
SOUL SELF SERVICE SOUL BARECA (don't forget to order 4 extension feet)	64102310	SOUL SINGLE FRIDGE BLACK	55124241
		SOUL UNDER COUNTER 1 MILK FRIDGE	55124244
	64102320	SOUL CENTER MILK FRIDGE BLACK	55124243
		SOUL UNDERCOUNTER CENTERMILK FRIDGE	55124245
SOUL PREMIUM	64102330	SOUL TWIN MILK FRIDGE STAIN STEEL	55124172
		SOUL UNDER COUNTER TWIN MILK FRIDGE	55124246
		SOUL SINGLE FRIDGE STAINLESS STEEL	55124240
		SOUL CENTER MILK FRIDGE STAIN STEEL	55124242
		SOUL UNDERCOUNTER CENTERMILK FRIDGE	55124245
SOUL INSTANT	64102340	NO FRIDGE NEEDED	N/a

**BE AWARE:** Center Twin Milk is not possible!

### 3.2 Branding elements & GUI set-up

Physical branding items of the current Soul can be reused for the New Schaerer Soul. New branded media packages will be made available through JDE support. These can be amended locally. All developed branded GUI images/assets can be found on the global marketing SharePoint in the New Schaerer Soul folder from September 1<sup>st</sup> onwards.

Link: [MST\\_Global Marketing Professional Community - Soul GUI assets for local use - All Documents \(sharepoint.com\)](#)

Branded media packages for GUI in scope:







- Premium Café Noir
- Premium PDO
- Premium Unbranded
- Premium L'OR
- Mainstream DE
- Mainstream Jacobs
- Mainstream unbranded

The machines are delivered without a recipe file loaded into the machine. The latest file to start with can be downloaded from JDE support.



Door branding is ordered via Crem supplier and not supplied with the machine. These need to be ordered separately as currently is being done. There is version of the DE branding available without the alignment pins on the back. The other branding elements can be used after removal of the pins using a scissor.

Door Branding Logo – without pins				
Supplier #	JDE SAP #	Description	Logo type	Note
6161250	55117861	Branding W/O RIB EC -DE		For all MSU's

Door Branding Logo – with pins				
Supplier #	JDE SAP #	Description	Logo type	Note
6161039	55114872	Branding Logo DE		For all MSU's
6161193	55115776	Branding Logo DE - square		For all MSU's
6161245	55117131	Branding Logo Jacobs		German focus
6161197	55116199	Branding Logo – Marcilla		Spain only
6161207	55115770	Branding logo - Cafe Noir		Denmark only
6161196	55115771	Branding logo - Maison du Café		France only
6161227	55116803	Branding logo_ Gevalia		Nordics only

### 3.3 Options

There are various options which can be ordered simultaneously or after installation of the New Soul.

OPTIONS			
KIT Options	Supplier #	JDE SAP #	Remarks
<b>FLAVOUR UNIT</b>			
SOUL UNDER COUNTER FLAVOUR UNIT	040446-00000020	55124173	
<b>CUP &amp; COOL and CUP WARMER</b>			
CUP AND COOL NARROW SOUL 10-12	040446-00000052	55124176	Not aligned with the drip tray. Overhang of 86 mm on the rear front.
CUP AND COOL WIDE 2S SOUL 10-12	040446-00000053	55124177	
CUP WARMER NARROW SOUL 10-12	040446-00000054	55124178	
CUP WARMER WIDE SOUL 10-12	040446-00000055	55124179	

Payment related options:

PAYMENT OPTIONS						
Type	Supplier #	JDE SAP #	Required for: Coin changer	Required for Coin acceptor	Required for Card reader	SKU description
Empty housing with front-loader, placed left	067129	55120656	Yes	Yes	Yes	PAYMENT HOUSING SCS FRONT-LOADER LE
Cover plate left side	060428	55124066	Yes	Yes	Yes	LEFT CASING ADD-ON BOX BL SOUL10-12
Cover plate front, Coin changer, front-loader	73692	55120659	Yes	N/a	N/a	COVER PLATE FRONT COIN CHANGER PAYM
Coin Changer	263000146	55122844	Yes	N/a	N/a	GRYPHON MDB G2B3MN00NN EUR AAA
Cover plate front "blind", front-loader	73695	55120650			Yes	COVER PLATE FRONT BLIND PAYMENT BOX
Cover plate front, Coin acceptor + money-box, front-loader	73693	55120660	N/a	Yes	N/a	COVER PLATE FRONT COIN ACCEPTOR+MON
Coin Acceptor	42299	55116340	N/a	Yes	N/a	NRI G13 ACCEPTOR 12-27V
Front plate coin acceptor	5508	55116342	N/a	Yes	N/a	NRI G13 Midi FRONT PLATE

Retrofittable options:

Retrofittable options		
Type	Supplier #	JDE SAP #
GROUNDS CONTAINER GROUND DISPOSAL CPL. Stainless steel	062640	55124080
GROUNDS CONTAINER GROUND DISPOSAL CPL. BLACK	079617	55118012
GUIDE UC GROUND CONTAINER	079619	55118013
SCS EXTENTION FEET 4CM	079754	55118146
FRESH/WASTE WATER TANK SOUL	074655-001	55119827
WASTE WATER TANK SOUL	079686-001	55119828

**Milk**

Twin milk is available in Soul Premium. Twin milk feature offers the possibility to provide two different milk types, e.g. whole and skimmed milk, stored in the container of the cooling unit. Minimum 1% protein required for good foaming. Local testing always required. BE AWARE: not usable for allergen free solution as milk is going to same hose.

Allergen information will not be available in the machine GUI from launch. Allergen stickers required for machines placed in 2021. End 2021 allergen feature in GUI expected to be available through Schaerer software update.

Possible flavours
Chocolate
Caramel
Vanilla
Hazelnut
Strawberry
Berries
Banana
Cherry
Cinnamon
Coconut
Grenadine
Macadamia
Raspberry
Tiramisu
Chocolate white
Chai
Special flavour – add non existing



**Cleaning & descaling**

Schaerer uses a specific way of descaling the Soul, referred to as Uptime! The idea behind is that a customer can execute this activity by himself, surpassing an additional visit of a service technician. It is nicely visualized in the movie on the Schaerer website [One-of-a-kind: Uptime! descaling system - Schaerer - Fully automated coffee machines.](#)

New variants		
Type	Supplier #	JDE SAP #
Descaling cartridges	079293	4061101/55118117
Cleaning tabs (coffee)	101100859	4016974/55121307
Cleaning sachets (milk)	075351	55121745

### 3.4 Example of ordering

Please find below some examples of how to order.

Request: A Douwe Egberts branded Soul Self Service with fresh milk and chocolate powder. Fridge placed on the right side.

- Machine: 64102310 SOUL SELF SERVICE
- Fridge: 55124241 SOUL SINGLE FRIDGE BLACK
- Optional branding element : 55117861; Branding W/O RIB EC -DE

Request: A Douwe Egberts branded Soul Bareca with fresh milk and chocolate powder. Fridge placed on the right side.

- Machine: 64102320 SOUL BARECA
- Fridge: 55124241 SOUL SINGLE FRIDGE BLACK
- 4 x Extension feet: 4 x 55118146 SCS EXTENTION FEET 4CM
- Optional branding element : 55117861; Branding W/O RIB EC -DE

Request: Two Gevalia branded Soul Bareca with a fridge under the counter supplying to both machines. Both machines have chocolate powder.

- Machine: 64102320 SOUL BARECA
- Second Machine: 64102320 SOUL BARECA
- Fridge: 55124245 SOUL UNDERCOUNTER CENTERMILK FRIDGE
- Optional branding element: 55116803; Branding logo\_ Gevalia (remove the pins)

Request: A Jacobs branded Soul Instant.

- Machine: 64102340 SOUL INSTANT
- No Fridge
- Optional branding element: 55117131; Branding Logo Jacobs (remove the pins)

Request: A Douwe Egberts branded Soul Premium with fresh milk (made for twin milk but also possible to use for single milk) and chocolate powder. Fridge placed on the right side.

- Machine: 64102330 SOUL PREMIUM
- Fridge: 55124172 SOUL TWIN MILK FRIDGE STAIN STEEL
- Optional branding element: 55117861; Branding W/O RIB EC -DE

### 3.5 Connectivity

The New Schaerer Soul is standard equipped with the connectivity solution provided by Schaerer: Schaerer Coffee link (based on the Schaerer M2M data protocol). This digital service platform provides a range of functions, data, statistics for comprehensive monitoring, quality assurance and optimisation of individual business processes. Standard reports are available in the Schaerer Coffee link platform. Schaerer Coffee link is not yet integrated with JDE back office systems. For further questions the global connectivity team can be contacted ([Alejandra.Rodriguez@JDEcoffee.com](mailto:Alejandra.Rodriguez@JDEcoffee.com)).

### 3.6 Product hierarchy information

ZCMA/ZOPT/ZMCN Machine: 01050102020061

## 4 Phase in – Phase out

### 4.1 Replacing machines

The New Schaerer Soul is the successor of all the current Schaerer Soul variants and Schaerer Coffee Art. Launch timings are as per below.

### 4.2 Phase-in process

The Soul Self-Service and Soul Bareca configurations of the New Soul are considered a direct replacement of the variants of the current Schaerer Soul, meaning that all MSU's with the current Schaerer Soul in their portfolio can choose the New Soul Self-Service or Bareca as successor without providing a listing request. The Soul Premium and Soul Instant are considered direct replacements of the Schaerer Coffee Art. Other MSU's can request any of the New Soul configurations via a listing request, which can be downloaded from: <https://ept.jacobsdouweegbertsprofessional.com/>

<i>Introduction dates</i>							
	2021						2022
	July	August	September	October	November	December	Q1 2022
1. SOUL SELF SERVICE				1-10-2021			
2. SOUL BARECA				1-10-2021			
3. SOUL PREMIUM			1-9-2021				
4. SOUL INSTANT			1-9-2021				
<i>Delisting</i>							
Schaerer Coffee Art	1-7-2021						
Current Soul							1-1-2022

### 4.3 Phase-out Schaerer Coffee Art

The New Schaerer Soul is the successor of all the Schaerer Coffee Art variants. The Premium and Instant configurations of the New Soul are considered a direct replacement of the variants of the Schaerer Coffee Art. The Schaerer Coffee Art has been phased out per July 1<sup>st</sup>. Spare parts for the Schaerer Coffee Art variants will be available until 30-6-2031. Which will also be the End of Service date. Improvement (current product support) related to the Schaerer Coffee Art variants will stop per July 1<sup>st</sup> 2021 (only production quality issues can be addressed). In summary the below service policy is valid:

Description	Date
Schaerer Coffee Art delisted	01-07-2021
Improvement (CPS) related stopped at	01-07-2021
Spare parts available till	30-06-2031
End of Service Date	30-06-2031

### 4.4 Phase-out current Soul

Per the 1<sup>st</sup> of January 2022 the current Schaerer Soul will be delisted.

As the current Schaerer Soul variants will be phased out per 1-1-2022, forecasting for last buy will be closed at 27-8-2021. Last buy towards Schaerer will be done on 3-9-2021 (TBC by Schaerer). The New Soul configurations will be made available in September (Instant & Premium) and October (Self-Service & BaReCa), so there is an overlap in availability to be taken into account when sharing your MSU frozen forecast for the current Schaerer Soul variants.

Spareparts for the current Schaerer Soul variants will be available until 31-12-2029. Which will also be the End of Service date. Improvement (current product support) related to the current Schaerer Soul variants will stop per 1-1-2021 (only production quality issues can be addressed). In summary the below service policy is valid;

Description	Date	Remarks
Delisting current Soul at	01-01-2022	
Forecast final order for MSU's at	27-08-2021	TBC: final date in delisting document
Final order	03-09-2021	TBC: final date in delisting document
Spare parts available till	31-12-2029	TBC: final date in delisting document
Improvement (CPS) related to will stop at	01-01-2022	TBC: final date in delisting document
End of Service Date	31-12-2029	TBC: final date in delisting document

## 5 Technical Data Sheet

Technical data New Soul 10-12	
<b>Max drinks p/y</b>	50.000
<b>Capacity Bean container</b>	1200 gr each
<b>Capacity canisters</b>	Choco: 2,75 Liter split:2 x 1,35 liter
<b>Boiler capacity</b>	Coffee/Hot water 0.8ltr Steam 1.2ltr
<b>Solid waste container</b>	60-70 coffee ground cakes
<b>Drip tray capacity</b>	Na, fixed drain required
<b>Dimensions (HxWxD)</b>	Height incl. bean hopper + key: 765 mm Width without accessories: 330 mm Width with cooling unit: 723 mm Depth: 576 mm
<b>Required dimensions (HxWxD)</b>	960 x 530 x 700
<b>Table top</b>	yes
<b>Weight empty</b>	55 kg
<b>Power voltage</b>	220-240 V, 50/60 Hz /Bareca version: 380-415 V, 50/60 Hz
<b>Power consumption</b>	3,6 Kw; Bareca: 10,3Kw
<b>Power plug</b>	Schuko; Bareca no plug 3 phase
<b>Water supply</b>	Fixed
<b>Water connection</b>	3/4
<b>Drink adjustments possible</b>	yes
<b>Milk supply</b>	Fresh (powder for Instant version)

Technical data New Soul 10-12	
Noise level	<70 db (A)

## 6 Service Aspects

### 6.1 Training

Training will be provided by the International Trainers. All MSU's can request a training in Utrecht.

If you are not able to attend to these trainings, or need additional support, please contact your Customer Support Specialist.

### 6.2 Documentation

All service related (updated) documentation, will be added to the <http://www.jacobsdouweegbertsprofessional.support> site, i.e.:

- Spare part list
- User/Operator manual
- Service information
- Training presentation (can be used as service manual as it is very complete)

### 6.3 Expected service numbers

Based on average of 5 years, depending on service approach and water treatment policy:

Expected service numbers New Soul 10-12	
Visit Rate	3,6 first year +0,75 because of learning curve
CM-rate	1,8
Annual Spare Part Costs	175
Mean time to visit	64

\*incl. 1 preventive maintenance per year

### 6.4 Cleaning

Daily activities:	Refill coffee and milk ingredients, empty & clean drip tray, empty & clean waste container, clean the cooling unit and its milk hoses, execute daily mixer cleaning program, executed daily coffee & milk system cleaning
Weekly activities:	Clean the bean hoppers
Periodic (Monthly) activities:	Clean the brewing unit, instant canister and machine interior, defrost the cooling unit.

For descaling materials, please look back at section 3.3.



## 7 Packaging and specifications

Logistic Data	
Length (in mm)	710
Width (in mm)	450
Height (in mm)	1090
Gross weight (Kgs)	65
Netto weight (Kgs)	55
Qty per Pallet	1
Qty per layer	1
LxBXH Pallet	1200x800x1090

## 8 Contact persons

Persons	Responsibilities	Email
Debbie van der Lans	Global Category Specialist Beans, R&G	<a href="mailto:Debbie.vanDerLans@JDEcoffee.com">Debbie.vanDerLans@JDEcoffee.com</a>
Bart Bakker	Equipment Performance Specialist Professional	<a href="mailto:Bart.Bakker@JDEcoffee.com">Bart.Bakker@JDEcoffee.com</a>
Tom Janssen	Supply Chain Planning Specialist Professional	<a href="mailto:Tom.Janssen@JDEcoffee.com">Tom.Janssen@JDEcoffee.com</a>
Alla Prysyzhna	Supply Chain Planning Specialist Professional	<a href="mailto:Alla.Prysyzhna@JDEcoffee.com">Alla.Prysyzhna@JDEcoffee.com</a>
Menno van Ekeren	International Trainer Specialist	<a href="mailto:Menno.vanEkeren@JDEcoffee.com">Menno.vanEkeren@JDEcoffee.com</a>
Alejandra Rodriguez	Connectivity / IoT Product Specialist	<a href="mailto:Alejandra.Rodriguez@JDEcoffee.com">Alejandra.Rodriguez@JDEcoffee.com</a>