Introduction Document
CLUB

To:	JDE MSU's
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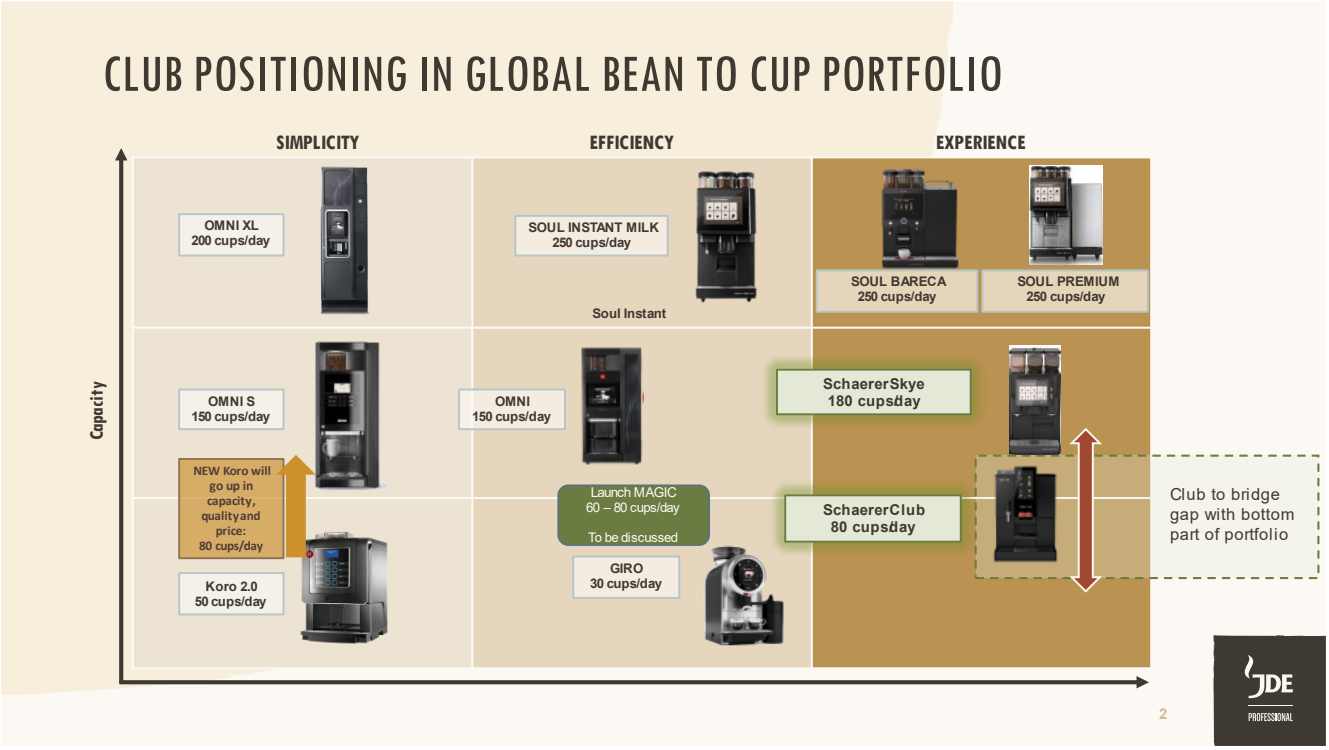
1. Introduction Club

This document is written to support the launch of the Schaerer Coffee Club. The Club is developed by our supplier Schaerer. It is an 'off the shelf machine' which means that no changes have been made to the design and functionalities. However, the configurations we are introducing are picked and developed for the JDE organization.

The introduction document explains the specific JDE SKU's incl. design, logistics, kits & options. The goal of the Schaerer Coffee Club is to offer a premium espresso machine, for low to medium capacity occasions. The machine is very suitable for small/medium offices or other small/medium businesses where limited space is available but a premium and easy to use machine with simple maintenance is required. For example in kitchen / pantry, or break out room.

The Club can be used as replacement for the Barista One machine. As the Barista One machine had a capacity of 100 cups/day, Club covers the bottom part of similar customers' need.

Club: Compact, quiet and easy to use with great consistent quality. See positioning in our current Bean to Cup portfolio:



2. Concept information

2.1 Variants

The Club is available in 3 versions.

	1. Club Fresh Milk	2. Club Instant	Club Fresh Milk Instant
Key features	• 1 grinder • Separate hot water outlet • Fridge (separate SAP number) • Telemetry not included → to be ordered separately	• 1 twin instant canister • 1 grinder • Separate hot water outlet • Fridge (separate SAP number) • Telemetry not included → to be ordered separately	• 1 instant canister • 1 grinder • Separate hot water outlet • Fridge (separate SAP number) • Telemetry not included → to be ordered separately
Brewing system	1 grinder	1 grinder	1 grinder
Bean hopper	1x 550g	1x 550g	1x 550g
Lockable hoppers	No	No	No
Type of ingredients	Espresso beans	Espresso beans	Espresso beans
Fresh milk capacity	3.5L (original external cooler)		3.5L (original external cooler)
Containers instant	n.a.	Two separate containers of 1000 g each.	700 gram
Touch screen	7”	7”	7”
Steam wand	No	No	No
Coffee outlet	Double	Double	Double
Milk outlet	Single	single	Single
Hot water outlet	Separate outlet	Separate outlet	Separate outlet

2.2 Drink specifications

The recipes can be downloaded from JDE-support. Local organizations are advised not to change these settings.

2.2 USP’s

The main message around the Club:
Compact, quiet and straightforward machine with great consistent quality.

Key product attributes:

- Optimal size to performance ratio: Small coffee machine, brewing consistent, premium quality coffee

- Personalized recipe: Entirely customisable to strength, cup size, milk and milk foam quantity to create your perfect cup.
- Drinks Variety: instant- or fresh milk option, hot chocolate, separate hot water outlet for tea
- Milk Smart milk system for great milk coffees with fresh milk
- Simple to operate: From preparing beverages to cleaning. Intuitive touchscreen for self-serve occasions and Clean IT function, a faster cleaning technology
- Connectivity (as option) with Coffee-Link account to analyse your consumption data and real time notifications when machine is empty.
- Sustainability: ECO mode and >90% recycling ratio
- Quiet brewing

2.3 Segments and Occasions

The Club is very suitable for small to medium offices and small to medium businesses where a quiet, easy to use machine with simple maintenance is required. When you have limited space but still want to offer premium, consistent quality coffee to your guests and employees.
Example of occasions: get your coffee in the kitchen / pantry, coffee break in break out room or even small hospitality like small hotel breakfast.

2.4 Line up Premium machines ("Experience pillar")

LINE UP: increase in capacity, milk foam quality and possibilities

	CLUB Compact, quiet and straightforward machine with great consistent quality	SKYE Uncompromising quality with excellent milk foam from stylish and compact machine	SOUL Powerhouse with optimal user experience and excellent coffee quality
Capacity	80 cups/day	180 cups/day	250 cups/day
Milk quality	Milk Smart milk system for great milk coffees with fresh milk	Pure Foam™ technology for high quality milk coffees with fresh milk	Best Foam™ technology for BaReCa standards milk foam
Variety	Instant- or fresh milk option, hot chocolate, separate hot water outlet for tea	Variety of coffee, hot choco, and instant milk or fresh milk-based specialties. Even possible to serve two beans blends for perfect lungo's and espresso's. Hot and cold milk coffees. Separate hot water outlet	Endless possibilities: Ultimate variety in drinks menu with instant or fresh milk, hot & cold (ambient) drinks, extra shot option. Flavours and even plant-based milk to create specialty coffees.
Screen	Intuitive vertical touchscreen Branded screensaver	8'' video-enabled touch screen Branded Mediapackages (customization possible)	12'' video-enabled touchscreen Branded Mediapackages (customization possible)
Segment	- Small/Medium business (offices) - Small-sized hotels Premium positioning	- Medium/Large business (offices) - Medium-sized hotels and BaReCa Premium positioning	- Large business (offices) - Large hotels and BaReCa Premium positioning
Connectivity	As Option Schaerer Coffee Link	As Option Schaerer Coffee Link	Standard Schaerer Coffee Link Touchless brewing order via QR code
Selling Price estimation (for FM version, without fridge)	Approx € 3300	Approx € 7000	Approx € 9500

2.5 Marketing materials

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

MST Global Marketing Professional Community - 03. Equipment - All Documents (sharepoint.com)

Or our media database MINE from Havas: Login to proceed (havaspulse.com)

3. Versions, Kits & Options

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

3.1 Machines and options

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. The accessories, incl. the fridge Start by choosing which of the machine variants your customer request and whether a fridge for fresh milk solutions is required. At the moment of writing, there is 1 fridge available, but this is expected to extend during the lifetime of the machine. Lastly, decide where you would like to place the fridge in relation to the machine and order the correct number for all installation materials.

New JDE Portfolio (new codes)			
Type	**Supplier #**	**JDE SAP #**	**SKU description**
SCHAERER COFFEE CLUB FM1G1P	03.1120.8301	64101793	SCHAERER COFFEE CLUB FM1G1P
SCHAERER COFFEE CLUB FM1G	03.1120.8101	64271891	SCHAERER COFFEE CLUB FM1G
SCHAERER COFFEE CLUB 1G2P	03.1120.8401	64102190	SCHAERER COFFEE CLUB 1G2P
Fridge	03.9190.0013	55125714	COOLING 3.5 LITER R600A 2 HOLES

Options			
Type	**Supplier #**	**JDE SAP #**	**SKU description**
Fixed water kit	33.3333.6000	55124068	MAIN WATER SUPPLY
Powder twin canister lockable	33.2918.7000	55123754	POWDER TWIN CONTAINER LOCKABLE
Lockable lid BH or PC	33.2917.3000	55118863	COVER CONTAINER COMPLETE LOCKABLE
Bean Hopper retro set lockable cmpl	33.3326.8000	55123680	BEAN HOPPER.EXTENSION LOCK.SET CLUB
Powder Canister retro set lockable cmpl	33.3327.0000	55123679	POWDER CONT.EXTENSION LOCK.SET CLUB
Ground waste chute order next spares:			
Ground waste chute	33.2916.2000	55118853	GRDS CONTAINER COMPL GR Disp THR COUNT
1 x ANGLE FAST, ONLY GRDS DISPOSAL THR COUNT	33.2321.8000	55115757	ANGLE FAST, ONLY GRDS DISPOSAL THR COUNT
2 x OVAL HEAD SCR. PH M4X10 INOX	00.0047.3363	55120529	OVAL HEAD SCR. PH M4X10 INOX
2 x SELF-LOCKING NUT M4 INOX+PA	1070002	55118187	SELF-LOCKING NUT M4 INOX+PA
1 x TUBE	33.1283.1100	55115756	TUBE
Connectivity set	33.3330.4000	55120860	RETROFITTING SET TELEMETRY SCCLUB
Blue tooth module * *see picture below*	33.3327.3000	55120715	
Waterfilter for in water tank (4 pieces)	071397	55109297	FILTER 200 REPL. CARTRIDGE 4-PC. SET

3.2 Branding elements

Douwe Egberts and Jacobs

Branding logo is not supplied with the machine. These need to be ordered separately. There is a 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. We also have Jacobs branding.

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
6161245	55117131	Branding Logo Jacobs		For all MSU's

Please see below how Branding Logo should be applied:

L'OR and Piazza D'Oro

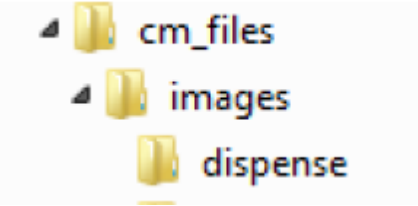
There is no branding logo available for our L'OR brand or our Piazza D'Oro brand.
However, we recommend to apply branding via uploading a screensaver to the GUI!

Note: Branding can also be done via screensaver in GUI. See explanation below.

Branding via GUI of Club

We can apply branding via uploading a screensaver to the GUI of the machine.
This can be done via sticking an usb stick at the back of the machine. This usb stick needs to stay there.

Pictures need to be stored in the following folder structure:
USB:\cm_files\images\dispense



Pictures are not stored on the machine.

Please order usb stick separately. TIP: you can include this usb stick into your local BUNDLE of the machine!

Usb stick spare part number:
SAP number 55124131 USB AND MICRO USB KEY 8GB

Please go to **Technical Support Website** or the **Marketing Toolkit on Sharepoint** to download the branded screensavers (available in D.E , Jacobs, L'OR and Piazza D'Oro). Put only one branded screensaver on the usb.

3.3 Example of ordering

Please find below some examples of how to order

Request: A Douwe Egberts branded Coffee Club with fresh milk.

- Machine: 64271891 SCHAERER COFFEE CLUB FM1G
- Fridge: 55125714 COOLING 3.5 LITER R600A 2 HOLES
- Branding element: 55117861 Branding W/O RIB EC -DE

Request: A Douwe Egberts branded Coffee Club Instant with bean extension and lockable bean hopper and Powder container.

- Machine: 64102190 *SCHAERER COFFEE CLUB 1G2P*
- Powder twin canister lockable: 55123754 POWDER TWIN CONTAINER LOCKABLE
- Lockable lid BH or PC: 55118863 COVER CONTAINER COMPLETE LOCKABLE
- Bean Hopper retro set lockable cmpl 55123680 BEAN HOPPER.EXTENSION LOCK.SET CLUB
- Branding element: 55117861 Branding W/O RIB EC -DE

3.4 Connectivity

The Club is not standard equipped with a telemetry modem. This telemetry modem is required to enable connectivity on the machine and use the connectivity platform provided by Schaerer (i.e. Schaerer Coffee link). The modem can be ordered as installation kit and can be retrofitted during or after installation.
Schaerer Coffee Link is a 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 as of January 2023 integrated with JDE back office systems (to enable Counter Based Billing and Management Information via JDE back office systems); only available for Kauri countries. For further questions the global connectivity team can be contacted (Rob.Molenaar@JDEcoffee.com).

Setting up Connectivity for your customer:

1. Order Connectivity kit separately with machine vendor material number: SAP number: 55120860 RETROFITTING SET TELEMETRY SCCLUB
2. At installation, the kit will be added to the machine by installation technician
3. At installation, connectivity will be turned on in machine software by installation technician
4. Connection with CoffeeLink will be established, machine will be visible in CoffeeLink
5. Create a CoffeeLink account for your customer via the global connectivity team (contact: rob.molenaar@jdecoffee.com)

3.5 Product hierarchy information

ZCMA/ZOPT/ZMCN Machine: 01050102020055 SCHAERER CLUB

4. Phase in – Phase out

4.1 Replacing machines

The Club can be used as replacement for the Barista One machine. As the Barista One machine had a capacity of 100 cups/day, Club covers the bottom part of similar customers' need.

4.2 Phase-in process

The Club configurations are considered a direct replacement of the variants of the current Barista One, for customers with a lower throughput. See below table with MSUs in scope of this 2023 Skye launch. Other MSU's should submit a listing request to the A4EQ.

Club	Country scope	
	Instant 64102190	**Fresh Milk Instant** 64101793
Netherlands	Y	Y
GBD: Hungary	Y	Y
GBD: South Africa	Y	Y
GBD: Cyprus	Y	Y
GBD: UAE	Y	Y
GBD: Saudi Arabia	Y	Y
GBD: Kuwait	Y	Y
GBD: Italy	Y	Y
GBD: Romania	Y	Y

Other MSU's can request any of the New Skye configurations via a listing request, which can be downloaded from: https://ept.jacobsdouweegbertsprofessional.com/

Introduction dates			
2023	**May**	**June**	**July**
Schaerer Coffee Club Netherlands GBD		1-6-2023	
Delisting			
Barista One All countries		1-6-2023	

5. Technical Data Sheet

Technical data	
	Club
Capacity Bean container	550 gr
Capacity canisters	n.a.
Boiler capacity	Coffee/Hot water 0.8ltr Steam 1.2ltr
Solid waste container	30 coffee ground cakes
Drip tray capacity	
Dimensions (HxWxD) in mm	Height 556 Width without accessories: 325 Width with cooling unit: 552 Depth: 561
Required dimensions (HxWxD) in mm	656x425 (+227 cooling) x570
Table top	yes
Weight empty	25.5kg/ Cooler 13.5kg
Power voltage	220-240 V, 50/60 Hz
Power consumption	2.3Kw/ Cooler 0.08Kw
Water supply	Water tank/Fixed with kit
Drink adjustments possible	yes
Milk supply	Fresh
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. For countries with placements < 25 per year, a combined training can be attended 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, e.g.

- Spare part list
- User/Operator manual
- Service information

6.3 Expected service numbers

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

Expected service numbers	
	Club
Visit Rate	2,25 first year +0,75 because of learning curve
CM-rate	1,4
Annual Spare Part Costs	70
Mean time to visit	57
***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.

Cleaning agents:

4061930/55115084
CLEANING TABLETS 100 PCS
Tablet for daily cleaning of traditional and automatic Espresso equipment.

4061932/55001271
MILKPURE 1000 ML
Cleaning liquid for Milk system Schaerer Coffee Club

4061931/55097081
LIQUID SCALE REMOVER liquid scale remover Schaerer Coffee Club

7. Packaging and specifications

Logistic data	
Length (in mm)	800
Width (in mm)	600
Height (in mm)	800
Gross weight (Kgs)	65
Netto weight (Kgs)	55
Qty per Pallet	4
Qty per layer	2
LxBXH Pallet	1200x800x1600

8. Contact persons

Persons	Responsibilities	Email
Debbie van der Lans	Global Category Specialist Beans, R&G	Debbie.vanDerLans@JDEcoffee.com
Bart Bakker	Equipment Performance Specialist Professional	Bart.Bakker@JDEcoffee.com
Tom Janssen	Supply Chain Planning Specialist Professional	Tom.Janssen@JDEcoffee.com
Leon Vermeulen	Supply Chain Planning Specialist Professional	Leon.Vermeulen@JDEcoffee.com
Rob Molenaar	Connectivity / IoT Product Specialist	Rob.Molenaar@jdecoffee.com
Bart Bankers	Project Specialist	Bart.Bankers@JDEcoffee.com