

# Introduction Document

## *Magic M2+*



To: JDE MSU's  
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## 1 Introduction Magic M2+

This document is written to support the launch of the Magic M2+.

The Magic M2+ is a compact espresso machine, developed by one of our current suppliers ( Evoca Group under the Saeco brand). Minor changes have been made to design and functionalities to optimize the fit with the JDE business requirements.

The introduction document explains the specific JDE SKU, including options and specifications.

The goal of the Magic M2+ is to offer a versatile espresso machine -developed and produced in Europe- in our portfolio that can compete with for instance:

- Dr Coffee F11-F12
- WMF 950S (Kalerm K95)
- YUNIO x41-80 (Dr Coffee)



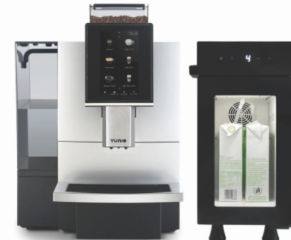
Magic M2+



Dr Coffee F11-F12



WMF 950S



YUNIO x41-80

### Occasions

The 'Magic' is the ideal espresso machine with a contemporary design and wide drink offering, for every working environment, ranging from offices to 'bed & breakfast' occasions, from break areas (congress centers) to the boutique hotel, or as expressed in the narrative of Saeco:

*"Modern design and cutting-edge technology at the service of taste: a synthesis of the best Saeco professional quality".*

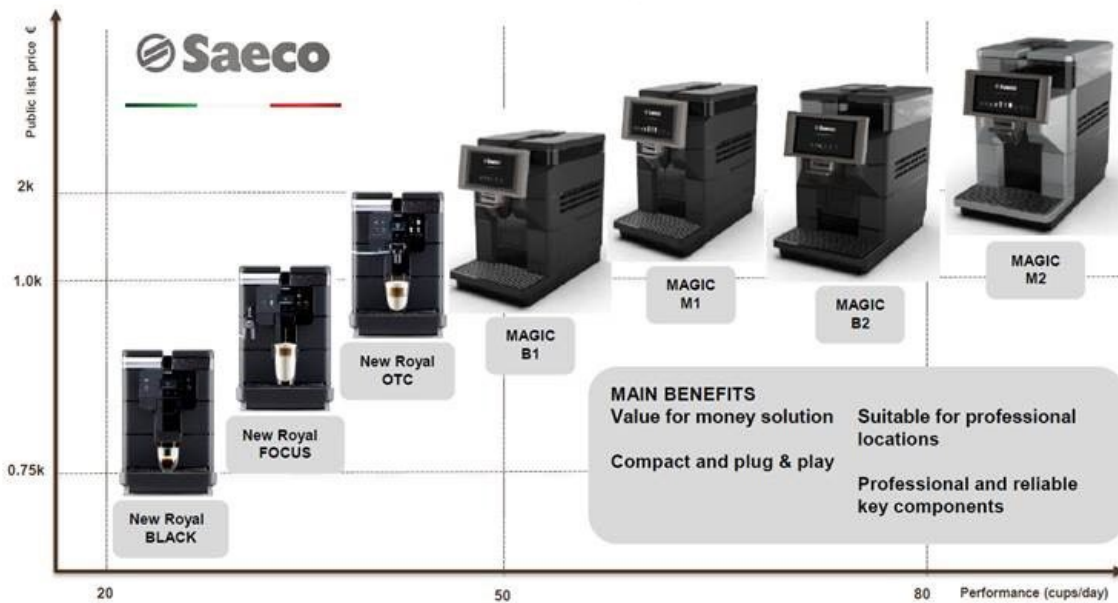
See full information pack here:

<https://youtu.be/CNdz9MUgN70>

**2 Concept information**

Saeco professional offers a wide range of OCS machines, the Magic M2+ is the largest model in the product family (where “+” stands for the possibility to connect the machines to a fixed water connection, that comes standard with the machine).

**B2C for Offices and Horeca: OCS SAECO products overview**



Please note that in our opinion and experience the capacity mentioned by suppliers tends to be overrated. Our capacity indication is up to 75 cups per day / 15.000 cups per year.

**Public list price Saeco**

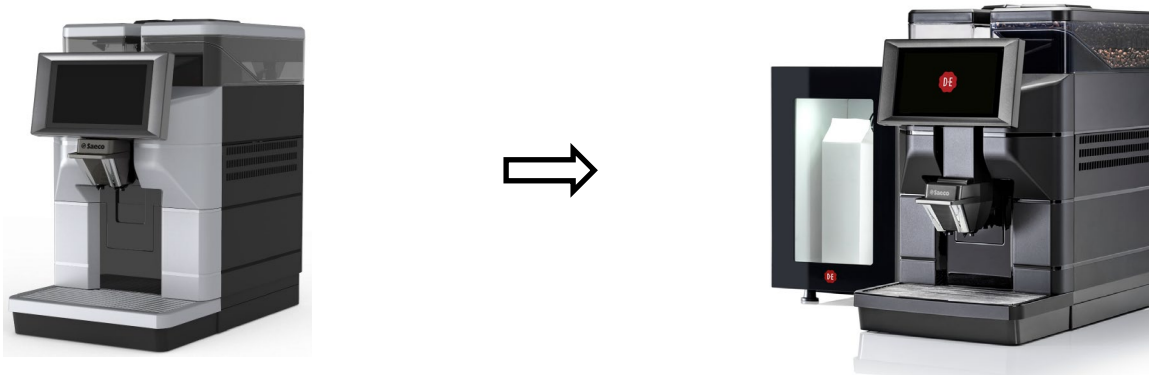
The suggested sales prices from Saeco for the M2+ is:

- Saeco Magic M2+        € 2635,-
- Fridge 7L                € 575,-

## JDE Variant

JDE has requested small changes to the standard configuration of Evoca to create a better fit within the global equipment portfolio.

### Appearance



### USER EXPERIENCE USP's

- **Ease of navigation and customisation:**  
The 7" colour touch screen provides an easy way for navigating through the menus and a broad range of beverages with coffee strength adjustment option.  
Touchless solution with "Pro-up"-app on smartphones as standard.
- **Manually adjustable-in-height outlet**  
(75 - 160 mm)  
Double dispensing possible
- **Quality coffee taste and Smooth milk system**  
Saeco brewing method guarantees a perfect coffee experience.  
The 'Magic' features a new milk frothing system in which the milk frother is built into the coffee dispenser. Extremely silent, it produces creamy froth but can also prepare beverages with simple hot milk.  
The milk circuit is equipped with a patented cleaning system that guarantees the best efficiency after each preparation.  
Extremely suitable for plant-based products instead of dairy milk.

### TECHNOLOGY USP's

- **Professional brewing system:**  
The heart of Magic is a professional variable chamber unit able to hold from 8.5 to 15 g of coffee. The amount of coffee dosed can be adjusted automatically via the menu. The unit has steel conical burrs, which can also be adjusted to obtain your favourite grind setting.

- **Platform based Evoca software**  
Proven software based on Omni platform.
- **Milk system:**  
“air boost technology” milk circuit cleaning cycle, approved by external lab.  
Health, safety & hygiene guaranteed.  
A steam shot carried out, slightly before the milk frothing:
  - removes water residue;
  - guarantees an optimal milk frothing quality with dry steam;
  - increases the overall frothing performance.
- **One variant, several standard installation options**  
Fixed water / Water tank  
Coffee only / Coffee milk



**OPTIONS**

- **Fridge (optional):**  
Modern fridge with transparent door for extra user experience. Only possible on the left side.  
Suitable for 4 tetra packs.

**3 Graphical User Interface / Connectivity**

**User interface**

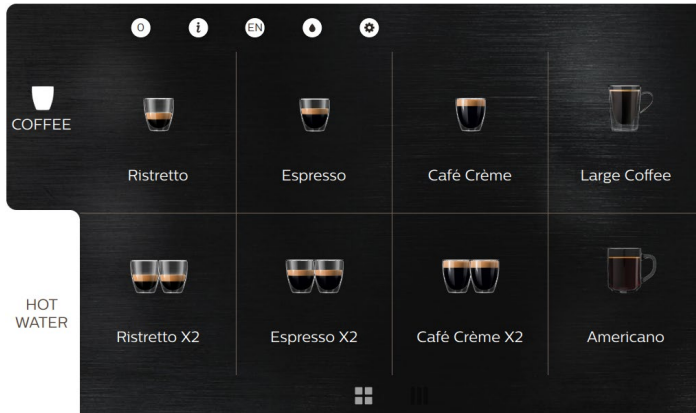
There are 3 planograms available as standard:

Planograms are programmed with nutritional and allergen info for (fresche vlag milk and Alpro oat)

Coffee milk version (Complete Backup 59xxxx) / Coffee OAT drink version (Complete Backup 59xxxxx)



Coffee only version (Complete Backup 59xxxx):



A graphical user interface opens up many possibilities regarding displaying content.

- Videos or pictures can be shown during the preparation of a drink.
- A playlist can be added which will be shown when the machine is in screen saver mode.
- It is possible to customize various parameters such as font size, colours, menu structure etc.
- Nutritional and allergen information is shown

### Connectivity

- Pro.Up is a user friendly, free app, which allows you to select and customize your drinks directly from your smartphone, without touching the coffee machine. The app is available on the Appstore and Google play.
- With a paid license also a complete dashboard is available including geo location. It also includes the possibility to change machine settings remotely.
- The BlueRed app can be used to download Eva-dts data via Bluetooth. The data can then be sent via the mobile phone.



Pro up leaflet  
English.pdf

**4**      **SKU / Phase in**

MSU's not listed below can request a listing via the standardized A4EQ process.

<i>Introduction dates</i>				
	<b>Q3 2023</b>	<b>SAP</b>	<b>SAP DESCR</b>	<b>PH</b>
Magic M2+	<b>NL</b>	<b>64102671</b>	<b>OCS SAE MAGIC M2+ 230/50 JDE</b>	<b>01050102020069</b>
Fridge	<b>Spare part</b>	<b>55126398</b>	<b>FRESH MILK FRIDGE 7LT</b>	

Please use this PH also for machine ZCMA and ZOPT requests.



## 5 Technical Data Sheet

Technical data	
Dimensions (w x h x d)	280 x 470 x 481 mm
Weight	15.3 kg
Electrical power supply	230 V/50 Hz
Power consumption	1900 W
Water system	double circuit thermo-block
Hot water outlet	yes
Water tank	yes
Fixed water supply connection	Yes (standard)
Coffee bean container	1.2 kg
Water container	4 l
Drip tray	2 l
Grounds container (max)	30
Coffee group variable chamber capacity	yes
Cappuccino tore	yes
High Speed Cappuccino	yes
Coffee grinder	steel conical burrs
Grinding adjustment	manual, 8 levels
Coffee dosing adjustment	electronic from 8.5 / 10,5 / 12,5 /15 gram
Simultaneous dispensing of 2 cups of coffee	yes
Simultaneous dispensing of 2 cups of cappuccino	yes
Simultaneous dispensing of 2 glasses of latte macchiato	yes
Dispense time indication café crème / cappuccino / hw	60 / 35 / 35 Sec (125ml)
Height adjustment of coffee/milk outlet	yes (75-160 mm)
Payment systems	MDB protocol and Saeco Pro.Up credit
Led lights in dispensing area	yes
Touch screen	7" colour (1024 x 600)
Customizable recipes	yes
Suitable for Oat as Dairy milk alternative	yes
Energy saving	yes
Wi-Fi	yes
Bluetooth	yes
Energy label	Not applicable for fresh milk machines
<b>Fridge</b>	
Dimensions (w x h x d)	220 x 376 x 452 mm
Weight	16 kg
Electrical power supply	230 V/50 Hz
Power consumption	55 W
Capacity	4 tetra packs
Energy label	Not applicable

## 6 Service Aspects

### Training

Training can be provided by the International Trainers, and will be scheduled based on request. If you need additional support, please contact your Customer Support Specialist.

### Documentation

All user and service related documentation can be found on the [Magic M2+ - Jacobs Douwe Egberts Professional](#) site.

### Expected service numbers

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

Visit Rate*	1,70
CM-rate	1,40
Annual Spare Part Costs	€ 55
Mean time to visit	57 min

\*Y1 Service numbers are expected to be different due to learning curve and park fluctuations: VR: 2.4, ASPC: 35 euro, Mttv: 50 min

### Cleaning

In this segment it is important that, in addition to the brewer and milk cleaning, the customer also performs the following actions on a regular basis as described in the manual:

- descaling the machine (when machine is prompting for it)
- lubricate the brewer
- replace the water filter (in case of internal water tank)

<i>Cleaning materials/filters</i>		
TYPE	ZFIN	ZSPR
Saeco coffee oil remover (10x)*	4057067	55126450
Saeco milk circuit cleaning*	4057068	55126451
Saeco Descaler 250ml	4057716	55119528
Brita water filter Intenza (only for watertank version needed)	4057069	55126399
Brewer lubricant*	na	55126683
Cleaning brush*	na	55126632

\*1 pcs is delivered with the machine.

**Advised cleaning schedule**

Operation to be carried out	A	B	C	D	E
Drip tray	-	X	-	-	-
Emptying and cleaning the coffee grounds drawer	X	-	-	-	-
Cappuccinatore quick clean	X	-	-	-	-
Thorough cleaning of Cappuccino maker with detergent	-	X	-	-	-
Thorough cleaning of the Cappuccino maker dispensing nozzles	-	-	X	-	-
Thorough cleaning of Cappuccino maker - complete disassembly	-	-	-	X	-
Water tank cleaning	-	-	X	-	-
Brew group cleaning	-	-	-	X	-
Brew group lubrication	-	-	-	-	X
Coffee bean hopper cleaning	-	-	-	-	X
Cleaning coffee dispenser container	-	-	-	-	X
Descaling	X	-	-	-	-

- A** When an alert is shown
- B** Daily
- C** Every 48 hours
- D** Weekly
- E** Every month or 500 brewing cycles