

Introduction Document

Sprso Giro



To: JDE MSU's

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1 Introduction Sprso Giro

This document is written to support the launch of the Sprso Giro. This small Full Automatic Espresso Machine is developed by one of our suppliers and minor changes have been made to the design and functionalities to create a better fit with the JDE organization. The introduction document explains the specific JDE SKU, incl. design, pricing, logistics, kits & options. The goal of the Sprso Giro is to fill the white space in JDE Professional portfolio which was previously filled with the Schaerer Coffee Joy, but it is not a direct successor.

In all JDE internal materials, the name Sprso Giro is used, referencing to both the Bravilor naming as well as the JDE commercial name. This is shortened in all commercial documentation to only Giro.

More information regarding the delisting of the Schaerer Coffee Joy will be shared via separately.

2 Concept information

2.1 Variants

There are 2 variants of the Sprso Giro, one branded with Douwe Egberts and optimized for the DE blends and an unbranded version. From a technology point of view, they are both the same.

	Sprso Giro	Comments
Brewing system	CIRCO brewer	
Type of ingredients	Beans, Fresh milk optionally	
Coffee canisters	300 g	grammage as indicated by the supplier
Water tank	2,2 L	
Dispense time espresso	~51 seconds	*depending on grind size, beans and settings
Dispense time coffee	~60 seconds	*depending on grind size, beans and settings
Dispense time cappuccino	~57 seconds	*depending on grind size, beans and settings
Dispense time hot water	~30 seconds	*depending on grind size, beans and settings
Advised capacity	30-50 cups per day, max 10.000 cups per year	*based on a cup of 125ml and depending on grind size, beans and settings

2.2 USP's

This eye-catching bean-to-cup machine serves perfect single cups of espresso and black coffee. A milk cooler option offers you the additional facility to create delicious cappuccinos and lattes.

Target Customer Segments of the Sprso Giro are Small businesses, Board rooms, Small retail shops, Beauty salons, Waiting rooms and so on.

Key product benefits:

- *Sophisticated elegant design with high quality materials*
- *Be your own barista to create your favorite drink: large drink variety with fresh beans and (optional) fresh milk*
- *Plug and Play machine (suitable for E-commerce channels)*
- *Small footprint to fit many occasions but the quality and robustness of a professional machine*

Key product attributes:

- Ownable JDEP look and feel
- Full-colour user-friendly interface with capacitive touchscreen with JDEP GUI
- Coffee specialties from freshly ground beans.
- Brew two beverages simultaneously*. Cup size, brew strength and intensity can be adjusted to individual preference
- Incorporates the professional patented CIRCO brewer.
- Made from sturdy high quality materials such as stainless steel and BPA-free plastics.
- Large transparent bean canister makes refilling easy.
- Extremely low energy consumption in standby < 0.5W


* Depends on beverage choice.

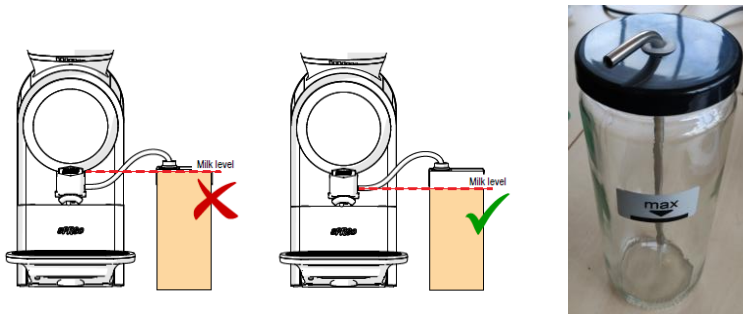
All marketing materials for Sprso Giro are created by Global Marketing team and can be found on via the Marketing sharepoint: [Categories > Beans > 3. Equipment > Bravilor Giro](#) or by contacting Debbie van der Lans.

2.3 Milk options


The Sprso Giro is by default a black coffee only machine, but a can be expended with a milk cooler or fridge. This allows the user to select also cappuccinos, lattes and other milk based drinks. Please note that the milk cooler is not automatically detected, so adjustment in the setting menu is required. The amount of required cleaning increases when adding milk based drinks to the machine.

The 5L fridge combined with the pedestal is recommended if customers would like to use standard 1L milk packs.

 When choosing a milk cooler, please note the milk level. Make sure that the milk connection is higher than the milk level in the milk container to prevent a siphon effect. This is also applicable for the recommended milk coolers/fridges mentioned later in this document. In order to increase the milk level, a pedestal for the machine has been designed.



<i>Milk options</i>		
<i>Cooler</i>	<i>Volume</i>	<i>Volume with pedestal</i>
<i>Small</i>	~0,6L	1L
<i>Big</i>	n.a.	5L

 Please note that the milk fridge previously used with the Joy is not compatible. The opening for the milk hose is on the wrong side

2.4 Differences

Differences compared to the standard variant of the supplier:

Above pictures shows the aesthetical and USP-related differences between the JDE variant and the standard variant of the supplier. Please note that JDE only sells this own variant.



- The name SPRSO is removed from the splash panel.
- The ring around the display is black
- The JDE icons are added, with the D.E. logo in the DE variant.
- JDE has modified the recipes slightly for a perfect match with our beans
- The grind size is pre-set, to allow for the best coffee experience
- There is a blanc (to be branded locally) or Douwe Egberts buckle added
- JDE provides an option for a larger fridge and accompanying pedestal

Differences with its predecessor

Although targeting the same small bean segment, the Sprso Giro should not be considered a 1-1 replacement of the Schaerer Coffee Joy. Below a description of the main differences.



- The Sprso Giro is based 'heat on demand'. This provides a different user experience. F.e. the machine is immediately available and there is no unexpected waiting time between drinks. However, the dispense time per drink is longer. The advised daily capacity of the Sprso Giro is due to the brewing time slightly less.
- Footprint of the Sprso Giro is smaller, but note that the Sprso Giro requires space on the left side to allow for servicing the brewer. (see also placement instructions on JDE support)
- The coffee canister is slightly bigger in the Sprso Giro, but the ground waste bin is smaller
- The Sprso Giro is made of high end material and BPA free plastics
- The Sprso Giro is available as a Plug&play machine
- The Sprso Giro is more sustainable compared to the Joy: <0,5 watt per hour in standby mode
- Although the hot water outlet is still separated with the Sprso Giro, it is in the same area of the machine and therefore less obvious to the consumer.
- Milk fridge to be positioned on the right side instead of the left side

3 Machine set-up

3.1 Plug & Play

When the machine is unpacked from the first time, the user will be guided through an installation procedure. Here the user can select amongst others the language, the water supply and receives a visual explanation of how to fill the bean hopper. This installation procedure is explained in the leaflet within the machine packaging.

3.2 Interface

There are 4 main buttons for the navigation of the Sprso Giro and 4 buttons to personalize your beverage.

Navigation buttons



Menu button / Cancel drink



Navigation buttons



Start / confirm button

Personalisation buttons



Volume adjustment



Strength adjustment



Double cup



Hot water (free flow)

After a certain amount of time, the Sprso Giro will automatically go into an energy-saving mode for lower power consumption. The screen is switched off, only the start button keeps flashing slowly. To activate the machine press the start button. Note that it starts with a few seconds of flushing.

3.3 Dosing card

The JDE beverages are standard already in the machine. A couple of guiding questions during start-up lets the customer determine some final parameters such as volume. The detailed dosing card can be found on JDE Support.

beverages <i>(all volumes in millilitres)</i>	profile #1			profile #2			profile #3		
	S	M	L	S	M	L	S	M	L
ristretto	15	20	25	20	25	30	30	40	50
ristretto x2	30	40	50	40	50	60	60	80	100
espresso	20	30	40	30	40	50	50	60	70
espresso x2	40	60	80	60	80	100	100	120	140
crema coffee	40	60	80	100	120	140	140	160	180
crema coffee x2	80	100	120	180	200	220	280	320	360
americano	80	100	120	100	120	140	140	160	180
cappuccino	80	100	120	100	120	140	140	160	180
cappuccino dark	80	100	120	100	120	140	140	160	180
espresso macchiato	35	55	75	45	65	85	85	105	125
latte macchiato	100	120	140	120	140	160	160	180	200
caffè latte	100	120	140	120	140	160	160	180	200
hot water	80	100	120	100	120	140	140	160	180
hot milk foam	80	100	120	100	120	140	140	160	180
design your own (DYO)									
design your own (DYO)									
design your own (DYO)									

3.4 Adjusting the coffee grind size

The coffee grinder wheel is set by default by our coffee expert and the machine is calibrated correctly. JDE has decided for this fixation as the wheel is easily turned during refilling, but with negative consequences on the grammage and therefore on the coffee taste. Note that this is a different approach compared to the standard supplier machine.

4 Versions, Kits & Options

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

4.1 Machine

<i>New JDE Portfolio (new codes)</i>			
<i>Type</i>	<i>Supplier #</i>	<i>JDE SAP #</i>	<i>SKU description</i>
<i>Sprso Giro DE</i>	8.038.010.31022	64102188	SPRSO GIRO JDE 230V (D.E.)
<i>Sprso Giro unbranded</i>	8.038.010.31021	64102141	SPRSO GIRO JDE 230V (STD)

4.2 Additional features

<i>JDE Portfolio</i>			
<i>Type</i>	<i>Supplier #</i>	<i>JDE SAP #</i>	<i>SKU description</i>
<i>Fixed water kit</i>	Bravilor 7.270.901.101	55123723	<i>Modify the machine from water tank version to fixed water</i>
<i>Milk cooler 1L</i>	Bravilor 7.270.622.102	55123741	
<i>Milk fridge big 5L</i>	Bravilor 7.270.634.101	55123742	
<i>Pedestal</i>	Finitouch 2020100020	55123310	<i>Increasing the height of the machine, allowing to fill the milk cooler above the siphon effect threshold</i>
<i>Water filter / softener</i>	Brita 101831	55124071 / ZFIN TBD	<i>BRITA AquaAroma Crema water filter; Only to be used for water tank version</i>



Fixed water kit



Milk Cooler



Milk cooler big



Pedestal

4.3 Standard delivered with the machine

Together with the machine, various items are delivered. Note that local countries can add to this by creating a bundle delivery:

- Safety booklet
- Quick start guide
- Brewer cleaning tablets
- 2x Renegite
- Rinza
- Water hardness tester*
- Milk hose incl. milk restrictor

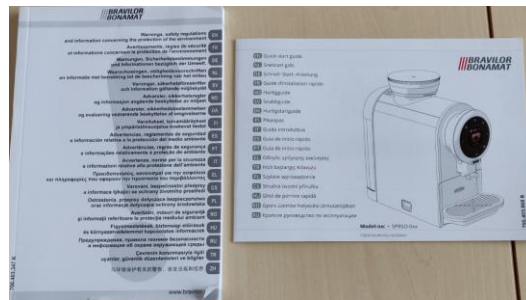
*Use the water hardness tester to verify if a water softener is recommended.

When ordering one of the coolers, an alternative milk hose is provided. Please attach the milk restrictor from the original items to this new milk hose.

Furthermore, JDE is developing an description for plug & play placements, which will soon after introduction be available as well.



Standard delivered with the machine



additional JDE plug&play leaflet

4.4 Branding elements

There will be 2 versions available of the machine;

- 1) A Douwe Egberts branded machine and
- 2) an unbranded machine .

For the Douwe Egberts version, no additional branding elements are needed for this machine. The DE-buckle is different from the Cafitesse machine as it is smaller in size.

For the unbranded standard version, additional branding elements can be added on the blanc buckle via a sticker if desired (to be developed locally).

5 Phase in – Phase out

5.1 Replacing machines

The Schaerer Joy has been delisted by the supplier and cannot be ordered anymore after the frozen forecast is depleted. The Sprso Giro is the chosen machine for this segment going forward. Local decisions regarding the local portfolio, might deviate from this.

5.2 Phase-in process

All MSU's interested in the Sprso Giro and not listed below, need to provide a listing request to determine the best introduction date.

<i>Introduction dates</i>				
Versions & Kits	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Sprso Giro DE		Netherlands Belgium+Lux Denmark		
Sprso Giro Unbranded		Czech Republic Denmark Germany		

Roll-out of various GBD countries to be specified together based on the additional machine requirements and training needs

6 Technical Data Sheet

<i>Sprso Giro</i>	
Users	3-8, max 10
Capacity Bean container	300 gr
Capacity Instant canister	n.a.
Boiler capacity	n.a.; on demand heating
Water tank capacity	2.2 L
Height	420 mm
Width	215 mm
Depth	440 mm
Required dimensions (HxWxD)	450 x 515 x 470
Table top	Yes
Tap height	80-115 mm
Weight gross	12,9 KG
Weight net	10,6 KG
Power voltage	230V
Frequency	50Hz
Power plug	EU
Energy label	TBD
Water supply	Water tank, fixed optional
Milk supply	Fresh milk
Ambient temperature	~32 C
Noise level	<70 dB(A)

The recycling sheet will be added to JDE support once available

7 Service Aspects

7.1 Training

Training will be provided by the International Trainers. If you are interested please reach out to the international training team.

7.2 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
- dosing cards

7.3 Expected service numbers

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

	<i>Expected service numbers</i>
	<i>Sprso Giro</i>
Visit Rate	0.6-0.7 (first year 1,5)
CM-rate	0.52
Annual Spare Part Costs	€15,-
Mean time to visit	50 min

7.4 Cleaning

scan QR code | scan QR-code | QR-Code scannen | scanner le code QR | skann QR kode | skanna QR kod | scan QR-kode | skannaa QR-koodi | scansiona il codice QR | escanear código QR | escanear o código QR | σάρωση κωδικού QR | QR kodunu tara | skanowania QR code | naskenujte QR kód | QR kód beolvasása | scanează codul QR | сканировать QR-код



8 Packaging and specifications

The Sprso Giro only uses cardboard as packaging material, increasing the ease to recycle.

	<i>Logistic Data SAP</i>
	<i>Sprso Giro</i>
Length (in mm)	500
Width (in mm)	300
Height (in mm)	500
Gross weight (Kgs)	12,9
Netto weight (Kgs)	10,6
Qty per Pallet	24
Qty per layer	8
LxBXH Pallet	1.20 x 0.80

9 Contact persons

Persons	Responsibilities	Email
Brenda van der Linden	Project Delivery Specialist Professional	Brenda.vanderLinden@JDEcoffee.com
Debbie van der Lans	Global Category Specialist Beans/R&G	Debbie.vanderLans@JDEcoffee.com
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