



FANTASTIC LAZAZZA NEWS IN THIS ISSUE



A LETTER FROM FINDLAY...

You deserve a huge pat on the back, you know?

We've just been through the most bizarre and awful period that most of us have ever known...but we're here, we've come through it, and I wanted to dedicate the front page of this newsletter to personally congratulate and thank all of our staff, customers and our suppliers for your loyalty, hard work and determination since March 2020.



From my part it has been an absolute privilege to have maintained our relationships up and down the supply chain as well as meet so many of you on the doorsteps of your homes when we were effectively operating as a home-delivery retailer all those months ago!

It's testament to your strength that you chose to adapt, fight and take the challenges head on. For the hospitality industry the seemingly constant changes to rules and regulations asked for significant investment and great care being needed to protect staff and customers. For those of us in offices we also had to adapt to working from home and even home schooling children, which brought their own challenges.

Whatever your own experiences have been, by that fact you've come out the other side, you should be immensely proud.

At Caber we faced our own unique set of challenges but we hope that we fulfilled your expectations and we believe that, for the most part, it should have appeared very much like "business as usual" – despite how far removed from usual it felt to me, or the team!

In our first newsletter since early 2020 we have some very exciting stories to share with you as well as solutions for this new world that we're emerging into. Whether you're in hospitality or an office, some of the developments at Caber over the last 18 months are worth sharing with you... and don't forget that our showroom is open for business again and we'd be delighted to see you, sit down with a delicious coffee, and find the perfect coffee solution for your business! We were your coffee experts before COVID struck and we still are now, more so than ever!

Findlay

IN THIS ISSUE

GO CASHLESS
with the EGRO Payer

BIDE AT HOME
Home coffee success

SPILL THOSE BEANS
Our commitment to mental health



NEW MACHINE FOCUS



CASHLESS SELF-SERVE COFFEE

It's almost impossible to walk into any food retail outlet without being able to buy a grab and go coffee these days! From corner shops to supermarkets, farm shops to self serve canteens in sports centres, petrol stations to airport lounges, cashless is the way forward and paired with an incredible machine like the EGRO Next, it delivers wonderful coffee without the need for a member of staff to serve or take payment!

We now have multiple sites running the EGRO/ Payter set-up and cashless payment systems are also available for Jura and Bravilor machines. We can help you create a branded environment and, no matter what the equipment you choose, you'll be earning great margins from the moment the machine is installed!

The machine in the pictures is at Thorneybank farm shop, just North of Rothienorman on the B9001. They've had incredible success with their machine so pop past, grab a coffee and pick up a few local treats from their Farm Shop!

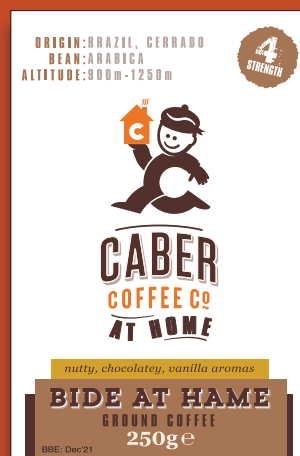
BRAVILOR SPRSO



The Bravilor Sprso is perfect for small business AND home applications. Bravilor's fantastic Circo brewer and innovative milk system gives you the perfect selection of coffees from the touch-sensitive display. The drink quality is superb and when compared with rivals at a similar price point the Sprso offers more practicality and ease of use. Perfect for salons, showrooms, board rooms or just for the discerning coffee drinker at home. The machine and chiller is less than £1500+vat (or around £56.00+vat per month over 3-years) and, for just an extra £155+vat you can purchase the plumbing kit to connect it to a mains water supply. It is, in our eyes, the bargain of the century!

BIDE AT HOME COFFEE FOR HOME

Launched during the peak of the first lockdown our Bide At Home coffee became an instant success. All of our famous quality, freshly ground, packed in a 250g retail pack to enjoy at home, or on holiday! You can buy directly from us, via our website or even order in bulk (wholesale prices available) to retail yourself. As autumn gives way to winter and the colder, wetter days arrive, why not just Bide At Home and enjoy a delicious coffee from the comfort of your own home?



LAVAZZA

Last summer we were appointed as official distributors for Lavazza – Italy's favourite coffee! This is fantastic news as it opens up a huge variety of new equipment solutions for hospitality and offices – as well as home!

As distributors we can give our customers access to a vast range of Lavazza branding and point of sale material, from crockery and take-away cups to signage and fully branded environments. In an age where some of the high street chains are rolling out a swathe of drive-through options in addition to their city centre locations,

Offering Lavazza gives you a globally recognised brand supported by our award winning customer service, it couldn't be a better pairing!

You can choose from Gold Selection and Tierra in beans, ground and "Blue" capsule forms and we also have a broader range of DEK decaff options too! The packs of 500g beans provide additional freshness benefits over kilo bags.

The Blue capsule system has a range of hospitality and office solutions and, with particular attention to the Wega Easymilk machine, it offers everything you'd expect from a top-line espresso machine with the consistency of capsules and the benefit of automatic steam wands – with less than 10 minutes training your barista can make a perfect flat white!

Global brand, local service, won.



Italy's Favourite Coffee





SPILL THE BEANS

Supporting Mental Health Aberdeen

There's no doubt that we've all endured more stresses and strains over the last two years than many of us have ever encountered before. **Spill The Beans**, our latest espresso blend, is a coffee to enjoy all day, every day. More than that we hope you'll sit down with a friend, family member or colleague and take the opportunity to talk. Maybe the person you're sharing your coffee with doesn't seem like their usual self. Maybe there's something troubling you that you want to share. Opening up over a cup of **Spill The Beans** is the perfect opportunity.

Findlay met Mental Health Aberdeen CEO Graeme Kinghorn and promised that £8 from every case sold, that's £1 per bag we sell, will be donated to MHA. He's delighted with the support that we're offering them. We have brand new table talkers and posters that we can deliver free-of-charge to support your choice to help us help others. Request your FREE sample tin today!



BARISTA TRAINING

Trying to comply with social distancing guidelines AND carry out worthwhile Barista training was almost impossible. But we have great news! Our Barista training has restarted again! Around 2-3 hours can give your team a very thorough refresher on some key tips to help make the perfect coffee!

Whether you'd prefer to come to our purpose-built coffee school at Caber HQ or have one of our Barista trainers visit you on-site, book your session by calling us today. It's a fun class with lots of information from setting your grinder to ensuring your espresso machine is kept in perfect condition. Each trainee can have their own Coffee School certificate and Barista handbook.