



35 TONS

Episode No.2

Coffee with Michel Aeschbacher

Co-Owner, "Die Showrösterei" Aarwangen, Switzerland

Discover how a Swiss coffee roastery guarantees quality from bean to cup, gaining 600 customers in the process.

Constant growth, thanks to consistency – this roastery's small, carefully selected range has been impressing private customers and the catering trade for the last three years.

But, given their approach to quality, Michel Aeschbacher and his business partner Kaspar Wyss stand for much more than just excellent beans. Which means that they are ensuring positive growth not only for their own business, but also for their customers.

Their constant and ongoing collaboration with customers and partners, and their willingness to explore the opportunities that new technology offers to ensure beverage consistency, has often been said to be the secret to their recipe for success. Both entrepreneurs are convinced that the roastery can continue to improve its exemplary quality levels and, as a result, also allow their customers to improve, too. A look at the numbers shows they're right.

**Interviewer: Patrick Koller, CMO & CIO,
Franke Coffee Systems**

Guest: Michel Aeschbacher, Co-Owner,
“Die Showrösterei” Aarwangen, Switzerland

Thank you so much for inviting us here and giving us a glimpse into your coffee business. Could you please introduce yourself and your business?

I’m Michel Aeschbacher, co-founder and co-owner of “Die Showrösterei” in Aarwangen. Every year, we produce 30 to 35 tons of coffee in a few select varieties. We set ourselves the target of establishing a new standard of roasting quality, particularly in the wider market and in the medium price range. As a result, we hope to achieve improved coffee quality in hitherto unexpected places.

To do so, we invest in ourselves as well as

“30 to 35 tons of coffee a year.”

our customers, continuously developing our knowledge and collaborating closely.

WHAT IS YOUR challenge?

A great deal of commitment is required when it comes to investing in brand development. Awareness of good coffee has, fortunately, risen in recent years and, as a result, so have

“Consistency is key.”

the expectations of customers and consumers. One of the biggest challenges

is therefore consistency, from green coffee, to roasting, to extraction, right through to the beverage itself. That’s why we need to make sure that, above all, our customers’ employees are carefully trained too. The product must be used when fresh; filter and fully automatic machines must be properly assembled, filters and other vital components must be regularly serviced or replaced.

Add to this that, these days, even large competitors want to – and indeed can – provide better quality, and this means that smaller providers have to work even harder to differentiate themselves. These are just some of the countless factors that have a decisive impact on the quality and consistency of our product and must, therefore, be taken into account alongside our core business – roasting coffee.

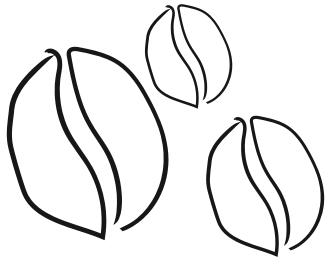
WHAT IS YOUR recipe for success?

We see ourselves as a partner in the process of adding value. Part of our everyday business is working in close collaboration with customers and technological partners so that we can learn about and understand innovations and how to use them: what do they do with our coffee, how can we use that to improve our product, and how do our customers stand to benefit? iQFlow™, in the new Franke systems, makes it much easier to achieve and ensure a new level of product consistency. It’s the perfect way to create a really exciting espresso.

“Even more consistent espresso extraction, thanks to innovation!”

Facts and Figures

Founded:	2015
Type of business:	Roasting company
Number of customers:	> 600
Total roast in tons:	> 30
Number of staff:	2



WHAT IS YOUR benefit?

Thanks to iQFlow™, the best product can be guaranteed on site, without major customer interventions, thereby ensuring we set ourselves apart from the competition. In addition to the perfect espresso, completely different sensory profiles can be created in different extraction times, with just a single coffee type. This leads to a higher beverage variety from just one of our roasts, without having to swap beans and jeopardize consistency. That means we gain time to focus on what matters most: creating wonderful coffee and interacting with our customers and partners, as well as the basic requirement of ensuring our product and brand are held in high regard, and securing our market prices.



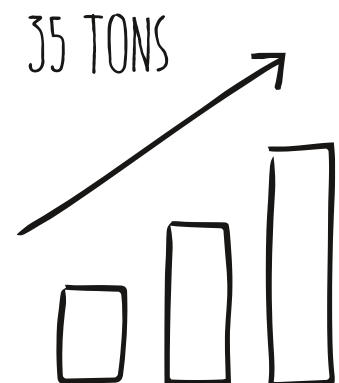
WHAT DO YOU THINK ABOUT THE iQCircle?

This collaboration and the resulting, incredibly positive relationships with customers and technology partners have, of course, massively contributed to our development and therefore also to such exciting growth.

Michel, thank you very much for this insightful conversation.

WHAT IS YOUR result?

In three years, we have been able to establish a roastery that supplies over 600 customers with coffee, 150 of which buy with large volumes on a regular basis. The trend is definitely upwards, because the volume we supply increases every month. We're confident that we will hit 35 tons by the end of the year.



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