

# G·E·N·E·S·I·S

THE EUROPEAN CAFÉ...  
IN A REVOLUTIONARY TABLE-TOP MACHINE

After wowing Europe's notoriously demanding coffee lovers, Genesis has landed in North America. The secret to its success is the CoEx® brewer, a unique technology that brews both authentic espresso, espresso-based drinks, and regular gourmet coffee—in a whole bean and roast and ground format—all from a single, compact unit.

Don't let the specialty coffee revolution leave you behind. With more than 60%<sup>1</sup> of all adults enjoying a cappuccino, latte, or fresh brewed gourmet coffee, it's time for you to capitalize on this fast-growing—and premium priced—consumer trend with the Genesis B2C (Bean 2 Cup.)



#### SOPHISTICATED SELECTIONS

- Authentic espresso, cappuccino, and caffè latte
- Fresh brewed or fresh ground coffee
- French vanilla, hot chocolate and new chocomilk
- Hot water for tea and other products

#### YOU CAN TASTE THE BENEFITS

- Genesis field trials showed **sales increases from 13% to more than 280% vs. prior system in use<sup>2</sup>**
- Field testing proved broad acceptance of Genesis' diverse menu and strong acceptance of CoEx® capabilities—**78% of beverages delivered across the trial were delivered via CoEx®**. Of those, 60% were espresso or espresso-based selections!<sup>1</sup>
- Distance yourself from competitors by offering the Genesis B2C
- Boost your OCS business with an alluring product that meets consumer demands

#### YOUR CUSTOMERS WILL THANK YOU

- Satisfy your customers by delighting their employees
- Employees can get their java jolt inside the office, not down the block



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# G·E·N·E·S·I·S

A NEW BEGINNING FOR TABLETOP MACHINES



Included with optional base.

#### SPECIFICATIONS

Height	33.85"
Width	21.26"
Depth	23.23"
Weight	154 lbs.
Capacity	230 cups

\*Includes visible bean container

#### ELECTRICAL

Voltage	115 AC
Current	12 Amp
Frequency	60 Hz

#### WATER

Pressure	10 PSI to 80 PSI
Supply*	1/4" compression fitting

\*Genesis machines fitted with the CoEx® brewer must be connected to the water supply via a water filter.

#### LISTINGS

cULus, CE, FCC & NAMA

#### CANISTER CAPACITIES\*

Espresso Coffee Beans	4.5 lbs	300 cups
Freshbrew Coffee	1.2 lbs	130 cups
Chocolate	5.0 lbs	130 cups
French Vanilla	5.0 lbs	130 cups
Milk/foaming	3.0 lbs	180 cups
Sugar	6.90 lbs	1075 cups

\*Canister capacities and no. of cups shown are approximate and are for guidance only

Behind the old-world café elegance the Genesis B2C boasts 21st century technology and convenience you and your customers will savor.

#### PRODUCT ADVANCEMENTS



**Selectivity & Customization:** With 11 selections (plus hot water), three strength levels, and variable condiment dosage, customers can design the beverage just right for them.



**Interior Cup Turret & Condiments:** Genesis automatically dispenses cups from 5 to 10 oz. Condiments are also dispensed from within the machine eliminating the clutter, mess and pilferage potential associated with other coffee station formats.



**Unique Cup Delivery:** Cups are vended to the delivery station and suspended from the rim for a superior presentation to consumers vs traditional "platform style" machines.



**Visible Bean Container:** The strong visual cue of the bean container delivers on the promise of freshness to consumers.



**Telescoping Dispense Head:** Two different dispensing positions for hot drinks and hot water prevent cross-contamination between consecutive drink selections.



**Mixing System:** Components are front accessible and "quick release" parts (no tools required for removal) to simplify routine cleaning and maintenance.

#### TECHNOLOGY BREAKTHROUGHS



**CoEx® Brewer:** Brews authentic espresso at nine bars of pressure and delivers traditional gourmet coffee at two bars of pressure with a hint of crema that will delight consumers.



**Consumer Interface:** An intuitive "build-a-drink" concept features individual back-lit selection buttons highlighting the variety of beverage choices.



**Programming:** Scrolling menus, fully descriptive commands and the multi-line information presented by the LCD display make setting up and servicing the Genesis an efficient, labor saving exercise.



**SureVend™:** Genesis is the only table top beverage machine to offer this guaranteed delivery technology, guaranteeing that the selected beverage is only dispensed when the sensors detect a cup in the delivery station.



**Choice of Payment Systems:** Fully MDB-compatible, Genesis provides flexibility for coin or card based systems. A bill validator can be mounted in the optional base cabinet to maximize sales potential.



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