

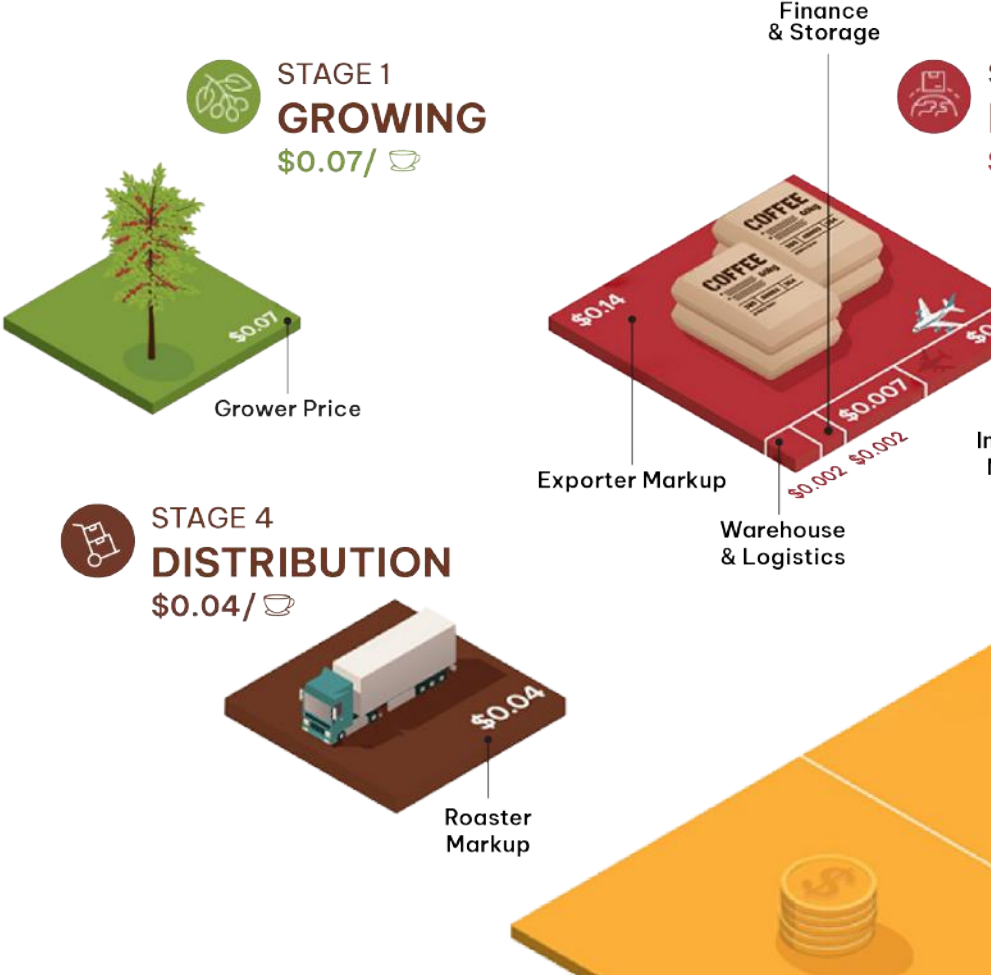


The Right Equipment For Your Coffee Shop



VISUALIZING THE ECONOMICS OF

Coffee

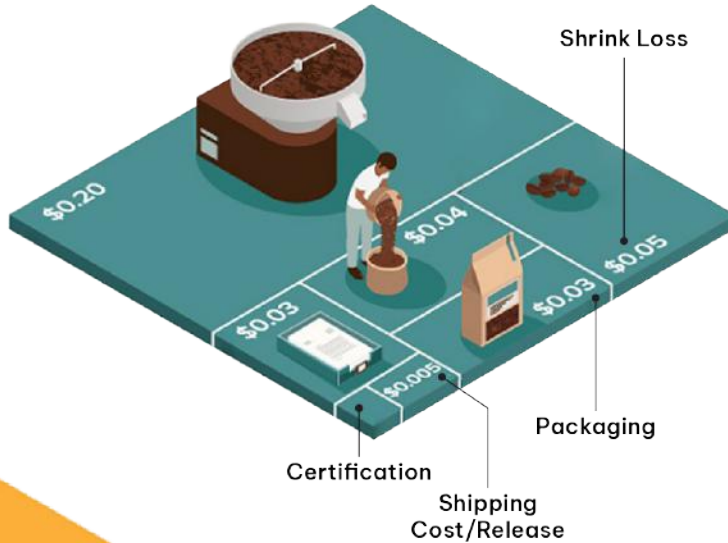


ffee

STAGE 2
EXPORTING
\$0.16/☕

Importer Margin

STAGE 3
ROASTING
\$0.35/☕



STAGE 5
RETAIL
\$2.17/☕



The successful coffee shop



After this class you know everything about coffee and now you want to use this knowledge to earn by opening a coffee shop.

To get there you need to find the right place, design it well and buy suitable equipments for operations. Finally, you will need to hire qualified staff.

We are here today to show you the options for the equipment that you will need which includes.

Which equipment is the right equipment for me ?

There are many types of grinders, espresso machines, blenders and prices vary greatly.

How should you select your equipment?

We will introduce in the following pages the general types and after this come to the recommendations for the different kind of shop.

KEY EQUIPMENT TO PREPARE HOT DRINKS



Coffee machine



Grinder



Water Filter



Hot water dispenser

Automatic Espresso Machine

Who uses this	Starbucks, Luckin, Tous Les Jours
Cost	150 - 350 million vnd
Capacity	200 to 400 cups per day



Schaerer Coffee Soul



Schaerer Barista

There are 2 types of automatic coffee machines

- **One touch** : The machine prepares the entire drink at the touch of a button, including milk foam.
- **2 step** : The machine grinds and extracts the espresso but the milk foaming is made by hand, possibly with an automatic steam wand.

Advantage

- Little staff training required
- Consistent quality if properly set up

Disadvantage

- High cost
- Regular maintenance by professional service is required

Traditional espresso machine and grinder

Who uses this	The Coffee House, Phuc Long, Katinat
Cost	100 - 150 million vnd (2 group and grinder)
Capacity	150 to 300 cups per day (2 group)

There are 2 types of traditional coffee machines/ grinders



Simonelli Appia Life
& Eureka Helios

- **Manual** : The machine has a start/stop button - the grinder has a start/stop button
- **Semi automatic** : The machine has automatic programs for single and double shots, the grinder has automatic dosing.

Advantage

- Robust machines, easy to maintain
- Hand crafted espresso

Disadvantage

- Needs a trained barista to operate
- Needs more staff to operate than automatic machines



ECM Compact
& Eureka Turbo

Specialty espresso machines and grinders

Who uses this	Starbucks Reserve, Coffee House Reserve, La Viet
Cost	250 - 500 mill vnd (2 group and grinder)
Capacity	200 to 500 cups per day (2 group)

Specialty machines offer better temperature control and grinders better ground consistency



Victoria Arduino Tempo

- **Technologies include:**
Double boiler / Triple boiler / PID/
Pre-infusion control / Pressure control
(2 group and grinder)



Mythos 75

Advantage

- Precise temperature control and consistency
- Hand crafted espresso on high level

Disadvantage

- Needs a trained barista specialist to operate
- Needs more staff to operate than automatic machines

Water Boilers

Who uses this	Starbucks Reserve, Coffee House Reserve, La Viet
Cost	19 - 20 mill vnd
Capacity	156 cups per hour

The water boiler creates hot water completely automatically and ensures the water temperature is always stable



Water boiler
MARCO MT8

■ Technologies include:

Insulated tank/ In-built filter option/ Removable drip tray/Sleek led temperature

Advantage

- Save time and workload of the barista
- Maintains the necessary temperature, ensuring drink quality

Disadvantage

- Input
- Input

Water Filters

Who uses this

Starbucks Reserve, Coffee House Reserve, La Viet

Cost

5 mill vnd

Typical capacity in Liters

10,000 L



BESTTASTE 10 – SET



98% of a cup of espresso is water, so water quality plays an important role in coffee quality

- **Technologies include:**
 - Antibacterial activated carbon filter
 - Meets food safety standards (GAC)
 - Retains and balances the content of bound organic matter and chlorine

Advantage

- Input later
- Input later

Disadvantage

- Input later
- Input later

KEY EQUIPMENT TO PREPARE COLD OR ICED DRINKS



Blender and Possibly
a juicer or squeezer



Blender and Possibly
a juicer or squeezer



Ice box
or ice machine



Fridges or
cooling cabinets

Fruit base drinks equipment: Blenders

Who uses this	All coffee shops
Cost	18-40 mill vnd
Capacity	50-100 drinks per day



Vitamix Drink
machine advance



Quiet one

There are 2 types of blenders

- Manual blenders with on/off switch
- Programmable blenders with recipes for drinks

Some blenders offer sound encasements to reduce the noise of blending

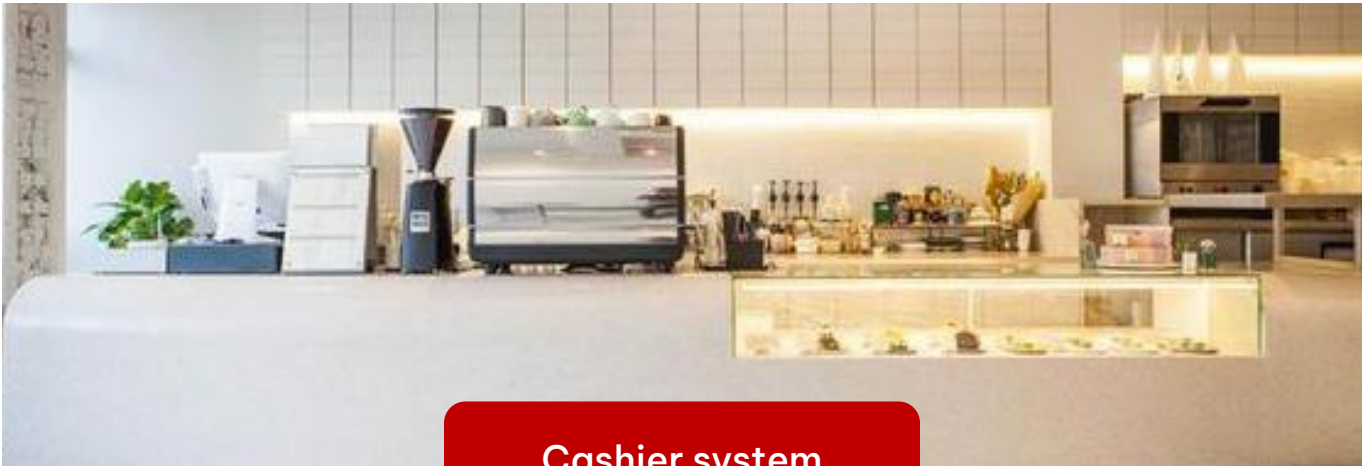
Criteria

- **Engine power** (enough to crush ice)
- **Container and blade design** (avoid inconsistent blending)
- **Heat control** (Avoid engine e heat affects drinks)
Coupling (A strong coupling does not wear after many blends)

KEY EQUIPMENTS DISPLAY & CHECK-OUT



Display cabinet for
cake or sandwiches



Cashier system

CASE STUDIES TO CHOOSE EQUIPMENT

The type of operations must be clarified before you can choose right equipments. The operation of the coffee shop depends on the business model and type of location, which will determine:

- Recipes offered
- Customer peak loads
- Staying time of customers



01

NEIGHBORHOOD COFFEE SHOP



- Serves a residential or mixed-use area and acts as a communication place for residents and workers
- Clientele will be very mixed in age and gender and you may need to cater to kids
- Customers will have time and stay longer in the shop so they seek comfort.
- Home delivery will be an option to enhance turnover
- There will be no high peak loads but rather a steady coming and going of customers.
- Recipes will likely include traditional phin coffee, espresso specialties, teas and fruit based ice drinks.

Neighborhood coffee shop

Balanced load
all day - delivery.
High portion of Phin cafe,
fruit drinks.



SMALL



Simonelli Oscar

+



Grinder Mignon Turbo



Ice Box

+



JTC Omniblend

Cost **28mil vnd + 16.2 mil vnd**
Peak load **30 cups/h**
Daily **60 - 100 cups**

Cost **~ 500.000 vnd + 4.104.000 vnd**

LARGE



Simonelli Appia
Compact

+



Grinder
Eureka Nadir



Ice machine Hoshizaki
Crescent 60kg/d

+



Vitamix Drink
Machine Advance

Cost **90.720.000 vnd + 18.360.000 vnd**
Peak load **75 cups/h**
Daily **150 - 200 cups**

Cost **44.000.000 vnd + 20.844.000vnd**

02

INSTITUTION AREA COFFEE SHOP



- This is a shop which caters for an institution like a university or high school nearby.
- Typically your clientele will be rather young and require good wifi. Your customers will have little time during the operations of the institution but lots of time thereafter.
- There will be a smaller portion of take-away unless there is a well organized take-away window. Likely there will be medium peak loads in mornings and a quite stable visiting crowd in afternoons.
- Your recipes will cater for younger people and will need a more frequent change to keep clients excited.

Institution area coffee shop

Low peak loads – possible
some take away.

Medium to high portion of
Phin cafe and fruit drinks.



SMALL



+



+



Simonelli Appia
1 Group

Grinder
Eureka Nadir

Ice Box

JTC Omniblend

Cost **68 mil vnd + 18.4 mil vnd**
Peak load **50 cups/h**
Daily **100 cups**

Cost ~ **500.000 vnd + 4.104.000 vnd**

LARGE



+



+



Simonelli Appia
2 Group

Grinder
Eureka Helios 65

Ice machine Hoshizaki
Crescent 100kg/d

Vitamix Drink
Machine Advance

Cost **90.720.000 vnd + 21.600.000 vnd**
Peak load **100 cups/h**
Daily **200 cups**

Cost ~ **65.000.000 vnd + 20.844.000 vnd**



- This is a shop that caters for neighboring offices or retail areas
- Typically your clientele will be affluent working-age people and fewer older people or kids
- Your customers will not have much time and demand fast service.
- Take-aways will likely be required especially at the morning and lunchtime
- All this means there will be high peak loads and likely some quiet times in the day
- Your recipes will be more likely espresso-based since phin coffee takes too much time.

03

OFFICE OR RETAIL AREA COFFEE SHOP

Office or Retail area Coffee shop

High peak loads,
large take-away
Less Phin cafe and
less fruit based drinks.



SMALL



Cost **90.720.000 vnd + 21.600.000 vnd**
Peak load **100 cups/h**
Daily **200 cups**

Cost **44.000.000 vnd + 20.844.000 vnd**

LARGE



Cost **13.500.000 vnd + 237.600.000 vnd + 66.960.000 vnd**
Peak load **150 cups/h**
Daily **400 cups**

Cost **~ 65.000.000 vnd + 48.060.000 vnd**



- This shop cater only for passing customers like travelers, metro users
- Typically your clientele will be mixed with working professionals dominating
- Your customers will have little to no time and depend on a very fast pick-up
- Almost all sales will be takeaway sales
- Likely there will be very high peak loads at certain times of the day
- Your recipes will be limited to ensure fast service

04

TAKE AWAY KIOSK

Take-away kiosk

Very high peak loads,
very high portion of
take-away

No Phin cafe and no
fruit based drinks



SMALL



Kalerm K95

+



Milk Fridge Easy



Ice Box

+



JTC Omniblend

Cost **51.8 mil vnd + 4.5 mil vnd**
Peak load **30 cups/h**
Daily **100 - 150 cups**

Cost ~ **500.000 vnd + 4.104.000vnd**

LARGE



Schaerer
Coffee Soul

+



Milk Fridge
Cup+Cool



Ice Box

+



Vitamix Drink
Machine Advance

Cost **429.840.000 vnd + 4.510.000 vnd**
Peak load **100 cups/h**
Daily **250 - 300 cups**

Cost ~ **500.000 vnd + 20.844.000 vnd**

05

DESTINATION COFFEE SHOP



- This shop will draw visitors from a larger area due to its unique ambiance and recipes.
- Typically your clientele will be affluent professionals with a passion for coffee and high expectations.
- Your customers will have time and likely are expecting food offerings.
- There will be little take-away and delivery since the experience of the visit is the driver.
- Likely there will be medium peak loads in the evenings and weekends.
- Your recipes will need to be very developed and must change seasonally.

Destination Coffee Shop

Medium peak loads,
little delivery
High quality coffee
demand, different beans



SMALL



+



**Eureka
Mignon Specialita**

**ECM
Synchronika**



+



**Ice machine Hoshizaki
Crescent 60kg/d**

**Vitamix
Quiet One**

Cost **16 mil vnd + 86.4 mil vnd**
Peak load **50 cups/h**
Daily **100-120 cups**

Cost **44.000.000 vnd + 48.060.000 vnd**

LARGE



+



Mythos 75

**Victoria Arduino
Eagle One Maverick**



+



**Ice machine Hoshizaki
Crescent 100kg/d**

**Vitamix
Quiet One**

Cost **66.960.000 vnd + 383.400.000 vnd**
Peak load **150 cups/h**
Daily **600 cups**

Cost **~ 65.000.000 vnd + 48.060.000 vnd**

So what is the right Equipment? What do I have to spend?

As you may have guessed each of the above shops will need different equipment and each of the 5 types outlined could be established on different levels of quality which will also lead to different pricing for drinks. It is important to ensure not to over invest into equipment to stay profitable but to also ensure a reliable and quality equipment which can handle the recipes offered.

Considering the amount of drinks to be prepared the equipment will not be a big cost factor in the drink cost.

Equipment must be maintained well and if this is ensured it can survive for a long time - from 10 to 20 years if not over-used.

SAMPLE CALCULATION FOR NEIGHBORHOOD COFFEE SHOP

Assumptions Daily operation on weekdays and weekends
7am to 9pm

AVERAGE CONSUMPTION OF ESPRESSO BASED DRINKS :

Weekdays **10 drinks per hour**
Weekends **20 drinks per hour**

Weekdays **10x14h = 140 drinks = 1.4kg**
Weekends **20x14h = 280 drinks = 2.8 kg**
Total per week **140x5 + 280x2 = 1260 drinks**
Total per year **65.000 drinks**

Assumed lifetime : **10 years**
Average drinks/day : **178 drinks**
Total drinks per lifetime: **650.000 drinks**
This means roughly 6.500 kg of coffee

COST OF EQUIPMENT

120mill vnd incl. 2 group machine,
grinder and water filter

Assumed preventive maintenance
cost and small repairs: **5% per year**
(gaskets, grind disks, filter
cartridges, etc)

Total cost of ownership for 10 years:
180 mill VND

Total cost of equipment per drink:
277 vnd

SAMPLE CALCULATION FOR OFFICE AREA C.S.

Assumptions Daily operation on weekdays and weekends
7am to 9pm

AVERAGE CONSUMPTION OF ESPRESSO BASED DRINKS :

Weekdays **30 drinks per hour**
Weekends **15 drinks per hour**

Weekdays **$30 \times 14h = 420$ drinks = 4.2kg**
Weekends **$15 \times 14h = 210$ drinks = 2.1kg**
Total per week **$420 \times 5 + 210 \times 2 = 2520$ drinks**
Total per year **131 000 drinks**

Assumed lifetime : **10 years**
Average drinks/day : **359 drinks**
Total drinks per lifetime: **1.310.000 drinks**
This means roughly 13.100 kg of coffee

COST OF EQUIPMENT

120mill vnd incl. 2 group machine, grinder and water filter

Assumed preventive maintenance cost and small repairs: **5% per year** (gaskets, grind disks, filter cartridges, etc)

Total cost of ownership for 10 years:
180 mill VND

Total cost of equipment per drink:
137 mill vnd

What does my drink cost me ? - Office area Coffee shop (Equipment and Ingredients)

A good quality coffee bought in volume costs between 280.000 and 580.000 vnd per kilo. For this model, we assume cost of 300k/kg Assumed single shots of espresso per drink with 10 gram of coffee : 3 000 vnd/drink Assumed cost of milk per l 40.000 dong, that means 10 ml = 400 vnd

You need to consider costs like: Cups, sugar, napkins, staff, location, electric, police etc.

COST OF DRINKS



Espresso
30ml espresso
Cost:



Macchiato
30ml espresso
+ 250ml milk
Cost:



Doppio
60ml espresso
+ 0ml milk
Cost:



Cappuccino
30ml espresso
+ 120ml milk
Cost:



Latte
30ml espresso
+ 120ml milk
Cost:



Americano
30ml espresso
+ 120ml water
Cost:

Coffee	9.000	vnd
Milk	0	vnd
Equipment	137	vnd
Total	9.137	vnd

Coffee	9.000	vnd
Milk	1.000	vnd
Equipment	137	vnd
Total	10.137	vnd

Coffee	18.000	vnd
Milk	0	vnd
Equipment	137	vnd
Total	18.137	vnd

Coffee	9.000	vnd
Milk	4.800	vnd
Equipment	137	vnd
Total	13.937	vnd

Coffee	9.000	vnd
Milk	4.800	vnd
Equipment	137	vnd
Total	13.937	vnd

Coffee	9.000	vnd
Milk	0	vnd
Equipment	137	vnd
Total	9.937	vnd



So many Brands to **choose from** !

Now you know the equipment that you need to select.

There are many brands available and many shops selling those.

Consider that you first of all need reliable equipment. Nothing is worse than your equipment is out of order - then you have all the cost to run your shop and nothing to sell. That is why professional coffee shops trust proven brands. Look what larger coffee chains use.

A small tip

The last place you want to save money is the grinder.

A good grinder is where good quality starts and it is worth spending some money here!

Also you should consider to buy from a shop that offers service and spare parts - so if something goes wrong, your equipment is fast up and running again.

Brands Of Automatic Espresso Machines

Made in Vietnam

None

Made in China

 **KALOR**

Dr. coffee

Made in Germany

WMF



Made in Switzerland

schaerer
swiss coffee competence

 **rex-royal**

EVERSYS

Brands Of Traditional Espresso Machines

Made in Vietnam



Made in China



Made in Spain



Made in Italy



Made in Germany



Brands Of Traditional Espresso Grinders

Made in Vietnam



Made in China



Made in Spain



Made in Italy



Made in Germany



Brands Of Specialty Coffee Machines

Made in Vietnam

None

Made in China

None

Made in Holland



Made in Italy



BARISTA'
ATTITUDE

Made in American



SLAYER

Brands Of Commercial Blenders

Made in Vietnam

None

Made in China

**Hamilton
Beach.**

Made in Taiwan

JTC 
OmniBlend

Made in France


SANTOS

Made in The US

 **Vitamix.**

 **blendtec.**



I really want to succeed
**Can you recommend
the best machine
for me?**

Now you know all about the most important brands in the coffee sector.

Need help to select?

Here is what we selected for the case studies you saw above!



The team from Cubes Asia wishes you good luck & a great start into the coffee business



Cubes Asia Co., Ltd.

Thank you!

HOSPITALITY EXPERTS

Please call our hospitality expert for a competent consultation

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Equipment Contact

Mrs. Nhi

☎ (+84) 909 567 960

SAIGON SHOWROOM

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Phường An Lợi Đông, Thủ Đức, Hồ Chí Minh

Showroom Manager

Mrs. Nga

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Service Contact

Mrs. My

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HANOI SHOWROOM

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Quận Ba Đình, Hà Nội

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