

# 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>2</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

CRANE

MERCHANDISING SYSTEMS™ A Crane Co. Company  
NATIONAL VENDORS®

<sup>1</sup> SCAA 2005

<sup>2</sup> Results of field testing

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# G·E·N·E·S·I·S

A NEW BEGINNING FOR TABLETOP MACHINES



Pictured with optional base.

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.

## 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/topping	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

Crane Merchandising Systems reserves the right to alter specifications and availability without obligation on machines purchased before or after such changes are made.

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