



# NEW mobile coffee corner

GLOBAL TRADE MARKETING

June 2023

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# Target

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The **mobile serving Corner** is a potential solution to **enhance sell out**.

It could be ideal for:

- 1) businesses who want to push an **external take away service** pushing up-selling & cross-selling
- 2) small **events where you need a smart and practical solution**

# Starting point



We cleared the stock of the outdoor corner, code 23377.

Listening to the inputs and suggestions received by several of you that the previous solution had the following limits:



- 1) Too heavy:** weight of 140kg. Need of 4 persons to move it
- 2) Too big,** considering that it has to be a smart solution mainly for Ipso prof machine and seasonal products (Cold Brew and illycrema) -120 (w) x 70 (d) x 110 (h)
- 3) Too basic** in term of design
- 4) Not enough space** for service to consumer

We worked on an alternative that we present you now!

# A new illy design pattern

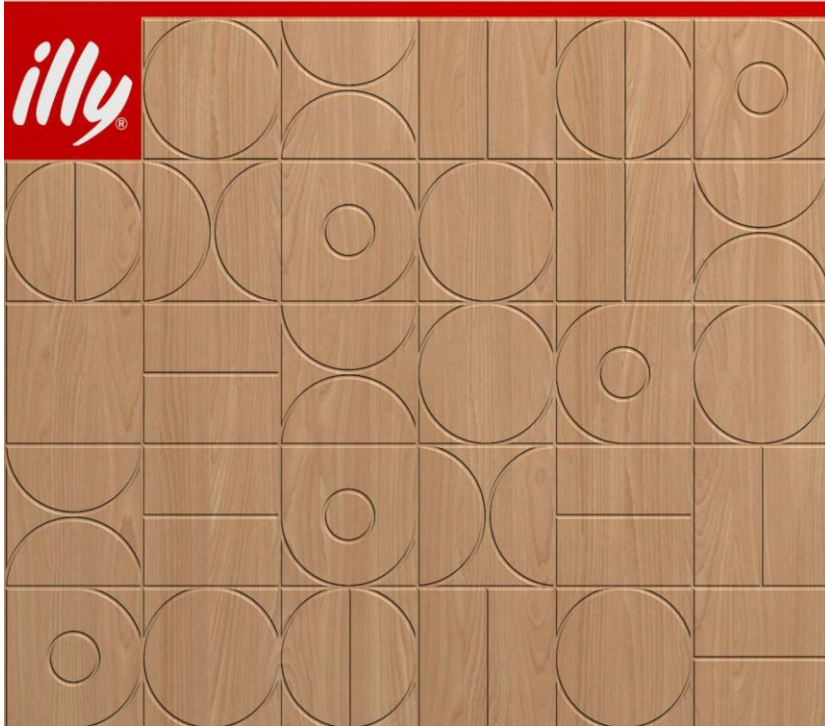
— Drawn from the key equities of the brand: the squared logo and the circular cup.





# Easy to adapt on different finishing

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A pattern to be applied on a wooden surface giving a touch of elegance and without being too impactful.

The pattern is engraved.

# The result

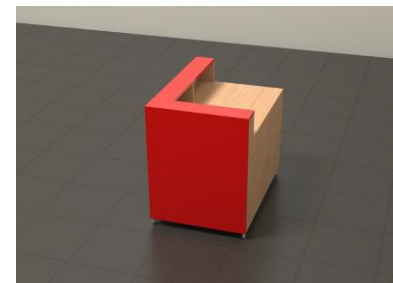
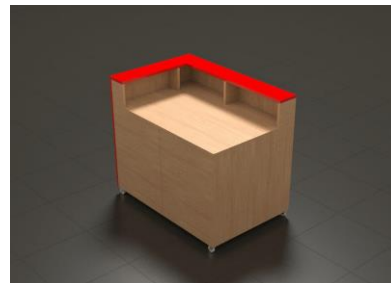
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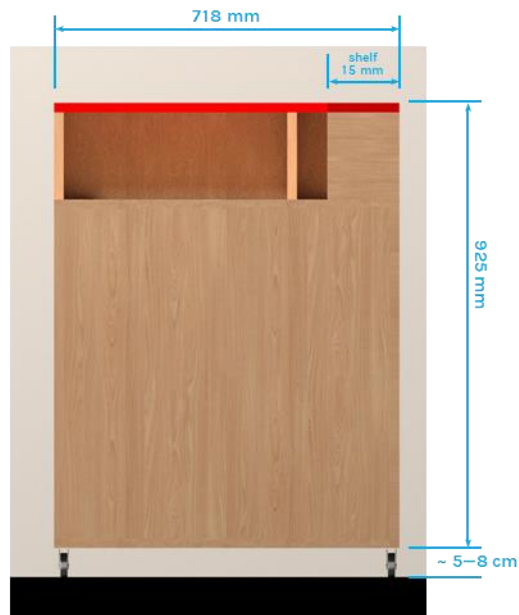
A new coffee corner mobile solution.

Details:

- More compact: measure mm 108(w) x 718(d) x 925 (h). Almost 12 cm less in width vs as is.
- Lighter: it will weight roughly 65kg (vs current 140kg)
- Movable
- Holes for cables
- Equipped with an area to serve the coffee
- Equipped with an hidden area for service accessories
- Enriched with an elegant engraved design
- Oak wood and iconic illy red
- Fireproof material



# Measure details



Detail of the storage area for operator

# Possible setting

The NEW module is more compact, BUT suitable for different configuration as following:



X2 and accessories such as dispenser



Y2 and accessories such as dispenser



Cold Brew Blade and illycrema





# Extra details

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This is how we improved the service area:

- Introduction of a top shelf to better serve the final consumers, with red institutional colour
- Saucers, cups and service stuff can be hidden below top shelf and practical for the bartender



# Simulation - dehors





# Simulation - during event



# And now it is your turn!

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If this is the solution you are looking for, **share with us your forecast for a potential need of 12 months rolling.**

Based on the first production cost received, **the price is of roughly € 845/USD 887 per unit (it will change based on final production numbers)**

From production GO, **it takes 4 weeks to have it in stock** (excluding August)

Item code: in progress

Share with us your forecast filling in the file in the mail latest **by June 30°**

