

# SANREMO HIGHLIGHTS

THE  
FUTURE  
IS  
BRIGHT

ARABICA01

28

# EDITORIAL

CARLO DE SORDI

The external events that impact our lives are often surprising and can be interpreted in different ways. They confirm that things around us are constantly changing in unpredictable ways. The last two years have taught us to rethink the future without taking anything for granted. We suddenly found ourselves disoriented with respect to the points of reference that we had previously considered fixed and unwavering.

HOST showed us that there are some things we can be certain of.

We are a group, we are a family, we are solid, present and passionate. We all work with commitment and determination, always looking ahead. We are tireless because we believe in the path we are taking and the results that will come. We are thrilled by the feedback that we have received on the new products presented at HOST. Even the statistics of interactions on social networks confirm that our percentage growth rate is the highest of all our competitors, a sign that at the moment we are the company arousing the most interest: our products have something to say and go straight to the heart. This makes us very excited about what lies ahead. Indeed, the future seems to hold great potential.

I'd like to express my deepest, heartfelt thanks to all the Sanremo personnel who make it possible for us to be what we are with their dedication and commitment, both to long-standing employees and the newcomers who are contributing to our development with new energy. The company's numbers tell of a constantly growing trend, in resources, turnover and even investments. Thanks also to all the external resources that dedicate themselves to and treat Sanremo like family: to distributors and agents; to SWAT members who during this rarefied period of time are contributing to the development and testing of new products; to the creatives of the DOC group and finally to our suppliers.

I often wonder where the strong sense of belonging that unites us comes from and what drives it. I believe that it comes from the strong values and clear objectives that we convey and share: the journey that began 20 years ago continues to excite us, it continues to open up new opportunities and it's as if we wish it would never end. We're all highly motivated, looking beyond the horizon but enjoying the present. Those who work and collaborate with us are involved in this dynamic, which is like real life: it can sometimes be tiring, but it's also exciting and satisfying.

It is with this frame of mind that we are preparing for the coming months: the production and sale of the YOU and the X-one grinder will begin, and the development of new machines to renew the entire range will continue... some interesting announcements have already been planned for next summer. Indeed, we're investing in all directions to increase our brand awareness worldwide. The front we're most focused on is the strengthening of our positions abroad by inaugurating new branches and showrooms. Some have already opened, in Milan and in the USA, others are almost there, such as the headquarters in London, and more will come in the future. Our presence will be increasingly strong in all the key areas of development and influence in the coffee, food, design and innovation sectors.

We concluded 2021 satisfied and strongly motivated, our passion having proven to be stronger than all the events of the past year. The hope is that by pursuing this path the future will continue to smile on us.



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# THE BRAVE INSPIRE



Carlo de Sordi  
Chief Executive Officer

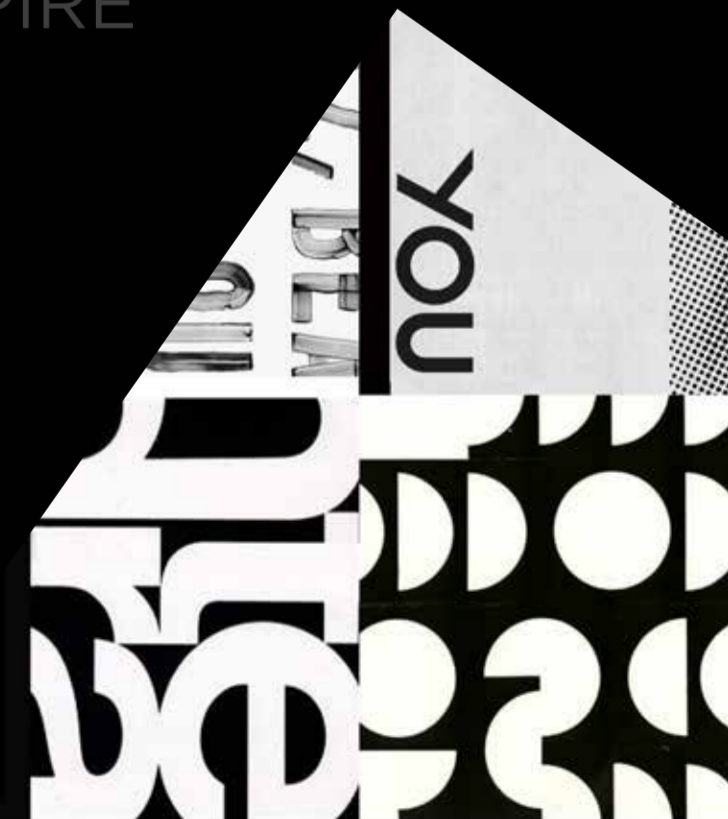
# MADE FOR YOU BY SANREMO

THE NEW SINGLE GROUP MULTI-BOILER MACHINE,  
NOT ONLY FOR THE PROFESSIONAL MARKET.

Designed to allow total control of the extraction parameters and then... it's all up to you.  
YOU was born to be more than a professional tool.  
It is a personal assistant, thanks to the possibility of creating manual settings and saving them by inventing original recipes.  
Inspiring you to continue to experiment, improve, dare.



YOU WORK  
YOU STRIVE  
YOU GIVE  
YOU NEED  
YOU CREATE  
YOU FEEL  
YOU INSPIRE

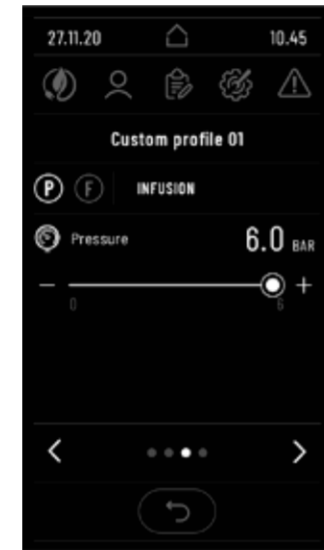


# YOU CREATE

## USER-FRIENDLY

The touch-screen display is intuitive with inspired navigation menus to the smartphone APPs.

- Quick menu:** choose three extraction profiles which can be accessed with a single touch.
- General menu:** all functions are easily reachable, even washing and technical assistance.



## CUSTOMIZABLE PRESETS

Extraction profiles customizable and savable:

- 6 standard profiles with optimal parameters presets
- 12 completely customizable profiles in all 3 extraction phases, with a capacity to disable pre-infusion and post-infusion
- Set your manual profiles from the Paddle



# YOU

MADE FOR YOU BY SANREMO

# YOU WORK

COMPLETE RELIABILITY FROM THE SANREMO GROUP

## CONSTANT STABILITY

Even after prolonged dispensing, thanks to the **electronic control of pressure and temperature.**

## MULTI-BOILER

The boilers for both the coffee and the auxiliary services are made from **AISI 316 stainless steel**, and are **fully insulated** to improve yield and energy efficiency.

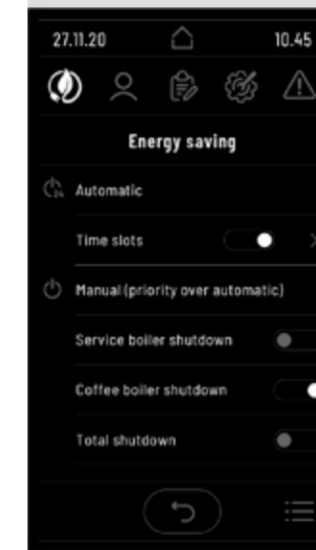


## ENERGY EFFICIENCY

Setting:

- Automatic:** allows the user to associate up to 6 daily time frames.
  - Manual:** allows the user to turn the machine or the individual boilers on and off manually.
- Two programmable modes:
- Stand-by:** low power consumption condition, compliant with the ErP Directive (2009/125/EC).
  - Eco:** keeps the machine on, but at a **reduced temperature** for quick start-up.

For both, the user can enable the **Energy Saving** function, which automatically turns the machine off after the set time.



# YOU PLAY

## YOU ARE IN CONTROL

- Take control by using the **Paddle to create or edit your extraction profiles** in both pressure and flow mode. <sup>(\*)</sup>
- Monitor the **extraction process in real time** by viewing it on the display in three different modes (A/B/C).
- Memorise your favourite settings** to retrieve them whenever you want.



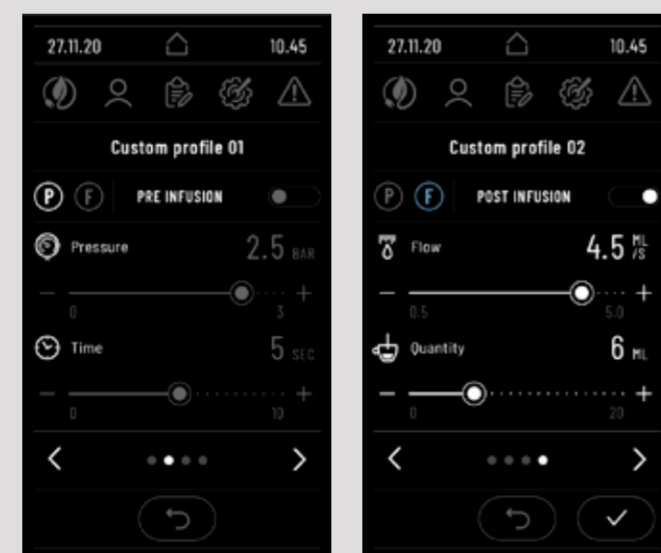
A. Real time display: **numeric priority**

B. Real time display: **progress bar priority**

C. Real time display: **graphic priority**

## 2 EXTRACTION MODE

Set your extraction profiles in **Pressure** or **Flow mode**.<sup>(\*)</sup>



## FRESH WATER

**Instant freshly heated water** for higher quality infusions.

Removable 2.5 litre tank with built-in level sensor. Compact tank size to **avoid prolonged water stay** and to improve the total quality of the final product.

**FULL CONFIGURATION** Equipped with **tank** and **water mains connection**.

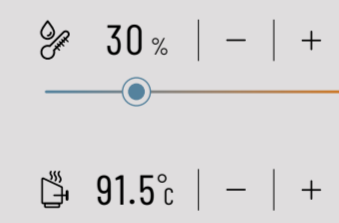


## 70 LITRE 24V VOLUMETRIC PUMP

Excellent stability during pressure/flow profiling, even when the intake pressure changes.



Body in AISI 316 stainless steel with electronic control and management with pressure transducer.



## EASY SERVICE

The flap opening on the back allows for easy maintenance of the electronic components.

## CONNECTIVITY

USB port for exporting extraction profiles in .csv format or importing new ones. Create your personal database and share it with whoever you want. The USB port also allows the user to import/export machine configuration parameters and perform updates.

WiFi module<sup>(\*)</sup>

## SPEED AND ERGONOMICS

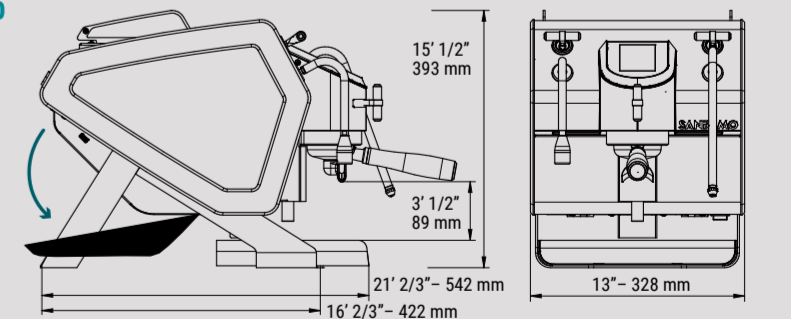
**Start / Stop levers** to activate water and steam with just one click.

**Steam and water wands Cold Touch.**



## TECHNICAL DATA

Version 1	220-240V	50/60 Hz	2.20 kW
Version 2	110-120V	50/60 Hz	1.65 kW
Version 3	100V	50/60 Hz	1.70 kW
Steam boiler capacity	1 lt		
Coffee boiler capacity	0.5 lt		
Coffee boiler resistance power	500 W		
Net weight	32 kg		



## VERSIONS

<b>Black</b>	matt / glossy (frames)	RAL 9005
<b>White</b>	matt / glossy (frames)	RAL 9003
	legs and sides	RAL 8019
<b>Custom Kit<sup>(*)</sup></b>	sides leather or wood	
	lever knobs and paddle lever wood	

**24V ELECTRONICS**  
The low voltage ensures excellent safety and built-in diagnostics.

<sup>(\*)</sup> Flow mode, WiFi module and Custom Kit during the year 2022

# X-ONE

THE FUTURE IS ALREADY HERE

Sanremo is revolutionising the concept of grinding, working from one fundamental point: to preserve the characteristics of each coffee, from the bean to the cup.

X-ONE is high precision innovative instrument made to create a new approach to the grinding of coffee, preserving all of its aroma and volatile compounds.

The inspiration comes from the bartenders: to protect the whole coffee bean, to grind just what you need just when you need it.

Without loss of aroma, without product waste, with constancy and repeatability.

## 3 GRINDERS IN 1

**Double hopper of 1.2 kg**  
able to have two different types of coffee, with independent dosages.

**Bypass drawer:**  
it's possible to make a grind ad hoc, with a third type of coffee.

## PRE-PREPARED GRINDING

X-ONE is the only coffee grinder which integrates a system of **weighing of coffee beans before grinding releasing the predetermined amount**, thus preserving all the aromas of coffee.





DESIGN AND PRECISION

The choice is yours! X-ONE is at your command: you can set **grinding speed**, **distance between the grinders**, **weight of the coffee** from grind.

**Electronic and micrometric management of the distance between the grindstones**, in order to quickly adapt it to the pre-set in use. The regulation of very high precision and an effective system compensation of mechanical clearances make the **granulometry repeatable over time**, even through moments of intense use.

**Grinding speed**  
1000 rpm / 1200 rpm / 1400 rpm independent for each hopper.  
Possibility of setting a 4<sup>th</sup> custom speed (range 950-1450 rpm) from the display.

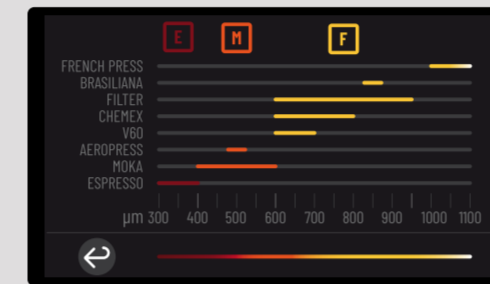
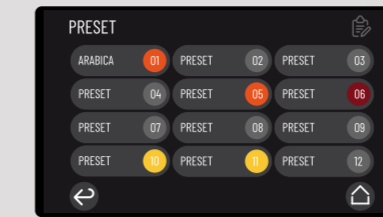
**Inverter high performance**  
The grinding motor's speed and torque remain constant, even under different installation conditions.

Available in the following versions:  
100-127 Vac 50/60 Hz 1500 W  
200-250 Vac 50/60 Hz 1600 W

**Dosage**  
\_ independent for each hopper  
\_ the **precision balance** allows you weigh from 7 to 30 g  
\_ the automatic **pre-dispensing function** freshly brews a new dose of coffee as soon as the previous one has been consumed, **increasing productivity**.

SAVE YOUR PRESETS

X-ONE is at your service with **12 presets that can be set with mixed speeds, grain size and weight**, to better manage the different types of coffee and covering every need, **from the filter to the espresso**.



**4.3" HMI Display in tempered glass**  
Clean crisp graphic interface to keep everything under control. Researched design for maximum visibility during the grinding process.



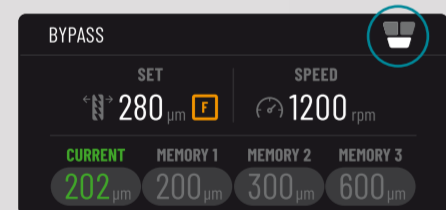
**Connectivity**  
USB port for exporting the dosing pre-sets and grinding parameters stored on your X-ONE to .CSV files or for importing new ones. This way you can create your own personal database and share it with whomever you want.  
  
The USB port also allows the user to import/export machine configuration parameters and perform firmware updates.

WiFi module during the course of 2022



BYPASS

The bypass drawer it's a **third independent hopper**, both for "Single dose" use and as a function "Grocery" (contains up to 250 grams of coffee).

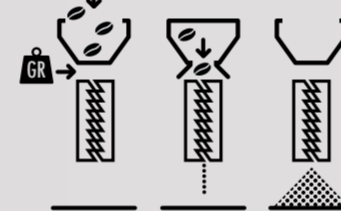


When the door of the grinding chamber are open, the touch display allows you to set the distance between the grinders and the desired speed for the bypass, through customisable presets.



EMPTY CHAMBER GRINDING

After each delivery, the grinding chamber it is **always released** guaranteeing low retention in the grinding system.



**Benefits:**  
\_ Adjustment of the grinder facilitated after each dispensing, without waste.  
\_ No risk of rancidity of the residual product.  
\_ Easy coffee change, avoiding product loss.



**Vertical flat grinder Ø 98 mm**  
This is the ultimate in performance and durability, engineered for both espresso and filter coffee. The "Black Diamond" DLC treatment facilitates the output of the ground coffee thanks to the low coefficient of friction which, combined with the particular chamber of grinding, reduces the electrostaticity of the coffee.

Indication of the **temperature outside the grinder** on the display in order to more accurately adjust the grinding throughout the day.

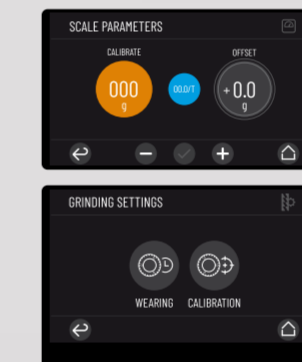


The name of the coffee variety in use can be applied to the hopper using a magnet.



Removable filter holder for greater convenience during the filling of the takeaway bags and adjustable to adapt to different sizes.

Removable dust plate.



Through the **menu** you can constantly monitor the state of health of the machine, regulate and adjust, calibrate the balance (resetting to zero), use the Purge cycle and complete cleaning of the machine.

**Cleaning**  
Native hopper cleaning functions and automatic grinding motor release if the outlet becomes blocked or clogged. Dosing hopper auger removable without tools to facilitate internal cleaning.



Weighing basket completely removable for easy cleaning.

**Ventilation**  
Electronically managed cooling system with built-in diagnostics.

**Easy service**  
Maintenance is not a problem, thanks to the easily removable panels and the dislocation of components.



4 adjustable feet.

# A GLOBAL TEAM

Sasa Sestic and his team of baristas prepared for the WBC at the Sanremo Hub in Milan



**Sasa, during HOST you had the opportunity to visit the new Sanremo Hub in Milan: what did you think?**

It's an extraordinary place to meet and interact with coffee professionals from all around the world. What I like most about it is that there's a real sense of community. The first time I went, I immediately felt right at home. That's why it fully conveys the Sanremo spirit... because Sanremo stands for family, connections, working together, innovating, and ensuring absolute perfection right down to the slightest details.

**But it's not just a meeting place: did you get a chance to put the training facilities to the test?**

Yes, I put it to the test while preparing five competitors for the World Coffee Championships: Matt Winton, Sam Corra, Kyounggha (Charlie) Chu, Hugh Kelly and Martin Shabaya.

We trained day and night, and some of us even slept there! The best part was that we were able to adapt the place to our needs. We set up three training stations so that we could all practice at the same time, and we really put the facilities and machines to the test.

**What was it like working there? Did it help you?**

The guys worked hard on the routines for their own competitions, but they also worked together and helped each other out. There was a terrific atmosphere among them, and the team spirit was incredible: there was a tonne of positive energy, and they were certainly ready to go when the competition began.

Matt became World brewer champion, Charlie won the World Cup Taster, and Hugh and Martin finished third and fifth respectively in the barista category. Martin, who's from Kenya, is the first African barista to ever reach the WBC finals.

I think that the support provided by Sanremo has been crucial for both Martin and Hugh. But it was especially important in Martin's case, as it gave him the opportunity to do some group work, to work on his presentation, and to taste the coffees together, because we'd only had Zoom meetings up until then, and we'd never met in person before.

He made history by becoming the first African competitor to take 5<sup>th</sup> place in the world ranking, and that will be extremely encouraging for all African baristas. I think we should be happy and quite proud, because together we helped him reach an extraordinary milestone!



Kyounggha (Charlie) Chu  
1<sup>st</sup> place World  
Cup Taster



Matt Winton  
1<sup>st</sup> place World  
Brewer Champion



Martin Shabaya  
5<sup>th</sup> place World  
Barista Champion



Hugh Kelly  
3<sup>rd</sup> place World  
Barista Champion



# X-ONE: TRUE INNOVATION

Fabio Verona presents the new coffee grinder to his colleagues: "Put it on your wish list!"



Fabio Verona



"Wonderful": this was the word that SCA trainer Fabio Verona used to describe the X-ONE live during the HOST exhibition. According to Fabio, out of the numerous innovations introduced by exhibitors at the international catering exhibition, the Sanremo coffee grinder stood out, as it represents a true innovation, and not merely an improvement in performance.

Directly from the Sanremo Instagram page, the "coffee chef" illustrated the characteristics of the product, which he helped develop together with the Sanremo engineers, for all of the page's followers and coffee lovers. "It's truly unlike anything else currently available on the market," he announced. "It's super easy to use, adjust and clean. But, for me, the most important feature is that it's two on-demand grinders plus one, all in a single unit. In addition to the two hoppers, in which two different types of coffee can be used independently, there's

also a by-pass access that allows us to do practically anything we want, using any type of coffee, and at any level of roasting, whether for espresso or for filter use. Insane!"

Fabio subjected the X-ONE to his personal stress tests, and even reviewed it on his blog, "Arabica 100 per 100".

"The most unique feature of the X-ONE," he writes, "unlike all other gravimetric grinders on the market, is that it weighs the beans before grinding them. Just like with specialty coffees, for which we weigh the beans in a glass before grinding them... but this does it on its own, thanks to its particular bean conveyor system. For me, the most pleasant surprise was the possibility of customising the blend directly in the filter holder using the different beans present in the hoppers, adjusting it each time based on the customer's preferences."

Pending its official launch on the market in the spring of 2022, Fabio has already advised all baristas to "put it on your wish list..."





# LONDON CALLING

COUNTDOWN TO THE NEW SANREMO HUB

UNITED KINGDOM



With numerous plants and abundant light, the warm colour tones and natural materials throughout the various areas of the showroom, namely milled walnut and stone, are combined with metallic and concrete elements to create a relaxed and informal feel.

The display cases themselves have a fashion-like appeal that's intended to pique the interest of a wider audience, an not just the industry professionals.

A lounge-bar area separates the commercial area from the distinctive "workshop" zone, which will be used to host training days, competitions, conferences, and events, thus rendering the hub a place where people come to meet and exchange ideas, as a full expression of the Sanremo philosophy.

The work on the new Hub is currently in full swing, and the *grand opening* is scheduled for next spring.

Stay tuned!

The international journey that will bring the Sanremo style to major world cities begins in London, offering a new and unique experience for both coffee professionals and coffee lovers alike.

Located just a stone's throw from Knightsbridge and the Royal Albert Hall, the new London hub will be the poster child for the new aesthetic language developed for Sanremo Coffee Machines.

In addition to showcasing the brand's product range, the hub is also intended to be a permeable place where everyone can exchange knowledge relating to the coffee world and the coffee supply chain, perform training activities, and discover the latest trends and technologies in the field.

This flexible environment, in which the Sanremo style gains new momentum, consists of a showroom, a training area, an events area, and a lounge, all coexisting in alternation.







# TOGETHER AGAIN

HOST 2021: AN EXCITING NEW EDITION



After two years of maintaining long-distance contacts, coffee industry professionals finally had the opportunity to meet in person once again last October at Milan's international hospitality and catering exhibition. HOST 2021 was smaller with respect to previous editions in order to ensure compliance with the new safety provisions. But despite these conditions, the event proved to be a very positive experience. The desire and the excitement to meet face-to-face once again likely served as a stimulus for the event, which proved increasingly successful with each passing day.

*"You could feel the coffee industry's optimism in the air: everyone was ready to get started again,"* said Danilo Llopis, the Sanremo R&D Manager. *"It really gave us a boost to see all our customers, colleagues and competitors again. Dialoguing with industry professionals is always a good way to make sure you're headed in the right direction. Looking back on it, we were really excited to introduce two new projects to the market in which we had invested considerable passion and dedication during the previous two years: the YOU and X-ONE."*

We immediately received extremely positive feedback from customers and prospects alike: the YOU was highly praised for both its aesthetics and its technical functionality, while the X-ONE drew considerable interest from individual baristas and roasters, as well as from larger clients and chains. *"Customers were so impressed with these new machines that they even wanted to place orders and pre-orders before finding out how much they cost,"* noted Eleonora Fontebasso, a Sanremo export sales assistant.



While the heart of our stand has traditionally been the Arena area, where baristas and coffee enthusiasts can meet with our experts and try out our machines directly, the stand has always distinguished itself for its openness and family-like hospitality. What's more, following two years of closures, Sanremo decided to renew its set-up for this edition. In an effort to convey a closeness tonature and a sense of well-being (elements that we must strive to win back at all costs), the partitions were replaced with plants, thus transforming the traditional "living room" style meeting area into a vibrant garden. This message was casually received by the numerous guests who came to visit us, and provided for a very pleasant experience, and for this we are sincerely grateful to them.





# A GOOD COFFEE MUST ALSO BE ETHICAL

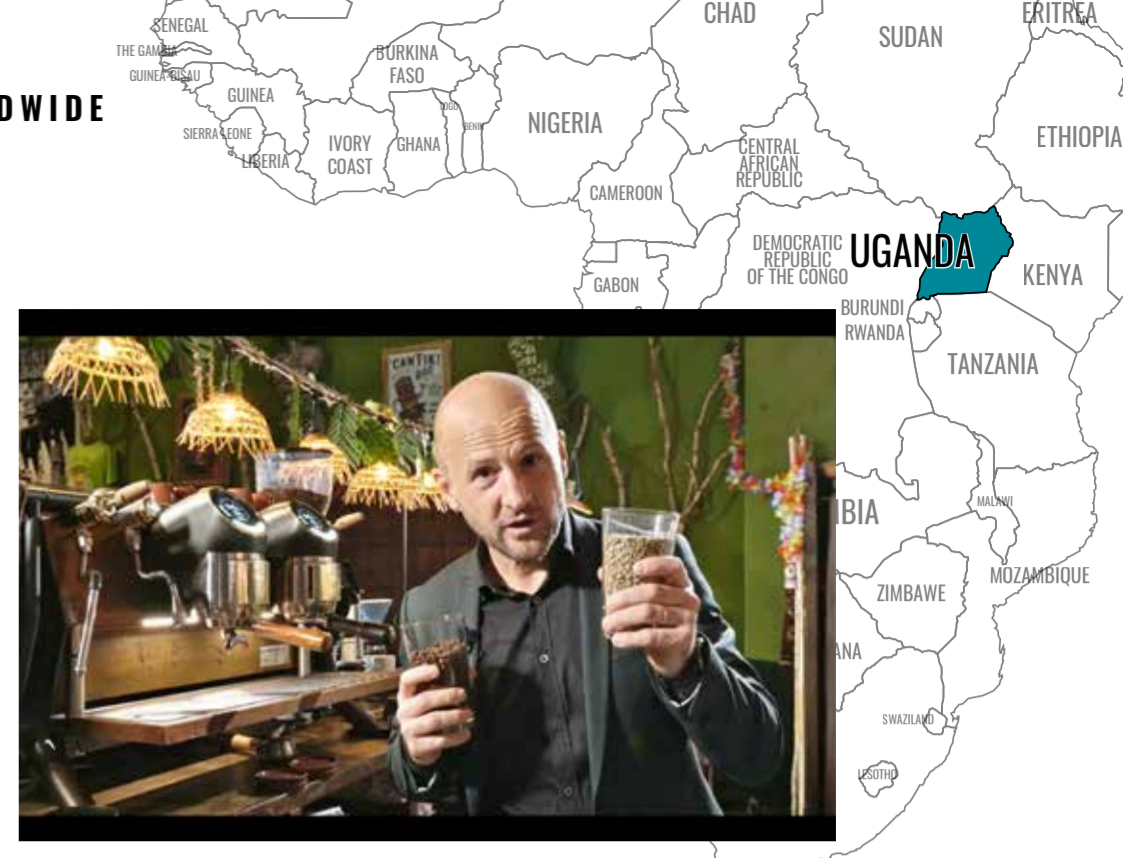
## THE COFFEE HUNTER

Francesco Sanapo brings his documentary on the pursuit of the finest coffee beans, and a more equitable future for Uganda, to SKY

*the coffee hunter*



Quale è il costo di un caffè selezionato in Uganda?



The culture – and ethics – of specialty coffee have taken centre stage on Gambero Rosso Channel thanks to multiple time champion barista and coffee taster Francesco Sanapo. Followed by director Stefano Conca Bonizzoni, Sanapo scoured Uganda in search of the finest coffee beans, visiting plantations, roasting plants, forests populated by gorillas, and slums where local boxers dream of making it big. His adventure was transformed into a two-part documentary: *“the Coffee Hunter”*, which aired on SKY’s Gambero Rosso Channel on 25 and 26 December 2021, and again on 1 and 2 January 2022.



Sanremo was a co-sponsor of the expedition, in light of the commitment that it shares with Francesco to raising awareness and creating a culture of greater sustainability and equity in the coffee sector. This documentary does so in spectacular fashion.

Amid scenic views and rhythmic music, this documentary shines a spotlight on the contrasts of a country where destitute people produce some of the world’s very best coffee (even selling it below cost). Often without ever having tasted the product itself, and completely unaware of its value.

“The Coffee Hunter” sends a poignant message: if we truly love coffee, we must be willing to acknowledge what lies behind each cup, and recognise its value, without turning a blind eye to a pricing system that exploits the producers and generates poverty. Because “a good coffee must also be ethical”.



Dovrai provarlo tu una volta arrivato a casa



# THE TASTE OF SPECIALTY COFFEE

4 STYLISH LOCATIONS WHERE THE BEST COFFEES CAN BE ENJOYED

AUSTRALIA



## Major Mitchell

Situated in a former post office from the 1950s, Major Mitchell represents a dream come true for its owner, Katie Devic.

It's a vision that's become a reality: you can feel the magic as soon as you enter the venue, with its bright pink entrance, pastel-coloured walls decorated with floral arrangements, and its pink-speckled terrazzo benchtop. While Major Mitchell also serves a classic Australian brunch, the speciality that made it famous is its "Candy Shop" coffee blend, also known as "the coffee version of a strawberry milkshake."



## AU79 Chadstone

The Au79 group has opened its newest location in Chadstone, inside Australia's largest shopping centre. This new venue is more than just a simple Café... it's an experience to be enjoyed. To make it happen, the AU79 team drew inspiration from the fields of fashion, lifestyle, and coffee culture. Designed by the award-winning "Mim Design" interior design studio, the new café exalts a combination of natural and rustic elements derived from various aspects of human culture, resulting in a must-see destination for everyone who visits Chadstone.



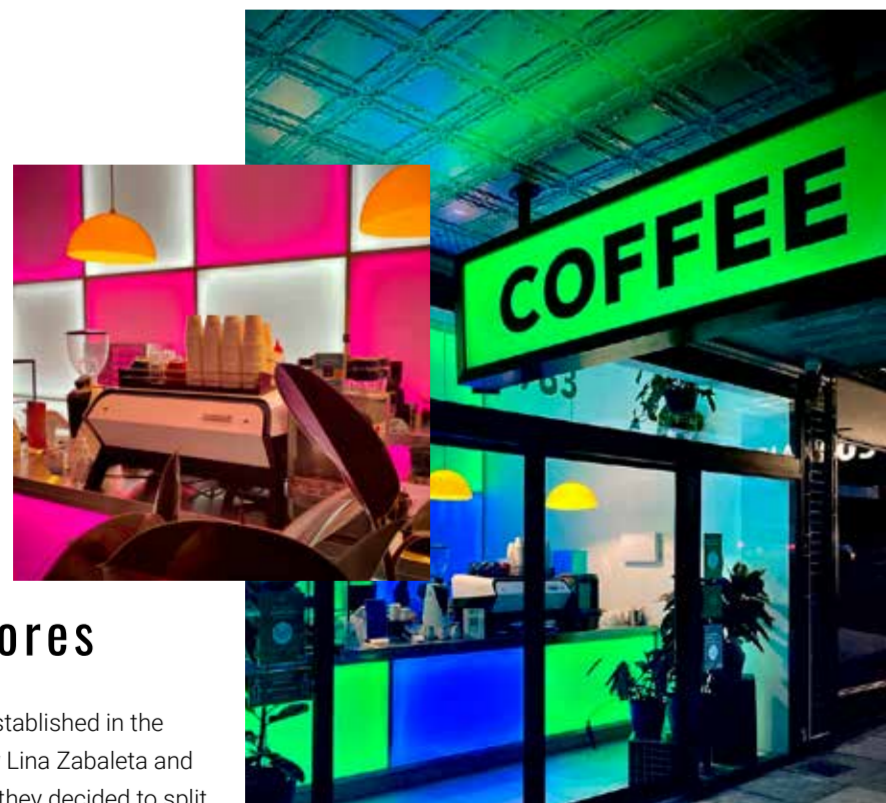
## Veda

Veda isn't just a place to have a coffee, enjoy dinner, or purchase groceries. Veda is a lifestyle inspired by the values of honesty, transparency, and integrity. Veda offers a reliable place where the local community can come together, find pure and authentic organic foods, and participate in educational events. Situated on Sydney's northern beaches, this Nordic-inspired space provides a perfect escape from reality.



## Cafe Colores

Café Colores was established in the workshop owned by Lina Zabaleta and Ben Menzies, when they decided to split their studio in two: they continued designing clothes in the back, and opened a coffee shop in the front. The two areas are separated by a translucent wall of backlit LED panels. These lights change every month, creating colour combinations that enhance the customer experience.



# LOLC CUBE

A DEDICATED LATTE ART CHALLENGE TO MARK THE OFFICIAL LAUNCH OF THE CUBE

RUSSIA



Rather than hold a simple presentation, in order to mark the new CUBE machine's official launch in Russia, Sanremo's exclusive distributor decided to organise the country's second independent Latte Art competition: "LOLC CUBE".

The competitors came from all over Russia to challenge each other in the specialty of latte art on the new CUBE machines, showing great enthusiasm for the new features and the excellent results they were able to achieve. The winner was awarded an all-white CUBE machine.

Sanremo Russia plans to hold another edition next year, during which the competitors will also have the new YOU single group multi-boiler at their disposal, for a challenge that will certainly prove to be extremely interesting!





# THE CUSTOMER SERVICE OF THE FUTURE

A PERFECT BALANCE OF PEOPLE AND TECHNOLOGY

SAUDI ARABIA

Sanremo Saudi Arabia has fully automated its customer service and the scheduling of maintenance interventions. This innovation has led to increased service efficiency, reduced error rates, and an improved customer experience.

Everything is managed via the app: customers can report problems at any time, quickly and easily. The customer service team receives the notification, analyses the request, contacts the customer for more information (if necessary), and responds or schedules the intervention.



**50%**  
REDUCED CUSTOMER MANAGEMENT TIMES

**40%**  
IMPROVED CUSTOMER SATISFACTION

**300 (+500%)**  
TICKETS MANAGED IN A MONTH

It only took two months to automate everything: Sanremo Saudi Arabia developed its own proprietary app from scratch, based on the Dart programming language and on the Flutter open-source framework. The developers then linked the app to Google forms and rendered it operational.

The first online ticket was submitted on 2 February 2021. Ever since then, the Sanremo Saudi branch has been receiving and handling as many as 300 tickets per month, as opposed to the 60 intervention requests previously received each month. This app has not only allowed Sanremo Saudi Arabia to optimise its front-office processes, but also to obtain precise statistics on the types of interventions required, as well as the accurate information needed to isolate the problem and, above all, resolve it more quickly.



# COFFEETIME

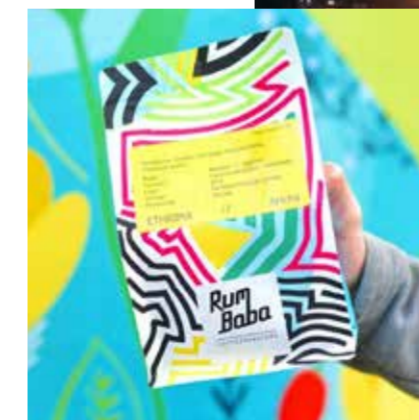
THE PASSION (FOR COFFEE) NEVER ENDS

SLOVENIA



Sanremo's mission? To provide baristas with innovative tools designed to facilitate their work and help them obtain the very best results. And the experience and determination of those who never give up are two of the best tools that any barista could hope for.

In an effort to attribute greater value to these tools, Sanremo has decided to support the new communication project to be launched by its partner Coffeetime in 2022: a nationwide tour aimed at compiling a video/photo reportage of Slovenia's oldest bartenders at work behind the counter. The idea from which the whole thing arose? That of illustrating the world of specialty coffee from an authentic yet unexpected perspective: that even the baristas of previous generations have important messages to convey about their love for coffee and their passion for their work.



# RUM BABA

## COFFEE ROASTERS

WORKING WITH SANREMO MACHINES IS A REAL PLEASURE!

NETHERLANDS

Based in Amsterdam, the Rum Baba coffee roasting company has diversified its offering with three different outlets: a coffee shop, a brew bar and a shop. Thanks to the quality of its products and its welcoming environment, the coffee shop has become a neighbourhood meeting place. At the shop and brew bar, customers can not only purchase retail coffee beans, but can also sample different types, and draw inspiration to make their own coffee at home. In order to ensure that its baristas and roasters have direct and immediate control over all the extraction parameters, and to maintain them for both small and large volumes, Rumbaba has opted to use Sanremo machines at all three of its locations.

*"The ability to control and maintain high quality levels throughout the day, at all the locations, and the ability to facilitate the workflows, have significantly helped improve efficiency at every Rumbaba store. These machines are excellent allies, and we can see that our baristas really enjoy working with them!"* – Jeroen and Lusan, Rum Baba owner's.



# SANREMO R&D

## THE SECRET WEAPON: TEAMWORK

A group of professionals with different skills and roles, united by a sense of belonging, and a shared mission: to come up with solutions!

The Sanremo technical and R&D office is the place where ideas become reality, and where they sometimes have to deal with reality. The professionals who work there are the keepers of those ideas, and are the first to see them take shape. A team made up of individuals with different experiences and specialisations: a dynamic mechanism in which each component is essential to achieving the desired result.

The team is coordinated by R&D manager Danilo Llopis, and technical department manager Stefano Mermoud. The former has been with the company for 10 years, and the second for just 5 months, but they're both keenly aware of the value of teamwork, and share a common desire to continue innovating.

The first thing that Danilo says when he begins talking about the group is that, "the team concept is fundamental." "The old guard and the younger members share the same philosophy, determination, and enthusiasm. Our common goal is to turn dreams into reality. Because it all began with a dream that I shared with Carlo De Sordi: to create the dream coffee machine. The result was the Opera project, which ultimately transformed Sanremo. It was a revolutionary product, almost too advanced for the market, and the company had to muster all of its forces and believe in it profoundly in order to make it happen. Together, we built something important. And we continue to do so thanks to all of our colleagues, who do their very best every day."

"One of the most unique things about Sanremo," explains Stefano, "is that each of its machines is different from all the rest, in terms of both aesthetics and technology. The level of innovation is extremely high, and it's challenging to maintain. But the whole team wants to grow and improve. Once the designers have lit the spark, that's when we come on the scene transforming the drawings on paper into a physical product that meets the expectations of those who conceived it.

Once the initial idea has been analysed, we proceed with the design, calculation, verification, testing, and, ultimately, the development of the new Sanremo machine. And when it is ready, we analyse it again in order to identify any critical issues, and take the appropriate corrective actions. To do this, each team member needs to be involved, and everyone is willing to participate and swap roles depending on the project. It's an extremely stimulating and dynamic job."

### What's the most interesting thing about working for the Sanremo R&D technical department?

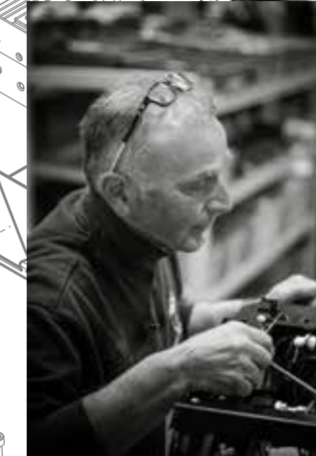
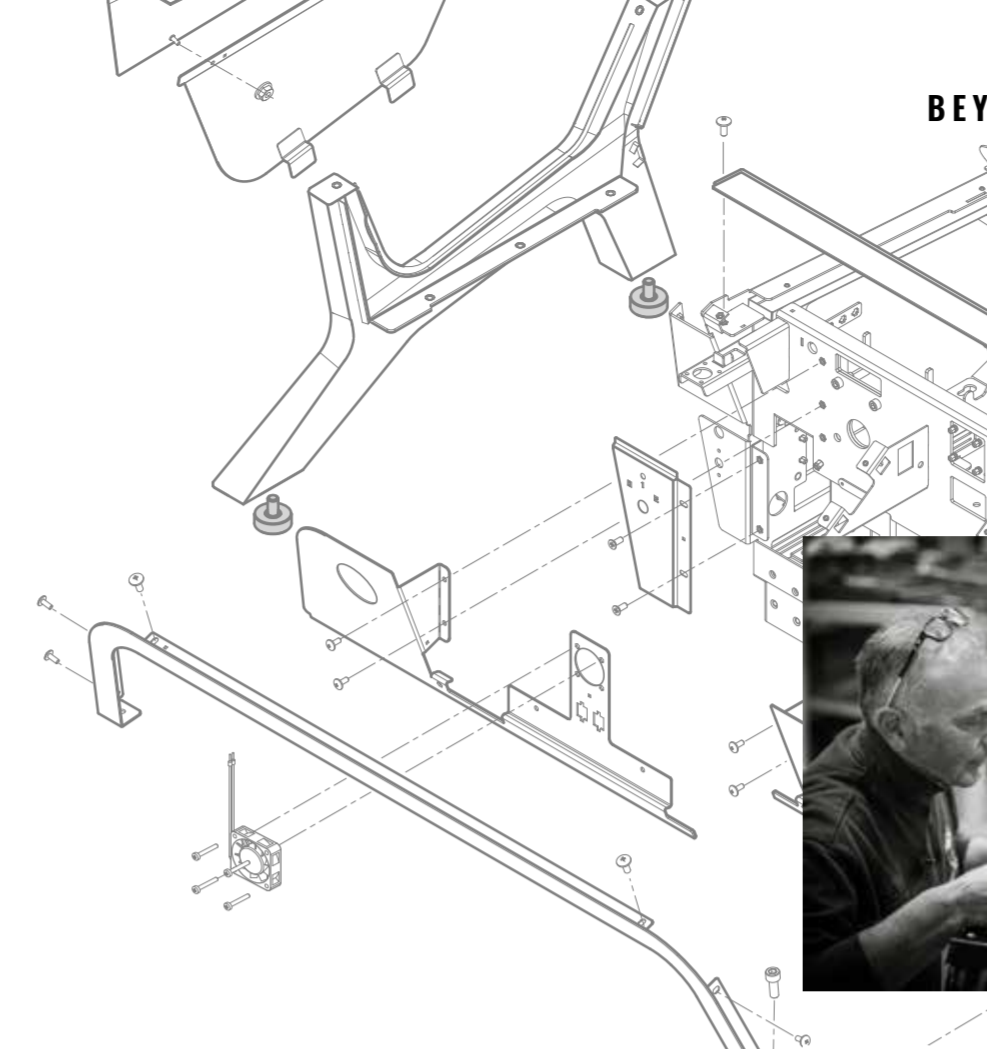
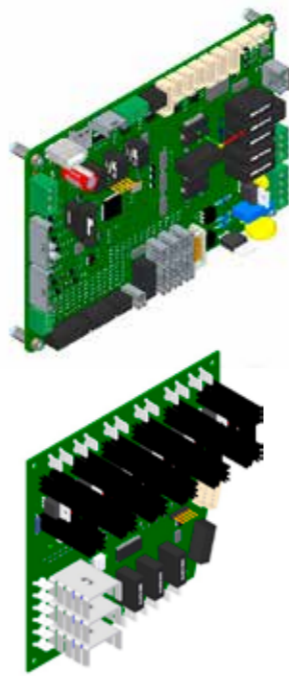
That's what we asked them.

#### Marcello Colusso - prototyping

It's hard to choose one aspect in particular: I've been with Sanremo for 22 years, practically from the very start, and I've seen many things and have had many important experiences with this company. I feel like I'm part of its history... and even its future, since right now I'm working on the machines that will be on the market next year! It's very gratifying, and not only work-wise: Sanremo makes me feel important every day... it's like a family.

#### Andrea Luvisotto - technician

What matters most to me is knowing that I'm helping to improve, facilitate, and expedite the work of those who choose our company's products. The process of bringing an idea on paper to life is extremely delicate. And my task in this process isn't just to arrive at the end result, but to do so taking into account the customers' feedback, to meet the performance expectations, and to maintain a broader perspective in order to ensure the very best in terms of usability. What we create will ultimately become part of the daily lives of those who choose Sanremo products, and who drink the coffee prepared using these machines. Our work has an impact on the quality of their lives, and I always try to keep that in mind while I'm designing each individual detail.



Marcello Colusso



Elena Salvioli

#### Luca Vedelago - technician

For me, Sanremo is my family: I've been working here for over 20 years, and during that time I've grown professionally, and I've learned a lot about time management and meticulous customer care. But, above all, I've learned that it's even okay to make mistakes: the important thing is to fix them as quickly as possible. The best thing about working at Sanremo is the feeling that you have the company's trust, and knowing that we're all working together for a common purpose. That's also what helps us overcome any tense or difficult times that might arise.

#### Elena Salvioli - technician

The most exciting thing is when they give us a project to bring to life, because the process of transforming it from a theoretical idea into an actual product is a real challenge. Every time I am presented with a new machine concept, my first thought is "Wow!" No matter how complex it may seem, we're always able to come up with or invent the appropriate technical solutions, because the most important thing for me is to respect the original idea. This collective effort requires everyone's collaboration, and we can always count on it.

#### Luca Giacomini - technician

I handle various things at Sanremo, but the most interesting one is prototyping: I enjoy watching a product be brought to life from scratch, and testing a newly created machine's functionality. If it doesn't work... we begin trying to figure out why, and above all, looking for the solution. The time it takes to retrace each step, figure out what needs to be changed, and fix it, can range from a few hours to several days, but it's always extremely gratifying to reach the end result and solve the problem. And to do that, we work as a group, involving different people, and analysing the problem together. I really like that!

#### Francesco Dal Bo - technician

What I like most about my job at Sanremo is knowing that every day my colleagues will give everything they've got to achieve the desired results, that I'm a member of a real team made up of people who share and collaborate, whether we're at the office or not. I feel at home here!

#### Luca Pegoraro - technician

I'm a designer, so my job is to solve problems. To do this, I have to make a real personal effort: this is the aspect of my job that engages me most. Another positive aspect is that the company gives me carte blanche to seek out solutions from both a technological and aesthetic standpoint, and this is a great motivator, because it makes me feel like they really trust me.



01



Luca Vedelago



Andrea Luvisotto



Luca Giacomini



Francesco Dal Bo



Luca Pegoraro



01

01 Opera (2013)

02 Cube (2021)



02



**SANREMO**  
R&D Lab

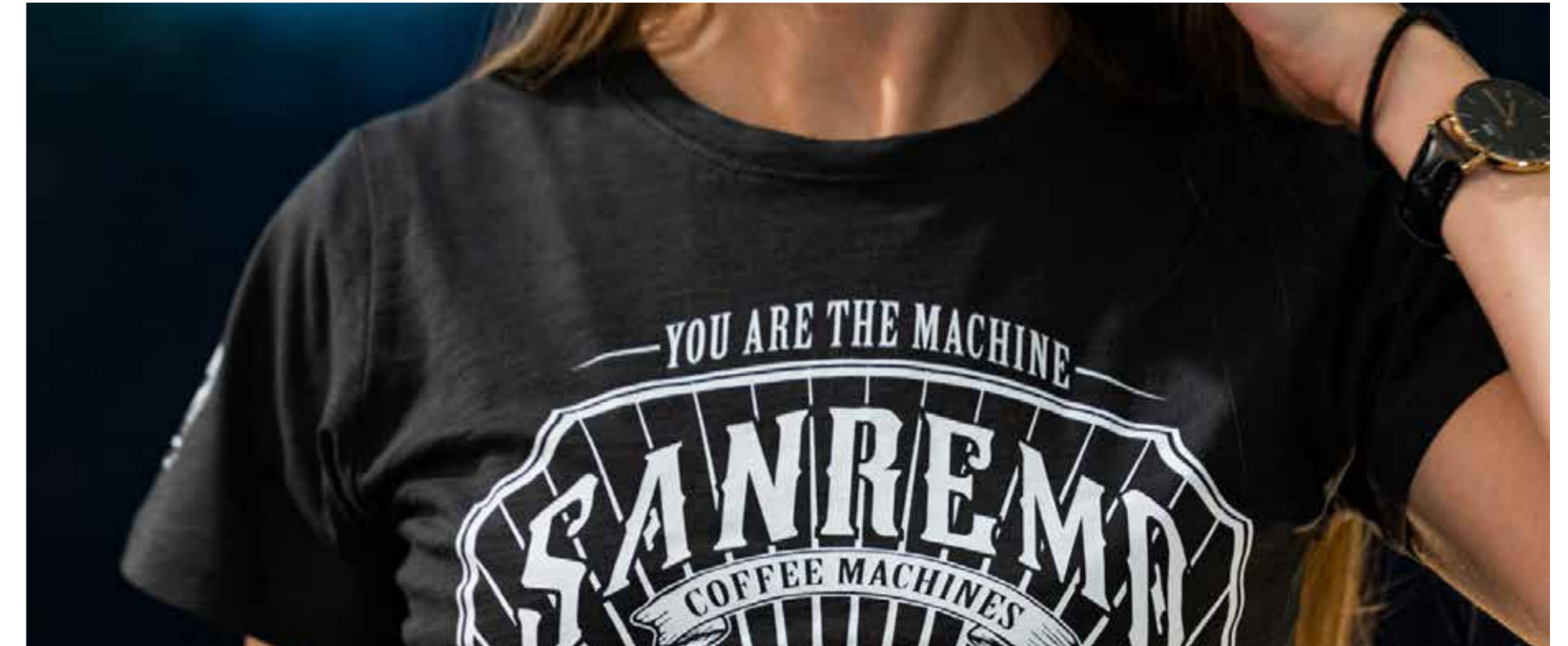
# MERCHANDISE

Ideal for use at any time of day, our new collection of branded institutional merchandise is sure to be a big hit with coffee lovers.

Designed with meticulous attention to detail and made with the highest quality materials, these exclusive items are true ambassadors of the Sanremo brand and its values.



01



02



03



04



04



- 01 Cotton shoulder bag (white)
- 02 Coffee/cappuccino cups (black)
- 03 Cotton tote bag (black)
- 04 Cotton T-shirt (black/white – men's/women's)
- 05 Umbrella
- 06 Tamper (Sanremo/Opera/Café Racer)
- 07 Insulated aluminium bottle
- 08 Notebook + leather cover



05



06



07



08

# MACHINES WITH SOUL

Beauty and style never stop being fascinating. Although untranslatable into words, they are evident to our eyes: we want to discover what is hidden behind lines, colours and shapes. Beautiful objects have a soul, which stems from the efforts made to realise them, from the shared desire to give shape to ideas, from the passionate and meticulous search for detail. That is why those objects become desirable.

Like the Sanremo machines, which bring character to the daily life of coffee lovers and which are also a source of knowledge, culture and progress.

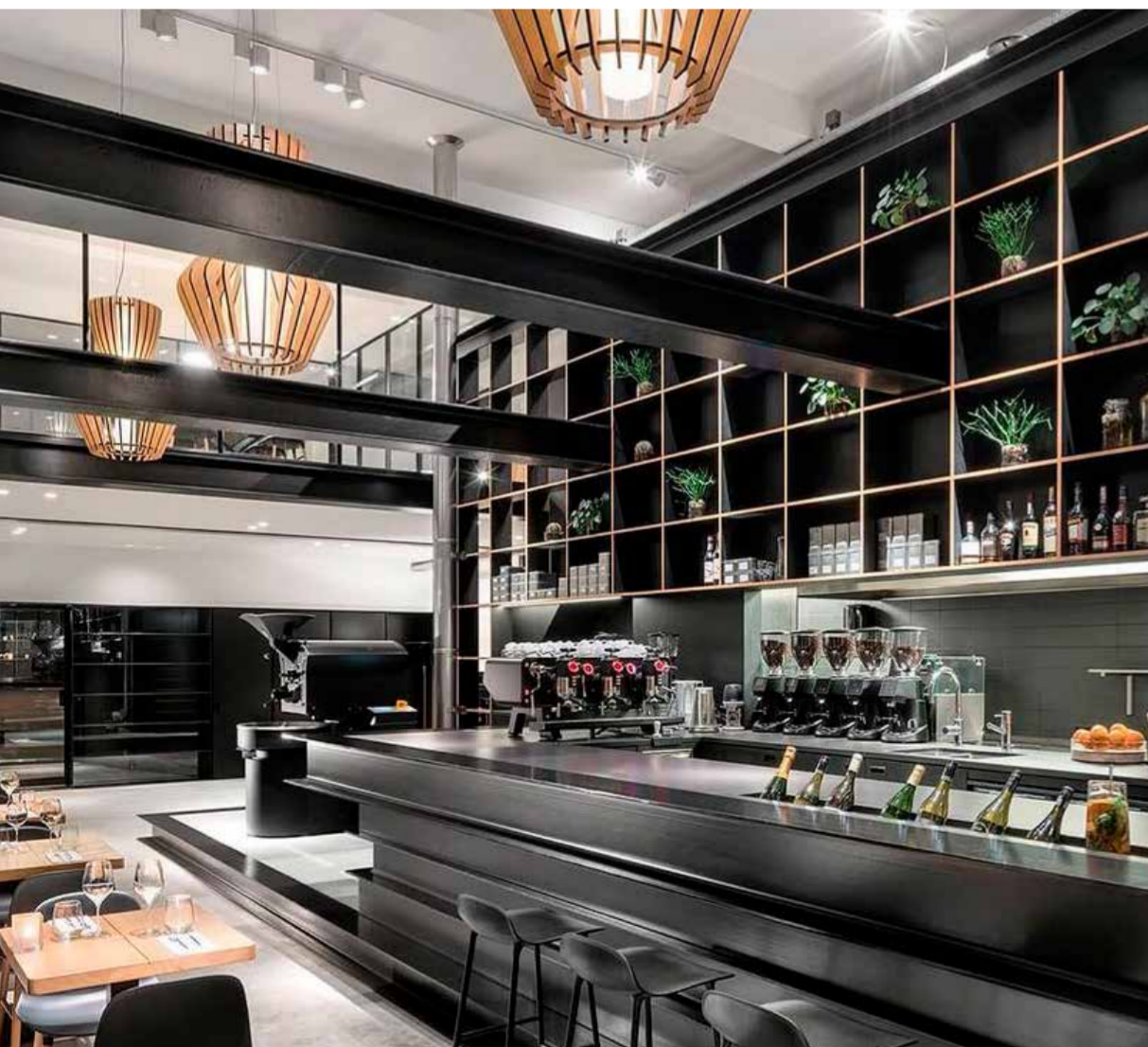


01



@sunbyhenrycoffee

- 01\_Café Racer White/White
- 02\_Opera Steel
- 03\_Cube Onyx Black
- 04\_Café Racer White custom



@casafelicet

02



@Mefowesd

03



@joeyzazas + @danicarules

04

- 05\_F18 White/Black
- 06\_Opera 2.0 White/Wood
- 07\_F18 White/Steel
- 08\_Opera 2.0 White/Wood
- 09\_Café Racer White custom



05

06

@elantico

08



@deantique



09



@shukaa\_hassan\_mukhtar + @n11ic

29



@sunbyhenrycoffee

07



@zenowest\_jermaine

# HOST 2021: IN BETWEEN REAL AND VIRTUAL

483,806 users were reached on our social media channels,  
as opposed to 110 thousand in-person visitors throughout the entire  
exhibition: the revenge of digital media

## SANREMO HOST WEEK

483.806  
USERS REACHED

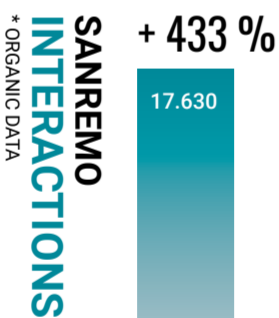
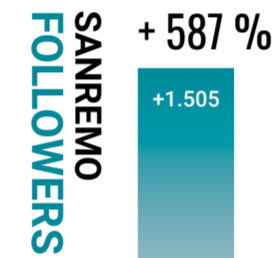
266.211  
TOTAL  
INTERACTIONS

1.960  
CLICK

+ 1.505  
NEW  
FOLLOWERS

+30  
MESSAGES  
PER DAY

124  
PUBLISHED  
CONTENT



HOST 2021 was a special occasion... it was the first in-person exhibition to be held in a very long time, and served as a springboard for our two biggest new projects to be launched in 2022: the YOU and the X-ONE. Both of these products have managed to seduce audiences offline and online, the latter, with taps and swipes users expressed their interest through comments, interactions, and messages. The sense of community, which has always been present on our social media channels, exploded during the 5 days of the exhibition, logging over 260 thousand interactions and hundreds of messages. We are delighted with this result, as it fuels us with the energy needed to continue in the right direction.

We're more united than ever, and can't wait to reveal all the new developments we have in store for your this year!



Equipment, Coffee and Food  
42<sup>nd</sup> International  
Hospitality Exhibition  
October 22-26, 2021  
fieramilano



## % GROWTH (MARKET) FOLLOWERS



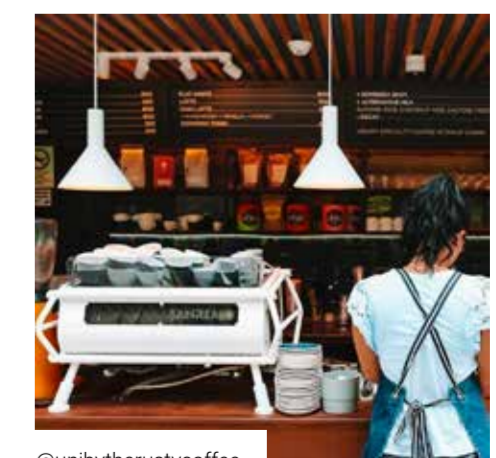
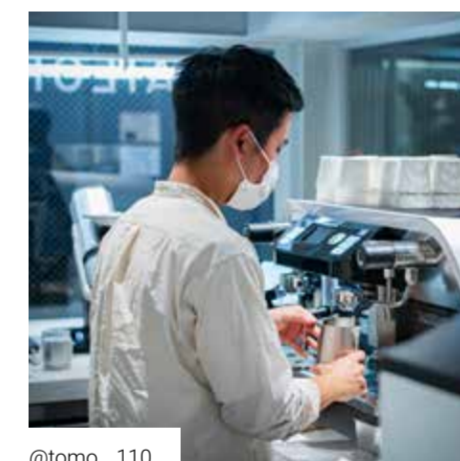
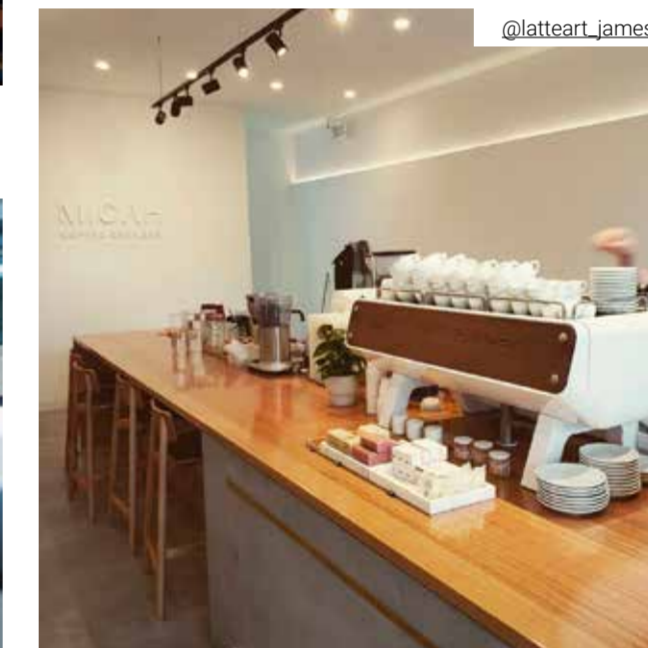
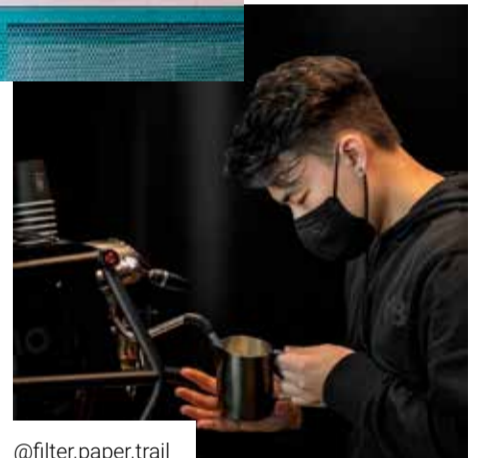
Values relating: Host week compared to previous week  
Market average: calculated on a sample of 7 leading companies in the sector  
(source: Facebook Business Manager and SEMRush)

## % GROWTH (MARKET) INTERACTIONS



# #WEARESANREMO

THE 9 MOST POPULAR PHOTOS FROM OUR COMMUNITY







**SANREMO**  
COFFEEMACHINES



[www.sanremomachines.com](http://www.sanremomachines.com)

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For any assistance or questions regarding  
the coffee machines, please do not hesitate to  
contact us at [export@sanremomachines.com](mailto:export@sanremomachines.com)



Sanremo Coffee Machines s.r.l. has a certified Quality Management System according to UNI EN ISO 9001:2015 standard.