

INTRODUCING
MILK PAL



COLD FOAM



HOT FOAM



COLD MILK



HOT MILK



WORLD OF COFFEE
COPENHAGEN
JUNE 27-29 2024



SMOOTH

Find out more at WOC Copenhagen
Booth CF018



WORLD OF COFFEE
COPENHAGEN
JUNE 27-29 2024



CREAMY

Find out more at WOC Copenhagen
Booth CF018

marco
MILKPAL
simply smooth

COLD BREW HOT BREW COLD MILK HOT MILK



marco

Certified B

Saturday 29th June

- 10:00 - 10:05: Fresh & Cold Brew with The Bean
- 10:05 - 10:08: Espresso Coffee Bar with Marco
- 10:10 - 10:05: Espresso Coffee Bar with Marco
- 10:30 - 10:35: Espresso Coffee Bar with Marco

synesso
CELEBRATING 20 YEARS



COLD BREW
OAT MILK COLD BREW
COLD BREW + COLD FOAM
SPARKLING LEMONADE

RE-IMAGINE
BEVERAGE
EXCELLENCE

Espresso
Espresso + Oat Milk
Commercial & Home

Espresso
Excellence
Anywhere

KEY SELLING POINTS

“The cheapest machine ever”

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“The cheapest machine ever”

WASTE

Reduce milk wastage to virtually 0!

[WASTE CALCULATOR](#)

CONSISTENCY

Consistent drink quality, regardless of the operator

WORKFLOW

80% of time is spent foaming milk by hand - tackle shortness of staff

UPSELLING

Cold milk foam based drinks bring great value and added margin

KEY SELLING POINTS BONUSES

FLEXIBLE

Users can choose either dairy or alt milk. Users can also amend their volume and air ratio per recipe for more flexibility.

INTUITIVE

Save up to **24 recipes** with pre-set volume and air ratio. Every.

HYGIENIC

With water flush and automated cleaning, MilkPAL is so easy to maintain and requires minimal training.

TASTE

No steam dilution means that milk hits its sweet-spot and delivers **fuller flavour and creamy, smooth texture.**

COMPETITIVE OVERVIEW



COMPETITIVE OVERVIEW



UBER MILK
6.800€ RRP



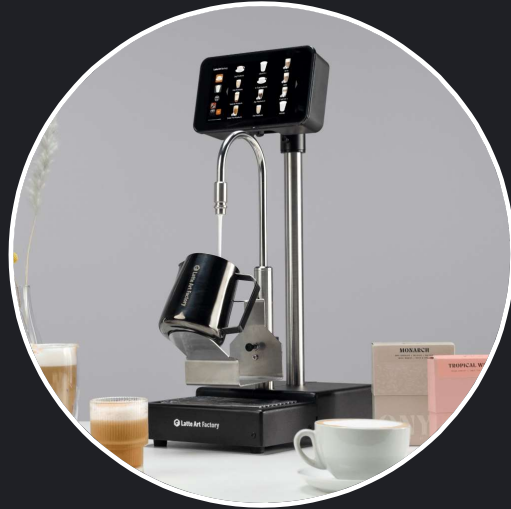
Cost + TCO



Flexibility
(electric prop valve)



Cleaning



LATTE ART FACTORY PRO
5.000-7.000€ RRP



Speed of dispense



Ease of use



Service



COMPETITIVE OVERVIEW



LATTIZ

3.000€ RRP + Milk 27€/18L



Cost of ownership



Flexibility



Cold Milk Foam



ALPINA LATTE PERFETTO

5.000-6.500€ RRP



Speed of dispense



Aesthetics



Availability



Vs. Uber Milk

Plumbing: MilkPAL is connected to mains and waste, unlike the competitor

Cost Efficiency: Lower investment /price & no daily consumables (filter membranes) required.

Water flush: MilkPAL has internal flush after every pour; auto-flush after 6 minutes of inactivity. No milk residue leads to high reliability.

Cleaning: Easier, automated end-of-day cleaning with MilkPAL.

Sales model: Compatible with any standard alkaline milk cleaner (e.g., Urnex Rinza).



Vs. Latte Art Factory

User-Friendly: MilkPALs UI is more intuitive and easier to use, while Latte Art Factory is far more complex in many ways.

Compact: MilkPals smaller design suits tight spaces better than the bulkier Latte Art Factory system.

Speed: MilkPal delivers quicker and more seamlessly, ideal for busy environments, while Latte Art Factory tends to be slower.

Aesthetics: MilkPALs minimalistic design and UI proves to be aesthetically attractive to fit into PIO concepts (“iPhone effect”)

Sales model: MilkPAL has a straightforward sales/service model.



Vs. LATTIZ

Flexibility: MilkPAL can use *any* dairy or non-dairy milk*

Sales model: Closed system; LATTIZ is cheap, but milk is ~ 28€ for mandatory 5L bag-in-box concentrate (= ~ 18L milk foam).

Milk Cost: LATTIZ portion of milk is ~0,20€ (for 150ml Cappu), MilkPAL 0,08€ to 0,12€ per Cappu

Upselling: MilkPAL can do cold milk foam, adding value & margin to all cold coffee based drinks

Aesthetics: MilkPALs minimalistic design and UI proves to be aesthetically attractive to fit into PIO concepts (“iPhone effect”)



TARGET CUSTOMERS - COMMERCIAL POTENTIAL



Chains: Coffee, QSR, Leisure

Specialty Coffee

Catering, stadia,

High volume POS with non-trained staff