

# Wake up and smell the coffee machine

A quality cup of coffee can make a world of difference to a customer's day. Stefaan van Baelen, sales and marketing director at **SandenVendo**, stresses the importance of installing user-friendly coffee machines so hotels can provide this service in style.

## What does SandenVendo do and where does it operate?

**Stefaan van Baelen:** SandenVendo has been advancing the vending industry in Europe for many decades and is a powerful partner for excellence in quality, reliability and service. We are a one-stop-shop supplier, offering a wide variety of vending and horeca equipment for hot and cold beverages, snacks and ice cream.

The company has delivered diverse, quality products since the beginning of its operations over 80 years ago. As part of the Japanese Sanden Corporation since 1988, SandenVendo is your global partner in vending and cooling technology, backed by numerous production and service facilities around the world.

## How important is the coffee experience to contemporary hotels?

Drinking a fresh cup of coffee can be one of the most precious moments of the day. Serving an exceptional-quality coffee to guests is a way to show them how much you care. Hotels that provide quality coffee from quality machines will always stand out from the crowd.

## What makes a good coffee machine and how does SandenVendo address these requirements?

We believe that the operation of the machine should be simple and user-friendly, and we have managed to create a 'plug-and-play' coffee machine with numerous functions from breakfast buffets to coffee breaks at seminars. 'Easy, friendly, healthy' is the slogan we have created for our coffee product range and it is a foundation of our product development.

SandenVendo is known as a manufacturer of highly reliable products. This is in part due to the adoption of Japan's strict quality control system. All our products are ergonomically studied to naturally guide the user in serving the drinks effortlessly.

The SandenVendo product serves premium-quality coffee and supports hoteliers in providing their guests with quality moments. The coffee server has a unique handling feature: beverages are chosen via a rotating selection wheel for easy operation. The stylish machine is also a real eye-catcher; it visually enhances every breakfast buffet, cafe or lobby.



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## What separates SandenVendo from the competition?

SandenVendo has just launched its first coffee product range and yet we have already arranged to install our machine for testing across global hotel chains. The outstanding design of the machine – contemporary and yet classic – is a fresh note for the market.

Furthermore, Sanden has been producing coffee machines in the Japanese market for quite some time, and this mother company's experience and technology is greatly reflected in SandenVendo's coffee machine. This is why SandenVendo coffee machines are still new to the market yet already mature as a product.

## How does having Sanden as a parent company help you?

Sanden is a global expert in thermodynamic technologies and it is recognised as one of the world's leading manufacturers of heating and cooling solutions. With 54 locations across 23 countries, Sanden is truly a global partner. This year, Sanden celebrates its 70th anniversary. It is a solid and stable company, despite having endured difficult moments at times. However, it has kept expanding its

network all over the world. It is an immense advantage for us to have such a solid mother company that supports us financially and shares its state-of-the-art-technologies.

## Do you have any interesting developments in the pipeline?

SandenVendo is greatly committed to expanding its product range in the coming years. In order to offer a complete breakfast buffet service, it is about to launch a post-mix juice dispenser and yoghurt machine. A portion-controlled ice-cream machine is also available so that hotels can expand the product range and provide more service to guests while gaining extra profit. However, coffee will always remain the core of our hotel business. ■

### Further information

SandenVendo  
www.sandenvendo.it

