



The Right Equipment For Your Coffee Shop



VISUALIZING THE ECONOMICS OF

Coffee





The successful coffee shop

After this class you know everything about coffee and now you want to use this knowledge to earn by opening a coffee shop.

To get there you need to **find the right place**, **design it well** and **buy suitable equipments** for operations.

Finally, you will need to **hire qualified staff**.

We are here today to show you the options for the equipment that you will need which includes.

Which equipment is the right equipment for me ?

There are many types of grinders, espresso machines, blenders and prices vary greatly.

How should you select your equipment?

We will introduce in the following pages the general types and after this come to the recommendations for the different kind of shop.

KEY EQUIPMENT TO **PREPARE HOT DRINKS**



Coffee machine



Grinder



Water filter



Hot water dispenser

Automatic Espresso Machine

Who uses this	Starbucks, Luckin, Tous Les Jours
Cost	150-350 million vnd
Capacity	200 to 400 cups per day



Schaerer Coffee Soul



Schaerer Barista

There are 2 types of automatic coffee machines

- One touch : The machine prepares the entire drink at the touch of a button, including milk foam.
- 2 step : The machine grinds and extracts the espresso but the milk foaming is made by hand, possibly with an automatic steam wand.

Advantage

- Little staff training required
- Consistent quality if properly set up

Disadvantage

- High cost
- Regular maintenance by professional service is required

Traditional espresso machine and grinder

Who uses this	The Coffee House, Phuc Long, Katinat
Cost	100-150 million vnd (2 group and grinder)
Capacity	150 to 300 cups per day (2 group)



Simonelli Appia Life
& Eureka Helios



ECM Compact
& Eureka Nadir 65

There are 2 types of traditional coffee machines/ grinders

- Manual: The machine has a start/stop button - the grinder has a start/stop button
- Semi automatic: The machine has automatic programs for single and double shots, the grinder has automatic dosing.

Advantage

- Robust machines, easy to maintain
- Hand crafted espresso

Disadvantage

- Needs a trained barista to operate
- Needs more staff to operate than automatic machines

Specialty espresso machines and grinders

Who uses this	Starbucks Reserve, Coffee House Reserve, La Viet
Cost	250-500 mill vnd (2 group and grinder)
Capacity	200 to 500 cups per day (2 group)

Specialty machines offer better temperature control and grinders better ground consistency

Technologies include:
Double boiler / Triple boiler / PID / Pre-infusion control / Pressure control
(2 group and grinder)



Victoria Arduino Tempo



Mythos MY75

Advantage

- Precise temperature control and consistency
- Hand crafted espresso on high level

Disadvantage

- Needs a trained barista specialist to operate
- Needs more staff to operate than automatic machines

Water Boilers

Who uses this

Cost 19-20 mill vnd

Capacity 156 cups per hour



WATER BOILER MARCO MT8

The water boiler creates hot water completely automatically and ensures the water temperature is always stable

Technologies include:
Insulated tank/ In-built filter option/ Removable drip tray/Sleek led temperature

Advantage

- Save time and workload of the barista
- Maintains the necessary temperature, ensuring drink quality

Disadvantage

Water Filters

Who uses this Starbucks Reserve, Coffee House Reserve, La Viet
Cost 5-6 mill vnd
Typical capacity 10,000 L



BESTTASTE 10 – SET



98% of a cup of espresso is water, so water quality plays an important role in coffee quality.

Technologies include:

Antibacterial-activated carbon filter
Meets food safety standards (GAC)
Retains and balances the content of bound organic matter and chlorine

KEY EQUIPMENT TO PREPARE COLD OR ICED DRINKS



**Blender and Possibly
a juicer or squeezer**



**Blender and Possibly
a juicer or squeezer**



**Ice box
or ice machine**



**Fridges or
display cabinets**

Fruit base drinks equipment: Blenders

Who uses this	All coffee shops
Cost	18-40 mill vnd
Capacity	50-100 drinks per day

There are 2 types of blenders

- Manual blenders with on/off switch
- Programmable blenders with recipes for drinks

Some blenders offer sound encasements to reduce the noise of blending

Criteria

- **Engine power** (enough to crush ice)
- **Container and blade design** (avoid inconsistent blending)
- **Heat control** (Avoid engine e heat affects drinks)
- **Coupling** (A strong coupling does not wear after many blends)



Vitamix Drink Machine Advance



The Quiet one

Ice Machine

Who uses this

Cost 29-85 mill vnd

Capacity 25-130 Kg per day

Ice machine produces ice automatically with several of shapes and store for immediate serving.

There are 3 common shape of ice:

- Cube
- Crescent
- Dice

Some ice machine can both produce ice and dispense water.

Criteria

- **Shape of ice** (suitable for your beverages)
- **Production capacity** (enough for a whole day)
- **Storage Bin Capacity** (Big storage in case of high use volume)



Hoshizaki SRM-80A



Hoshizaki KM-130C

KEY EQUIPMENTS DISPLAY & **CHECK-OUT**

- Display cabinet for cake or sandwiches
- Cashier system



Cake Display Cabinet

Who uses this	Phuc Long, Katinat, Tous Les Jours
Cost	37-55 mill vnd
Capacity	2-4 shelves



Berjaya Cake Display 900mm
Rectangular RCS09SB13-3FB



Berjaya Grab & Go showcase
BS-OS3SC-14B

Cake display cabinet helps display products clearly and neatly, maintaining the freshness of all bakery items

- Glass Display: Cabinet with front-glass to cover bakery items.
- Grab & Go: Open showcase for picking and interacting.

You can choose between rectangular or curve cabinet based on your shop concept

Criteria

- **Number of shelf** (enough to display all items)
- **Temperature** (ideal temperature to maintain the freshness)
- **Type of cabinet** (Display only or Grab & Go)

CASE STUDIES TO CHOOSE EQUIPMENT



The type of operations must be clarified before you can choose the right equipment. The operation of the coffee shop depends on the business model and type of location, which will determine:

- **Recipes offered**
- **Customer peak loads**
- **Staying time of customers**

01

NEIGHBORHOOD COFFEE SHOP



- Serves a residential or mixed-use area and acts as a communication place for residents and workers
- Clientele will be very mixed in age and gender and you may need to cater to kids
- Customers will have time and stay longer in the shop so they seek comfort.
- Home delivery will be an option to enhance turnover
- There will be no high peak loads but rather a steady coming and going of customers.
- Recipes will likely include traditional phin coffee, espresso specialties, teas and fruit based ice drinks.

Neighborhood coffee shop

Balanced load all day – delivery.
High portion of Phin cafe,
fruit drinks.



SMALL



+



**Simonelli
Oscar II**

**Grinder
Mignon Turbo**

Cost 28.080.000 vnd + 16.200.000 vnd
Peak load 30 cups/h
Daily 60-100 cups



+



Ice Box

JTC Omniblend

Cost ~ 500.000 vnd + 4.104.000 vnd

LARGE



+



**Simonelli Appia
Compact**

**Grinder Eureka
Nadir 65**

Cost 90.720.000 vnd + 18.360.000 vnd
Peak load 75 cups/h
Daily 150 - 200 cups



+



**Ice machine Hoshizaki
Crescent 60kg/d**

**Vitamix Drink
Machine Advance**

Cost 44.000.000 vnd + 20.844.000vnd

02

INSTITUTION AREA COFFEE SHOP



- This is a shop which caters for and institution like a university or high school nearby.
- Typically your clientele will be rather young and require good wifi . Your customers will have little time during the operations of the institution but lots of time thereafter.
- There will a smaller portion of take-away unless there is a well organized take-away window. Likely there will be medium peak loads in mornings and a quite stable visiting crowd in afternoons.
- Your recipes will cater for younger people and will need a more frequent change to keep clients excited.

Institution area coffee shop

Low peak loads - possible some
take away.
Medium to high portion of Phin
cafe and fruit drinks.



SMALL



**Simonelli Appia
1 Group**

+



**Grinder
Eureka Nadir 65**

Cost 68.000.000 vnd + 18.360.000 vnd
Peak load 50 cups/h
Daily 100 cups



Ice Box

+



JTC Omniblend

Cost ~ 500.000 vnd + 4.104.000 vnd

LARGE



**Simonelli Appia
2 Group**

+



**Grinder Eureka
Helios 65**

Cost 90.720.000 vnd + 21.600.000 vnd
Peak load 100 cups/h
Daily 200 cups



**Ice machine Hoshizaki
Crescent 100kg/d**

+



**Vitamix Drink
machine advance**

Cost ~ 65.000.000 vnd + 20.844.000 vnd



03

OFFICE OR RETAIL AREA COFFEE SHOP

- This is a shop that caters for neighboring offices or retail areas
- Typically your clientele will be affluent working-age people and fewer older people or kids
- Your customers will not have much time and demand fast service.
- Take-aways will likely be required especially at the morning and lunchtime
- All this means there will be high peak loads and likely some quiet times in the day
- Your recipes will be more likely espresso-based since phin coffee takes too much time

Office or Retail area Coffee shop

High peak loads, large take-away
Less Phin cafe and less fruit
based drinks.



SMALL



**Simonelli Appia
2 Group**

+



**Grinder
Eureka Helios 65**

Cost 90.720.000 vnd + 21.600.000 vnd
Peak load 100 cups/h
Daily 200 cups



**Ice machine Hoshizaki
Crescent 60kg/d**

+



**Vitamix Drink
Machine Advance**

Cost 44.000.000 vnd + 21.600.000 vnd

LARGE



**Eureka Disko
Auto Tamper**



**Victoria Arduino
Tempo**

+



**Mythos
MY75**

Cost 15.120.000 vnd + 237.600.000 vnd + 66.960.000 vnd
Peak load 150 cups/h
Daily 400 cups



**Ice machine Hoshizaki
Crescent 100kg/d**

+



**Vitamix
Quiet One**

Cost ~ 65.000.000 vnd + 47.520.000 vnd



04

TAKE AWAY KIOSK

- This shop cater only for passing customers like travelers, metro users
- Typically your clientele will be mixed with working professionals dominating
- Your customers will have little to no time and depend on a very fast pick-up
- Almost all sales will be takeaway sales
- Likely there will be very high peak loads at certain times of the day
- Your recipes will be limited to ensure fast service

Take-away kiosk

Very high peak loads, very high portion of take-away
No Phin cafe and no fruit based drinks



SMALL



+



Kalerm K95LT

Milk Fridge Easy

Cost	51.840.000 vnd + 4.500.000 vnd
Peak load	30 cups/h
Daily	100-150 cups



+



Ice Box

JTC Omniblend

Cost ~ **500.000 vnd + 4.104.000vnd**

LARGE



+



**Schaerer
Coffee Soul**

**Milk Fridge
Cup+Cool**

Cost	429.840.000 vnd + 4.510.000 vnd
Peak load	100 cups/h
Daily	250-300 cups



+



Ice Box

**Vitamix Drink
Machine Advance**

Cost ~ **500.000 vnd + 20.844.000 vnd**

05

DESTINATION COFFEE SHOP



- This shop will draw visitors from a larger area due to its unique ambiance and recipes.
- Typically your clientele will be affluent professionals with a passion for coffee and high expectations.
- Your customers will have time and likely are expecting food offerings.
- There will be little takeaway and delivery since the experience of the visit is the driver.
- Likely there will be medium peak loads in the evenings and weekends.
- Your recipes will need to be very developed and must change seasonally.

Destination Coffee Shop

Medium peak loads, little delivery
High quality coffee demand,
different beans



SMALL



+



**Eureka Mignon
Turbo**

ECM Synchronika

Cost 16.200.000 vnd + 86.400.000 vnd
Peak load 50 cups/h
Daily 100-120 cups



+



**Ice machine
Hoshizaki Crescent
60kg/d**

Vitamix Quiet One

Cost 44.000.000 vnd + 47.520.000 vnd

LARGE



+



Mythos MY75

**Victoria Arduino
Eagle One Maverick**

Cost 66.960.000 vnd + 383.400.000 vnd
Peak load 150 cups/h
Daily 600 cups



+



**Ice machine Hoshizaki
Crescent 100kg/d**

Vitamix Quiet One

Cost TBC + 47.520.000 vnd

So what is the right Equipment?

What do I have to spend?

As you may have guessed each of the above shops will need different equipment and each of the 5 types outlined could be established on different levels of quality which will also lead to different pricing for drinks. It is important to ensure not to over invest into equipment to stay profitable but to also ensure a reliable and quality equipment which can handle the recipes offered.

Considering the amount of drinks to be prepared the equipment will not be a big cost factor in the drink cost.

Equipment must be maintained well and if this is ensured it can survive for a long time - from 10 to 20 years if not over-used.

SAMPLE CALCULATION FOR NEIGHBORHOOD COFFEE SHOP:

Assumptions Daily operation on weekdays and weekends
7am to 9pm

AVERAGE CONSUMPTION OF ESPRESSO BASED DRINKS :

Weekdays	10 drinks per hour
Weekends	20 drinks per hour

Weekdays	10x14h = 140 drinks = 1.4kg
Weekends	20x14h = 280 drinks = 2.8 kg
Total per week	140x5 + 280x2 = 1260 drinks
Total per year	65.000 drinks

Assumed lifetime: 10 years
Average drinks/day: 178 drinks
Total drinks per lifetime: 650.000 drinks
This means roughly 6.500 kg of coffee

COST OF EQUIPMENT

120mill vnd incl. 2 group machine, grinder and water filter

Assumed preventive maintenance cost and small repairs: **5% per year** (gaskets, grind disks, filter cartridges, etc)

Total cost of ownership for 10 years:
180 mill VND

Total cost of equipment per drink:
277 vnd

SAMPLE CALCULATION FOR OFFICE AREA C.S.

Assumptions Daily operation on weekdays and weekends
7am to 9pm

AVERAGE CONSUMPTION OF ESPRESSO BASED DRINKS :

Weekdays	30 drinks per hour
Weekends	15 drinks per hour

Weekdays	$30 \times 14h = 420 \text{ drinks} = 4.2kg$
Weekends	$15 \times 14h = 210 \text{ drinks} = 2.1kg$
Total per week	$420 \times 5 + 210 \times 2 = 2520 \text{ drinks}$
Total per year	131 000 drinks

Assumed lifetime: 10 years
Average drinks/day: 359 drinks
Total drinks per lifetime: 1.310.000 drinks
This means roughly 13.100 kg of coffee

COST OF EQUIPMENT

120mill vnd incl. 2 group machine, grinder and water filter

Assumed preventive maintenance cost and small repairs: **5% per year** (gaskets, grind disks, filter cartridges, etc)

Total cost of ownership for 10 years:
180 mill VND

Total cost of equipment per drink:
137 vnd

What does my drink cost me ? - Office area Coffee shop

(Equipment and Ingredients)

A good quality coffee bought in volume costs between 280.000 and 580.000 vnd per kilo. For this model, we assume cost of 300k/kg

Assumed single shots of espresso per drink with 10 gram of coffee : 3 000 vnd/drink

Assumed cost of milk per l 40.000 dong, that means 10 ml = 400 vnd

You need to consider costs like: Cups, sugar, napkins, staff, location, electric, police etc.

COST OF DRINKS



Espresso

30ml espresso

Coffee	9.000	vnd
Milk	0	vnd
Equipment	137	vnd
Total	9.137	vnd



Macchiato

30ml espresso + 250ml milk

Cost:

Coffee	9.000	vnd
Milk	1.000	vnd
Equipment	137	vnd
Total	10.137	vnd



Doppio

60ml espresso + 0ml milk

Cost:

Coffee	18.000	vnd
Milk	0	vnd
Equipment	137	vnd
Total	18.137	vnd



Cappuccino

30ml espresso + 120ml milk

Cost:

Coffee	9.000	vnd
Milk	4.800	vnd
Equipment	137	vnd
Total	13.937	vnd



Latte

30ml espresso + 120ml milk

Cost:

Coffee	9.000	vnd
Milk	4.800	vnd
Equipment	137	vnd
Total	13.937	vnd



Americano

30ml espresso + 120ml water

Cost:

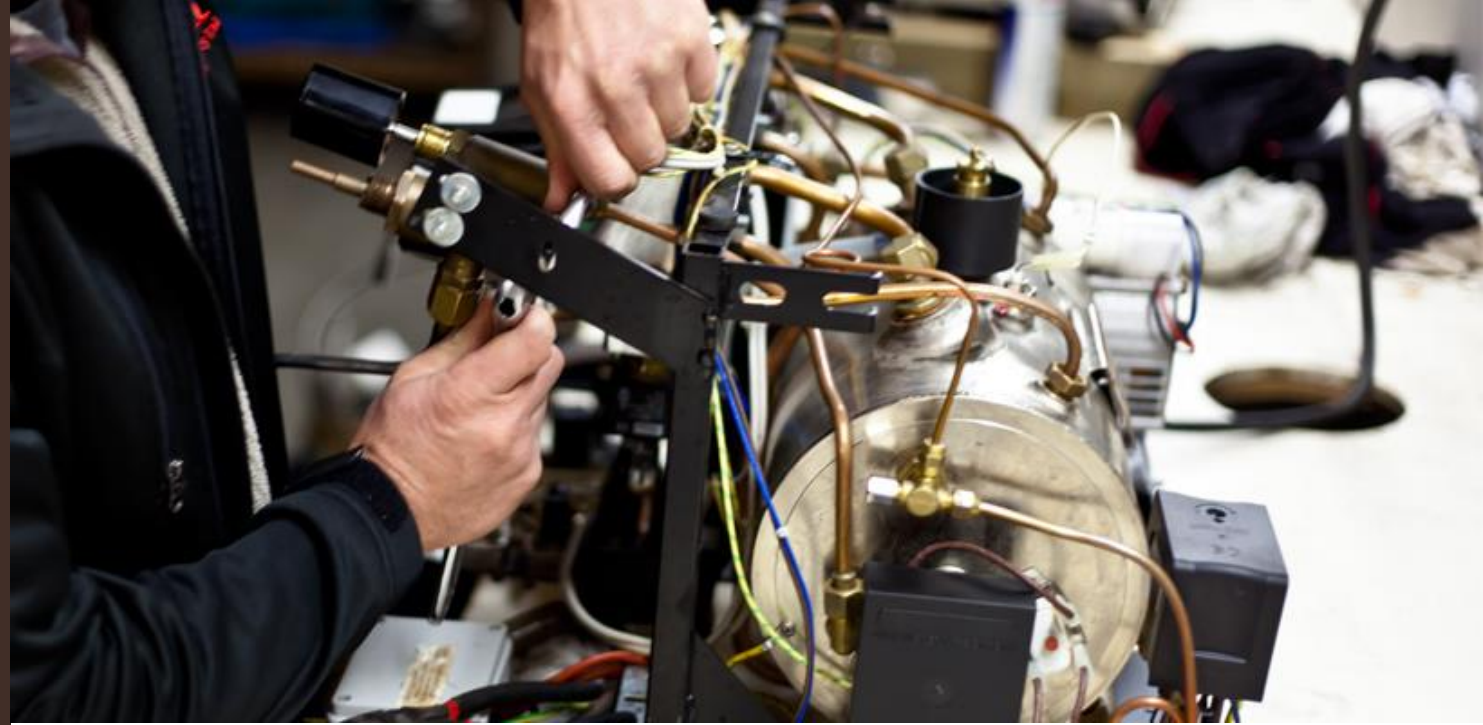
Coffee	9.000	vnd
Milk	0	vnd
Equipment	137	vnd
Total	9.137	vnd

So many Brands to choose from !

Now you know the equipment that you need to select.

There are many brands available and many shops selling those.

Consider that you first of all need reliable equipment. Nothing is worse than your equipment is out of order – then you have all the cost to run your shop and nothing to sell. That is why professional coffee shops trust proven brands. Look what larger coffee chains use.



A small tip

The last place you want to save money is the grinder. A good grinder is where good quality starts and it is worth spending some money here!

Also you should consider to buy from a shop that offers service and spare parts – so if something goes wrong, your equipment is fast up and running again.

Brands Of Automatic Espresso Machines

Made in Vietnam

None

Made in China

KAL  RM

Dr. coffee

Made in Germany

WMF



Made in Switzerland

schaerer
swiss coffee competence


rex-royal

 **EVERSYS**

Brands Of Traditional Espresso Machines

Made in Vietnam


LAMVITA

Made in China



Made in Spain



Made in Italy



Made in Germany



Brands Of Traditional Espresso Grinders



Made in Vietnam

LAMVITA



Made in China



Made in Spain



FIORENZATO



MACAP®



Made in Italy

ditting



Made in Germany

Brands Of Specialty Coffee Machines

Made in Vietnam

None

Made in China

None

Made in Holland



Made in Italy



BARISTA
ATTITUDE

Made in American



SLAYER

Brands Of Commercial Blenders

Made in Vietnam

None

Made in China

**Hamilton
Beach.**

Made in Taiwan

JTC
OmniBlend

Made in France



Made in The US





I really want to succeed
Can you recommend the
best machine for me?

Now you know all about the most important brands in the coffee sector.

Need help to select?

Here is what we selected for the case studies you saw above!



**The team from Cubes Asia wishes you good luck &
a great start into the coffee business**