



OCEANIA DISTRIBUTOR

CASE STUDY



PROBLEM	MARKET SEGMENT	OUTCOME
EQUIPEMENT SEVERAL YEARS OLD, HIGH-VOLUME PERIODS SO RELIABILITY IMPORTANT	DRIVE THRU	EASY INDUCTION OF STAFF SPEED PRODUCTIVITY

Whilst Muzz Buzz opened its first coffee shop in 2001 on the Great Eastern Highway, Belmont, Western Australia it was not until 2008 that Tiger Coffee and Eversys were introduced as a product and support solution to the franchise business.



Muzz Buzz was the very first customer for Eversys and Tiger Coffee in Australia.

“When we sold our first Eversys machines in Western Australia, Co-Founder of Eversys, Jean-Paul In-Albon came down to Australia to oversee the installation. Being so instrumental in the advent of automation in action, it was so beneficial to have him observe the market and spend a good week together.” *George Miller -CEO Tiger Coffee.*

#### **PROBLEM**

Keeping up with technology is a decision between cost versus opportunity.

Muzz Buzz requires a consistent high-level delivery of quality coffee at high speed with little to no downtime for service and maintenance.

Usually, the decision to upgrade comes when technology and innovation have made significant improvements in key performance metrics.

With over 35 Muzz Buzz locations within the Perth metropolitan area, consistency with a fast return on investment was a critical part of the problem-solving process.

#### **SOLUTION**

The recent release of the new Eversys Enigma series of automated coffee machines that can handle high level volumes at speed were a no brainer for Muzz Buzz upgrade.

The selection process ultimately favoured the Enigma E'4S /CLASSIC which can accommodate up to 350 coffee per hour.

Add to this impressive performance feature, Tiger Coffees delivery, installation and ease of training continued to meet the needs and expectations as did the continual follow up maintenance and service.

3 new Enigma E'4S Classic machines already installed in Malaga, South Lake and Mandurah with other locations to follow soon.

**OUTCOME**

“BEING PURELY A DRIVE THRU COFFEE BUSINESS, AT MUZZ BUZZ OUR CUSTOMERS HAVE A VERY HIGH EXPECTATION ON QUALITY, FLAVOUR AND SPEEDY SERVICE.

OUR NEW EVERSYS ENIGMA UPGRADE OF EQUIPMENT DELIVERS ON ALL LEVELS.

WE ARE EXTREMELY HAPPY WITH OUR NEW EVERSYS ENIGMA.”

MUZZ BUZZ MANAGER – GRAHAM BOOTH.

MALAGA DRIVE THRU



**BENEFITS**

CONSISTENCY
SPEED
PRODUCTIVITY
EASE OF TRAINING
BENCHTOP FOOTPRINT

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