

Wake Up and Smell the Coffee

The Coffeeboss Can Perk You Up

The smell. It's unmistakable. Burned coffee. Someone forgot to turn off the burner under the coffeepot. The pot is crackling with black, smelly ooze.

Ever happen at your office?

Sure it has. There is a solution. Heinz Boss has just introduced his new company, The Coffeeboss, to the Carolinas. The Coffeeboss provides high quality, European style espresso-brewing coffee machines that make the current office coffee services look downright old-fashioned and unsophisticated. Not to mention, messy.

The idea for The Coffeeboss started when Boss and his wife, Erika, moved their family, including sons Philippe, age 11, and Marcel, age 8, from Switzerland to Huntersville earlier this year. Boss had lived in the U.S. 14 years ago and was drawn to the American lifestyle.

Returning to Switzerland, he married Erika and together they dreamed to make the U.S. their home as soon as they could. Against formidable odds, that dream became a reality in May 2001, when Erika was one of the winners of the "green card" lottery that also allows members of the winner's family to apply for a green card. As soon as they could make the necessary arrangements, they came to investigate several cities in the

United States and in the end they chose the Charlotte area as their new home. "We all

no specific plans. In Switzerland, Boss had operated the Bomotec machine shop (which he still owns) for 14 years and was an experienced machinist. His first thought was to use that experience and to duplicate that business here. When he settled in Huntersville, that idea seemed unrealistic.

In the meantime, Erika Boss went about setting up their new home. They had arrived without household furnishings, so one of the first things they searched for was a coffeepot. Not an ordinary coffeepot, but one that could make the fresh espresso they were accustomed to drinking every morning. American coffeepots just were not the same. They tried, but just could not find the right kind of machine.

So Heinz Boss did some research on the Internet and found that Saeco, a company famous in Europe for their automatic coffee and espresso machines, was located in nearby Annapolis, Maryland. When he contacted them, he also discovered that the distributorship for North and South Carolina was

available. Boss felt like they had won the lottery again. It was a perfect match. Now he could enjoy the quality of espresso that he wanted and could launch a business to



Erika and Heinz Boss
Owners
The Coffeeboss

agreed, this was where we all wanted to live," says Erika.

The Boss family came with their clothing, a few personal belongings, lots of ideas, but

introduce this product to other coffee lovers. In addition, his machine shop experience would be beneficial.

To be sure, coffee is a universal beverage. Most of us drink coffee throughout the day. Espresso-based specialty coffee drinks, such as cappuccino and latte, have become part of our culture. Just consider the current popularity of coffeehouses and the variety of specialty coffees available in supermarkets. "Imagine that you're a real estate agent and are selling a million-dollar home. Why would you want to offer your client some coffee that has been sitting in the office coffeepot for hours, when you could offer him a freshly brewed latte topped with hot milk foam?" says Heinz. That makes an impression.

"I'm just using real estate sales as an example," he continues. "The coffee



machines that we are offering would be equally useful for large volume users like restaurants and hotels, or for smaller volume users like offices, bookstores, car dealerships, barber or beauty salons – anywhere that coffee is provided to employees or to customers. We also have a model suitable for in-home use."

What makes the Saeco coffee machine different?

With the press of one button, it freshly grinds and brews each cup of coffee, espresso, latte, frothy cappuccino, hot chocolate or tea in only 45 seconds, "bean to cup." Plus, espresso-brewed coffee tastes better and is healthier, with only 50 percent of the caffeine compared to other brewing methods. Then there's the aroma. The unique brewing method is touted to extract the over 800 aromas that lie dormant in each little coffee bean.

Boss has 10 models of espresso machines available varying from a 10-cup home size to one with a 100-cup capacity suitable for hotels and restaurants. Some machines require a direct water line, either plumbed or connected to a 5-gallon tank. Others, like a



home-sized machine, require adding water. Beyond that, once the machine is filled with coffee beans, powdered milk, sugar, or whatever supplies the customer requests, it's very easy to operate. Just push the button.

The machines are kind of sexy looking, too. They are available in an all black classical design or in a modern two-tone combination of black and silver. According to the literature, "its beauty is matched with state of the art technology." That technology includes a powerful steam wand with an exclusive frothing attachment, a heating surface for stacking porcelain cups and programmable brew settings.

You can throw out those Styrofoam cups. Saeco also offers porcelain cups in six beautiful styles inspired from Shakespeare's Romeo and Juliet, designed by German artist Jeanette Honig. Now that's class.



"The best part is," says Erika, "the training only takes five minutes, and each cup is consistent. Plus, no one ever has to worry about turning off the machine. It only brews one or two cups at a time and returns to a 'stand-by' mode."

How the Coffeeboss Service Works

"First," explains Boss, "we meet with the client to determine their needs – the estimated daily coffee consumption and the range of beverages they would like to serve. Then, we install the appropriate machine, at no cost to the customer, and provide the necessary supplies. From time to time we check and restock supplies and make sure the machine is operating properly. The customer only pays by the cups consumed.

"The advantage I have is that with my machine shop background I can offer 24-hour sales and service. I not only sell the product and service the client, I am also able to maintain the machines. I keep a small inventory of parts locally, but should I need more, they can be shipped within 48 hours from our warehouse in Annapolis."

For those who opt to purchase the machine and return a warranty card, Saeco offers an 12-month warranty on labor and parts and a 10 percent discount on the purchase of accessories and maintenance products.

Heinz and Erika Boss celebrated the official grand opening of The Coffeeboss in October at the Lake Norman Chamber of Commerce. They have opened a showroom in Mooresville in the Brawley Industrial Park, although Heinz is pretty busy on the road right now helping people wake up and smell the coffee. [biz](#)

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