



L'OR

PROMESSO
COFFEE SOLUTION

discover

THE ULTIMATE
HOSPITALITY

WITH L'OR PROMESSO

L'OR

WHY SERVE ANYTHING LESS THAN GOLD

CROWN
WATER & COFFEE

Your Local supplier

'For all your Beverage Needs'

0800 0273 101

www.crown-coffee.co.uk



captivating THE BENEFITS OF L'OR PROMESSO

THE L'OR PROMESSO COFFEE SOLUTION
LETS YOU PROVIDE THE ULTIMATE
HOSPITALY EXPERIENCE, THROUGH:

- ULTIMATE TASTE Premium quality espresso coffee and delicious milk based coffee specialties.
- ULTIMATE EXPERIENCE Optimal personalisation of your coffee. Machine design won the Red Dot Design Award in 2016.
- ULTIMATE CONVENIENCE Maximum uptime thanks to easy operation, refilling and cleaning.
- ULTIMATE BUSINESS SENSE A highly efficient complete coffee solution that enhances the quality label of your business, also through sustainable efforts.



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surrender to
**PURE COFFEE
PLEASURE**

ENJOY THE ULTIMATE TASTE WITH
A SUPREME RANGE OF PREMIUM
QUALITY ESPRESSO COFFEES.

Blind taste tests reveal that L'OR PROMESSO
delivers premium espresso and lungo coffee
that scores highly in terms of overall liking,
taste, aftertaste and quality*.



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ABSOLUTE WINNER IN TASTE

Surrender to the perfect taste of coffee the way you like to serve it.

Lungo

L'OR PROMESSO CLASSIQUE 6.4

NESPRESSO®** FORTE 5.6

ILLY®** BEANS DARK 5.6

Espresso

L'OR PROMESSO CLASSIQUE 6.5

NESPRESSO®** FORTE 6.5

ILLY®** BEANS DARK 6.2

*Source: Market Appraisal Study by OP&P conducted in 2017 (N=900)

**Trademark belongs to a third party not related to Jacobs Douwe Egberts

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sense

THE ULTIMATE COFFEE MACHINE

Market research reveals that the beautiful, intuitive L'OR PROMESSO is the best-liked machine in comparison to espresso beans machines. It won the prestigious Red Dot Design Award in 2016*.

ABSOLUTE WINNER IN DESIGN

L'OR PROMESSO 7.4

SCHAERER ART®** 7.2

NESPRESSO®*** GEMINI 6.5

*Source: Market Appraisal Study by OP&P conducted in 2017 (N=900)

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reddot award 2016
best of the best

This Product Design competition was first held in 1955.

Its award, the Red Dot, is an internationally recognised quality seal of approval.

The best products are presented with the Red Dot: Best of the Best award.



unleashing EASE IN ITS ULTIMATE FORM

L'OR PROMESSO PROVIDES
THE ULTIMATE CONVENIENCE WITH
MAXIMUM UPTIME THANKS TO
EASY OPERATION, REFILLING
AND CLEANING.

- Changing a pack takes less than 1 minute.
- Only needs to be cleaned once every week.
- Step-by-step instruction on the display.

MINUTES SPENT CLEANING PER WEEK

L'OR PROMESSO
7 minutes

ESPRESSO*
55 minutes

*Compared with an average, fully automatic espresso machine with milk



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BREWING TIMES

Coffee	19 seconds
Cappuccino	23 seconds
Cups per hour	Up to 130

COFFEE & MILK

Coffee packs	2
Coffee pack size	1.4L
Milk type	Café Milc

FOOTPRINT

Dimensions	450(W) x 480(H) x 450(D)mm
Space required	550(W) x 580(H) x 550(D)mm
Weight	24kg

ENERGY & WASTE

Power	230V / 240V 13A
Water	Mains potable
Cleaning routine	7 minutes per week
PSSR test required	No

PRACTICALLY PERFECT

CUSTOMISABLE
FEATURES TO SUIT YOUR
OPERATIONAL NEEDS



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elevate YOUR COFFEE STANDARDS

L'OR PROMESSO IS A HIGHLY EFFICIENT COMPLETE COFFEE SOLUTION THAT ENHANCES THE QUALITY LABEL OF YOUR BUSINESS BY HIGHLIGHTING YOUR SUSTAINABILITY EFFORTS.

- Sustainable solution with UTZ-certified coffee and CO₂ efficiency to create a shared value for your business and customers.
- Highly attractive total cost of ownership.
- Enhance your business quality label with L'OR PROMESSO.



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L'OR PROMESSO OFFERS THE ULTIMATE COFFEE SOLUTION FOR YOUR BUSINESS

- More than 4000 PROMESSO machines currently operating worldwide*.
- Consumers prefer L'OR PROMESSO to branded bean solutions in blind tests and customer trials:
 - Test winner among 2000+ employees at leading consulting agency, Ireland.
 - Winner of an in-office test with >70% preference over a bean machine at the Dutch Tax Authorities**.
- Recommended by numerous satisfied customers based on their ultimate experience.

*Source: JDE Sales data, August 2018

**Source: Marketing research by&beyond, 2018 (N=124)

"Based on the functions of PROMESSO, I would recommend it to others, who have a hard time maintaining coffee machines."

Official Ferrari Dealer Auto Cavalino
Kobe, Japan

"I am confident that the improved quality and consistency from PROMESSO will make a difference to our guest satisfaction scores."

Crown Plaza London Battersea
London, United Kingdom

"It's fast, makes great coffee and looks stylish. We would recommend PROMESSO to everyone - even considering one at home, because the coffee is so good."

A Private Clinic
Randers, Denmark

Our L'OR PROMESSO Classique blend is made from coffee grown with sustainable production methods and is UTZ-certified. L'OR works together with UTZ to promote sustainable coffee farming practices. Our objective is to improve the living conditions of farmers, workers and their families, and we are committed to conserving nature and protecting the environment.

UTZ
Certified

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