

Schaerer, Jetinno continue coffee business expansion in Asia

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Switzerland-based Schaerer a manufacturer of fully automatic coffee machines for private and professional use, has announced an exclusive strategic partnership with Chinese company Jetinno in the field of free-standing vending machines. The goal is to further promote the Schaerer Premium Coffee Corner coffee-to-go-concept and to produce the customizable housing of the self-service machines locally for the Asian market.



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Chinese company Jetinno, with headquarters in the port city of Guangzhou, is specialized in the development and production of innovative commercial coffee machines, especially in the field of free-standing vending, and offers the highest level of digitalisation. This and the very good positioning of the company in the Chinese market to make Jetinno the perfect partner for adapting the Schaerer Premium Coffee Corner to Asia.

In addition, Jetinno has sound experience in technologies that are standard or even required in coffee vending machines in China and other Asian countries. Jetinno is also a well-versed partner when it comes to the implementation of mobile payment solutions, which are an absolute must for self-service concepts in Asia.

The partnership was tested at high speed on the basis of the European Premium Coffee Corner. In mid-2019, the first mutual project between Schaerer and Jetinno followed. Since a product launch at the beginning of 2020, it has relied on the Schaerer Premium Coffee Engine for its coffee concept and the shell and automation components from Jetinno.

With the strategic partnership, the partners want to strengthen their position in the Asian market. At the moment, Schaerer and Jetinno are working on further developing the Schaerer Premium Coffee Corner for other Chinese customers.