

MBD WORKSHOP 5
Coffee Culture & Taste

7^{Gr.}
espresso
a
mano

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research
& analysis



rediscover espresso **culture**

recognizable **quality** of **Italian** espresso culture

enabling **customers** to be **expert baristas**

desire to “**get one’s hands dirty**” with fine bean powder
to discover the bean’s very **soul**
in order to recognize it in the cup.

giving tools, **guidance**, ingredients and
training to make sure **excellent espresso**
coffee and its quality can be easily recognized

the aim

Our goal is to bring the Italian **handicraft** of espresso making back into the 7Gr experience while enhancing customer knowledge.

We want the customers to “**get their hands dirty,**” develop the manual and technical **expertise** of a barista and begin to develop a discriminating and **sophisticated taste** for the perfect espresso.



the analysis

manual



automatic

loss of ritual

loss of customer
knowledge

loss of hands-on
experience

the analysis

manual  automatic



the analysis

manual



automatic



enhance customer
knowledge



reinstate the
hands-on experience

target market

the veteran



the newcomer

knowledge of espresso

little knowledge of espresso

target market

the veteran



the newcomer

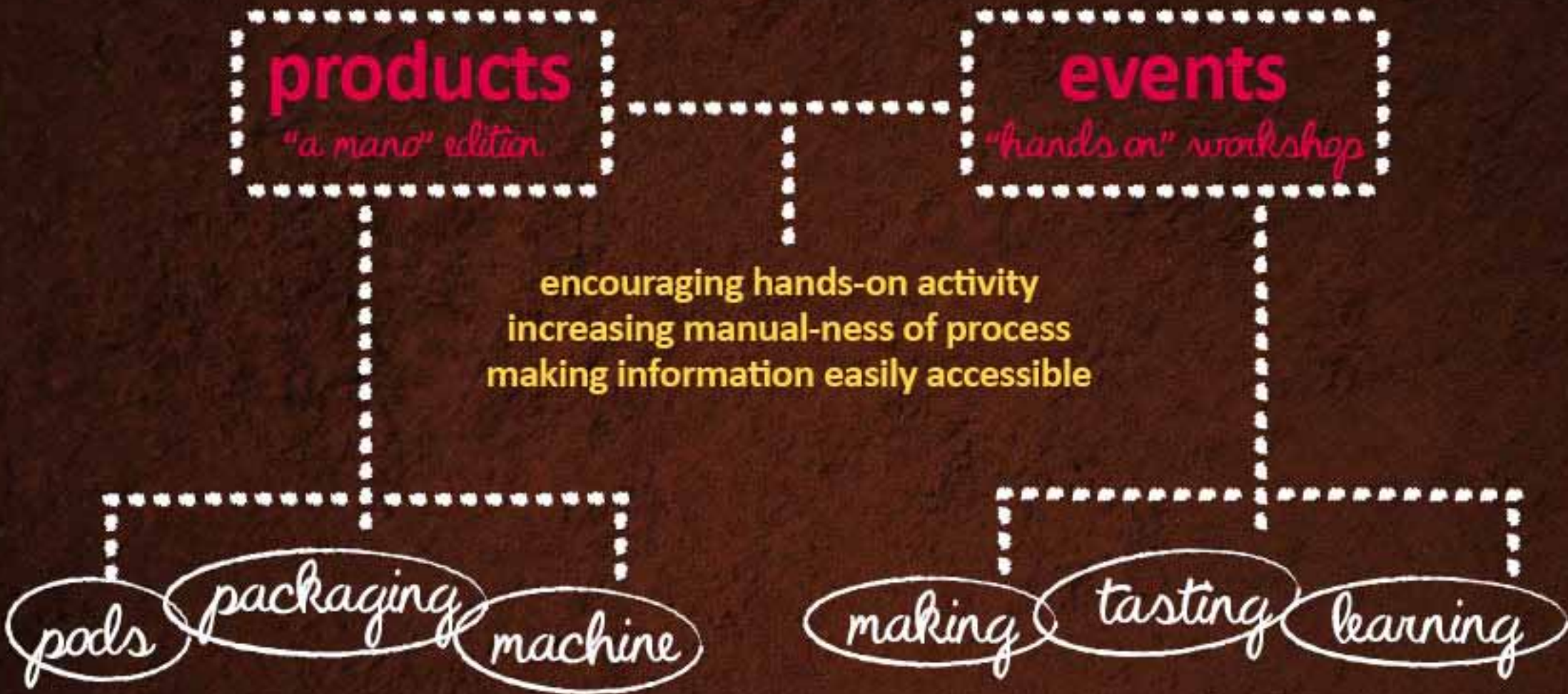
knowledge of espresso

little knowledge of espresso

impart guidance
enhance customer knowledge
reinststate the hands-on experience

strategy

the strategy



the strategy

products
"a mano" edition

pods

experiment
with blends



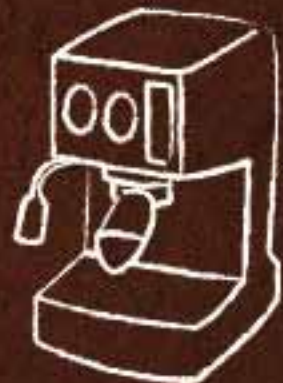
packaging

gain knowlege
& expertise



machine

experiment with brewing



7G.

the
products

the pods



"base" pod



"flavor" pod

the pods

base pods



flavor pods



9 total blends

7^{Gr.}

the packaging

base pods

front view



7Gr.

the packaging

base pods

back view



7Gr.

the packaging

flavor pods

front view



7 Gr.

the packaging

flavor pods

back view



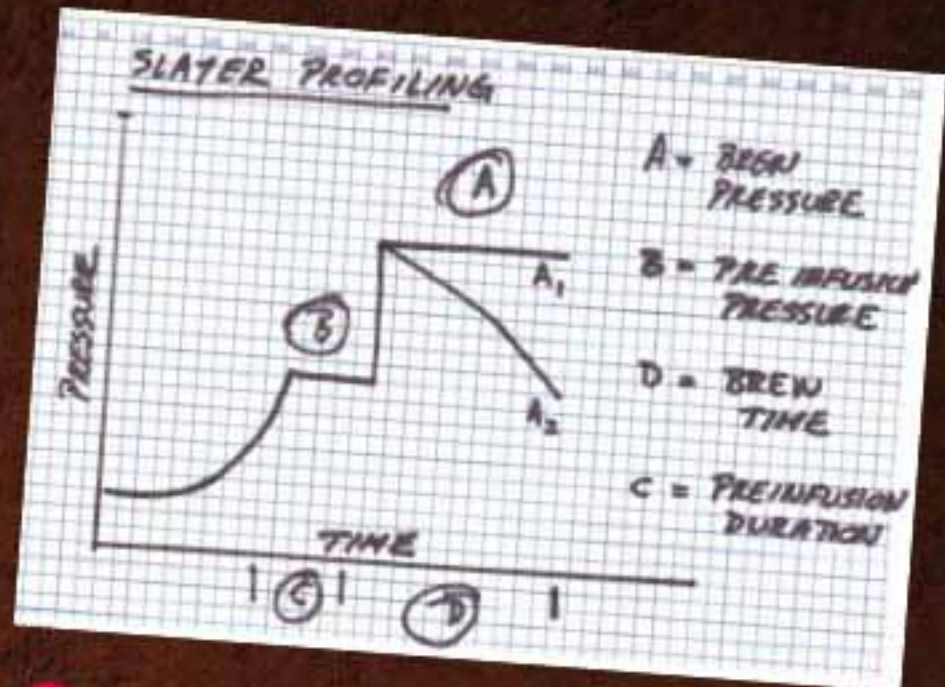
7Gr.

the
machine

the machine *pressure profiling*

what is pressure profiling?

Provides the ability to vary and/or manipulate brewing pressure (between 0 and 9 bars, static or progressive) during the extraction process.

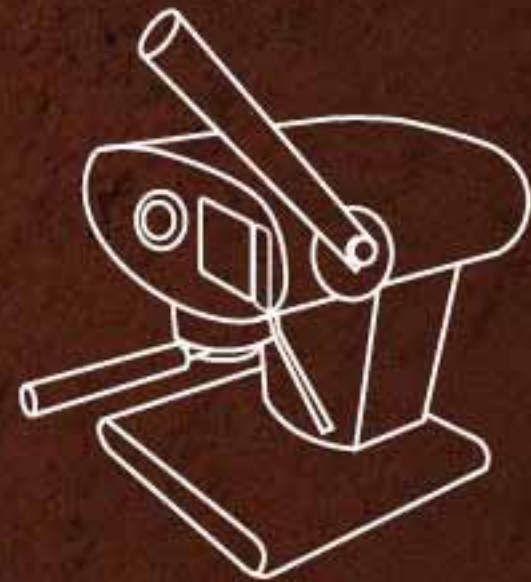


what does pressure profiling do?

Allows you to change the “volume” (or “expression”) of different flavor components to effect the balance and body of the shot.

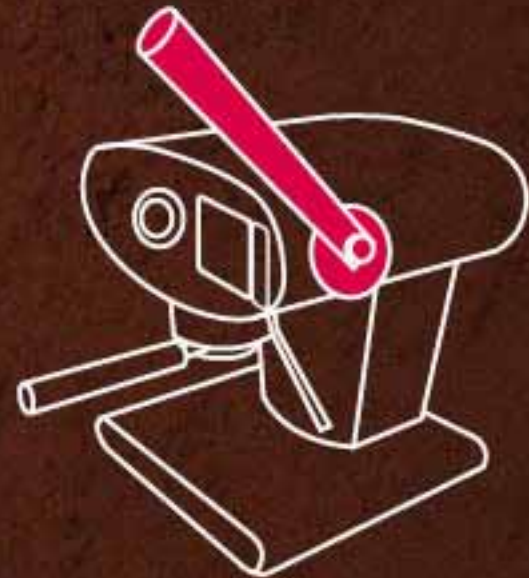
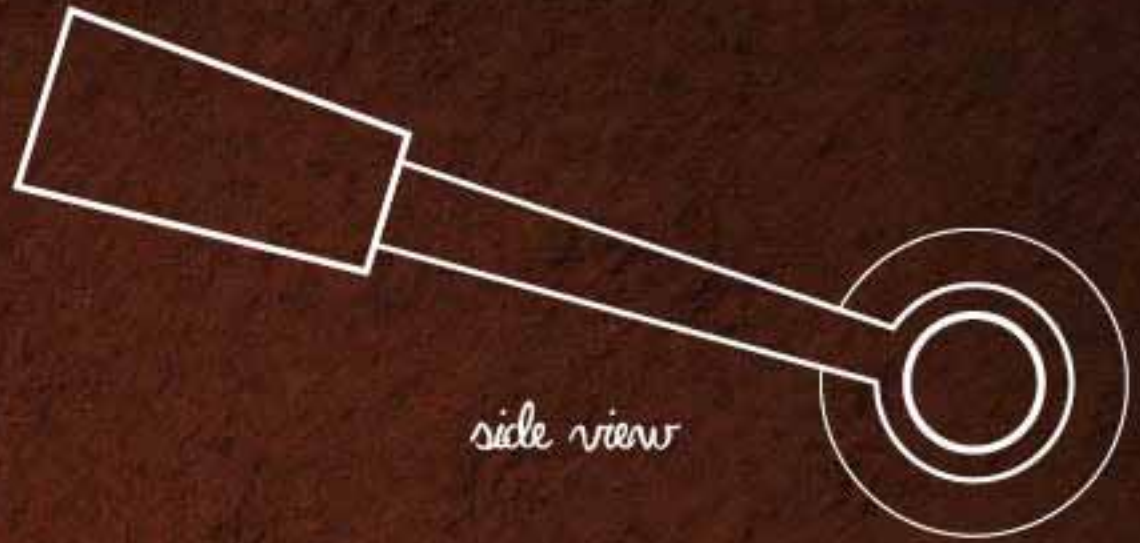
Tends to produce a rounder, softer espresso that highlights brightness, sweetness, and delicate notes to emerge from the body of the shot.

the machine *new features*



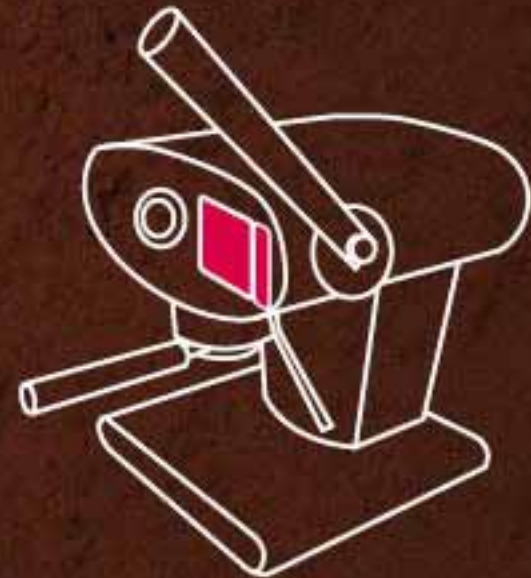
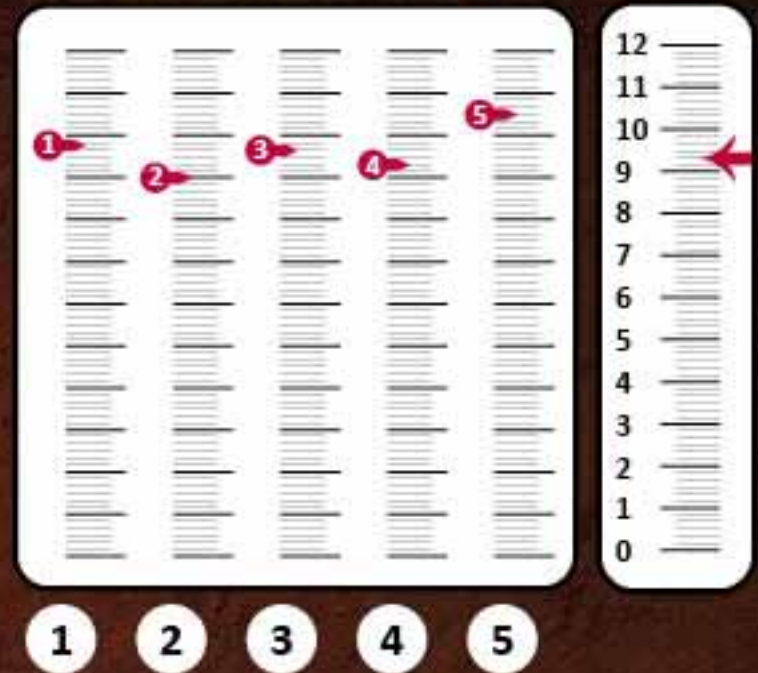
the machine *new features*

- manual pressure lever



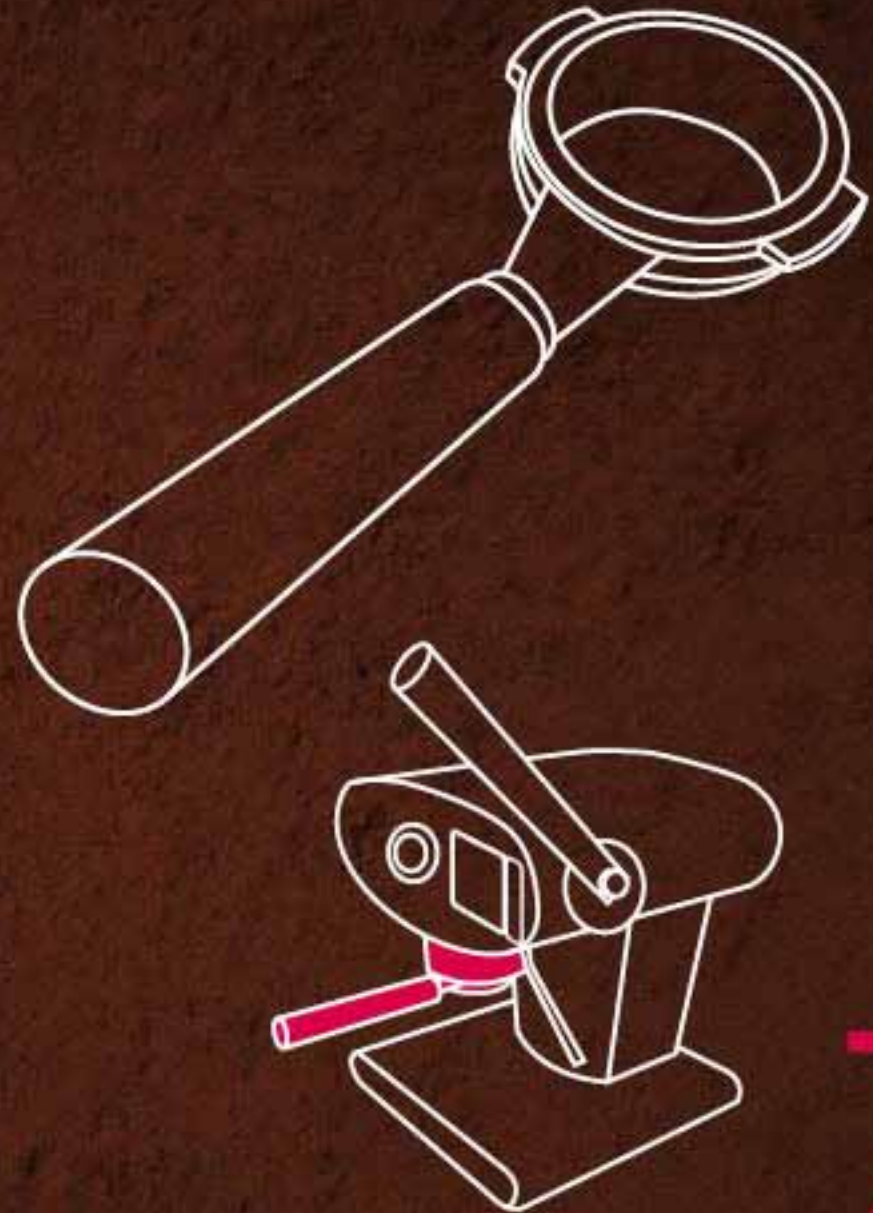
the machine *new features*

- manual pressure lever
- pressure guage with accurate “bar” measurements
- pressure profile saver



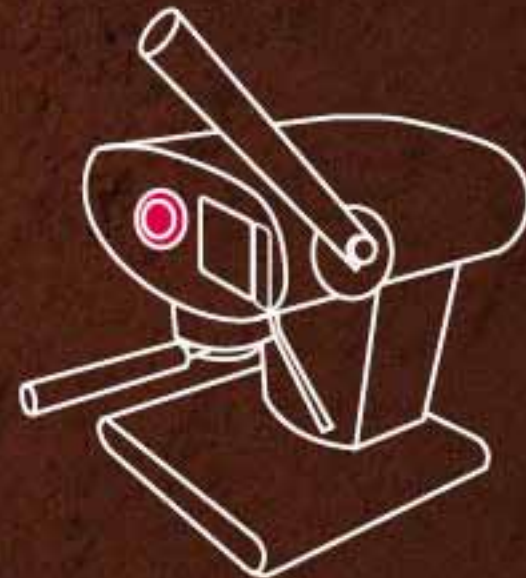
the machine *new features*

- manual pressure lever
- pressure guage with accurate “bar” measurements
- pressure profile saver
- porta filter



the machine *new features*

- manual pressure lever
- pressure guage with accurate “bar” measurements
- pressure profile saver
- porta filter
- time & temperature guage



the machine *new features*

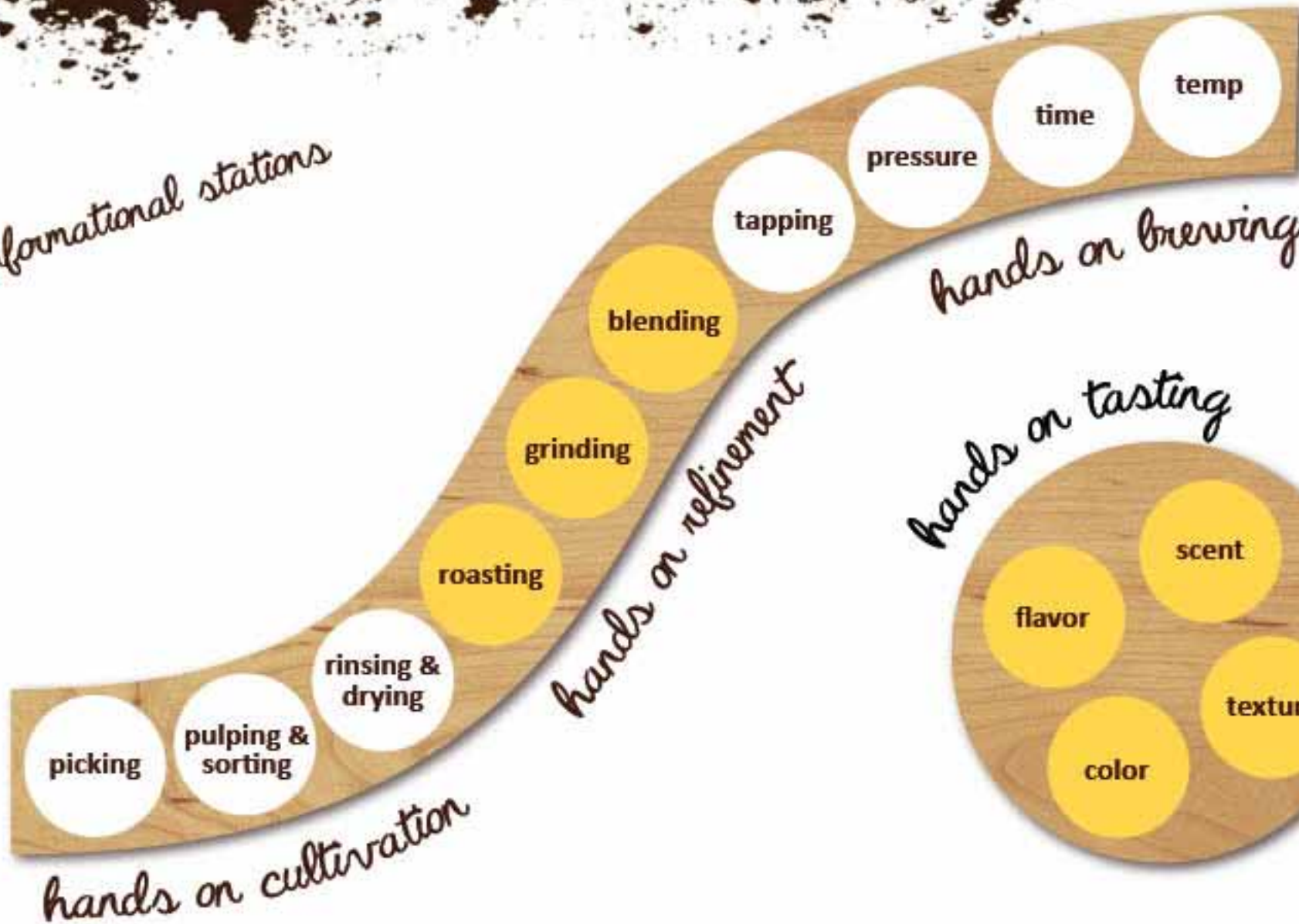
- manual pressure lever
- pressure guage with accurate “bar” measurements
- pressure profile saver
- porta filter
- time & temperature guage
- 7gr Pressure Profile Handbook





*the
event*

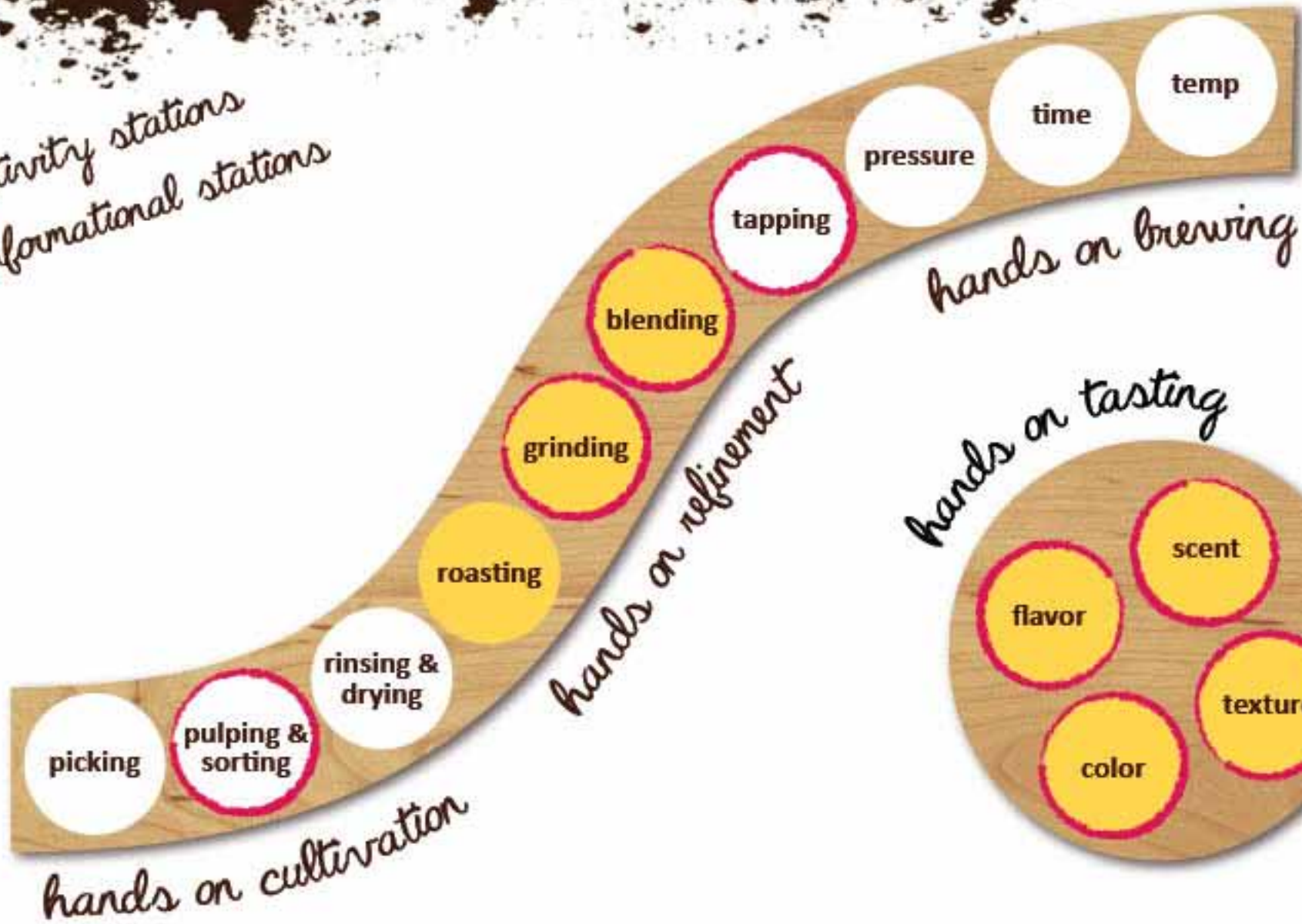
the workshop "hands on espresso"

● ○ informational stations

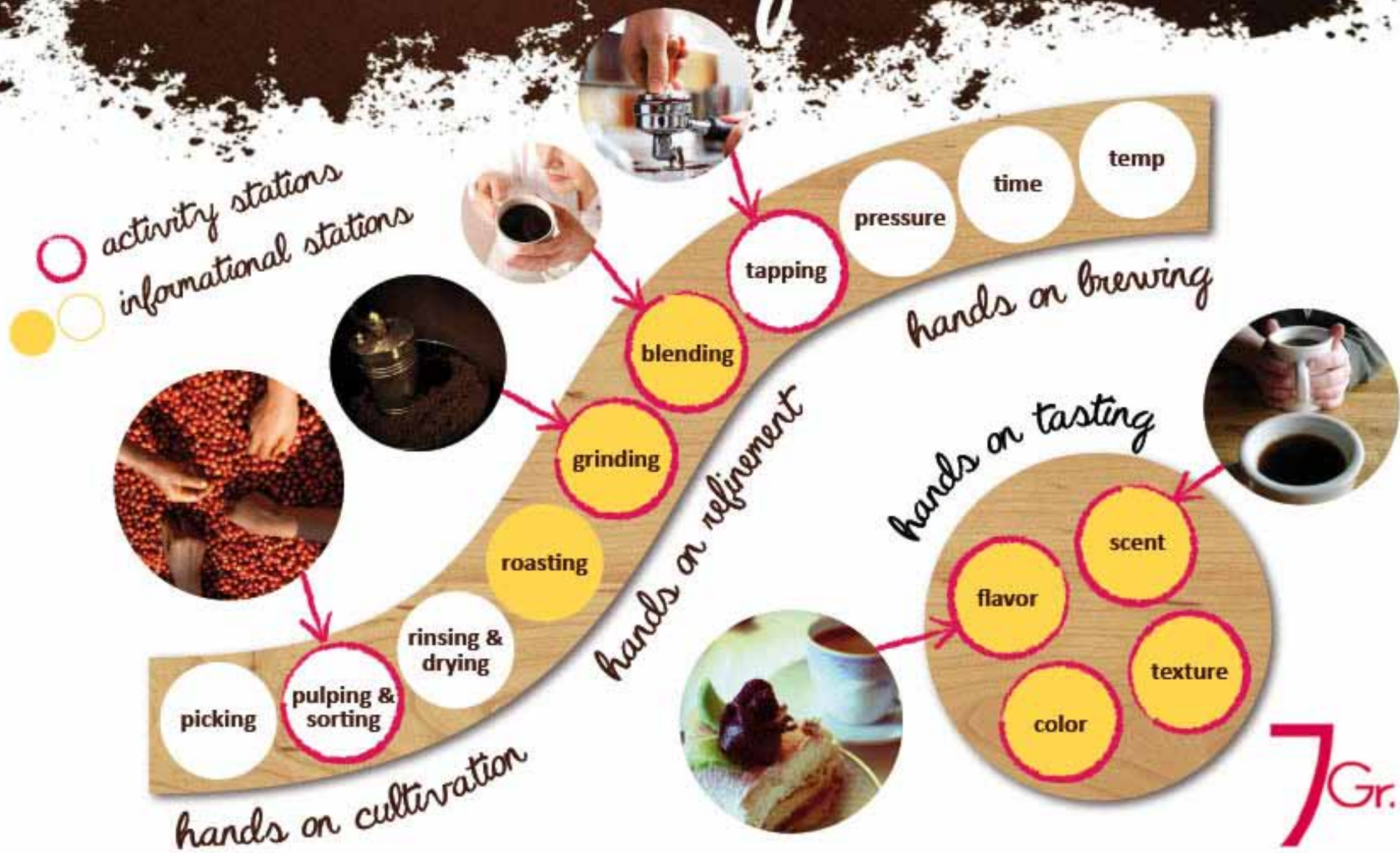


the workshop *"hands on espresso"*

 activity stations
 informational stations



the workshop "hands on espresso"



Hands on...
Cultivation

Hands on...
Refinement

Hands on...
Brewing









future
strategy

future strategy

product extension

Pods

extension of blends and blending combinations

machine

office

bar

digital "profile saver" to save greater number of pressure & flavor profiles

business partnerships

cafes & restaurants

installation of monthly workshops

personal "a tavola" tastings for patrons

chefs

development of 7gr cookbook with recipes that use espresso & enhance flavors

workshop extension

"pop up" workshops

Torino Chocolate Festival, March

Fuori Salone, April

Festa dei Navigli, June

St. Agostino Street Festival, December

thank you