

# DALLA CORTE PRESENTATION

DALLA  
CORTE

MAKE it  
BETTER

**THE ORIGINS**  
**EVERYTHING STARTS WITH**  
**BRUNO DALLA CORTE**

The background of the slide is an abstract composition of geometric shapes. A large, bright yellow triangle occupies the left and bottom-left portions of the frame. To its right, a dark blue, almost black, shape extends towards the top right corner. The boundary between these two main colors is jagged and irregular, resembling a torn piece of paper or a rough cut. Within the dark blue area, there are several thin, parallel yellow lines that run diagonally, adding a sense of movement and depth to the design.



# BRUNO DALLA CORTE

Dalla Corte  
Presentation

**1947**

Bruno Dalla Corte starts to work as technician for La Cimbali.

**1950**

He starts to work for Faema and contributes to the creation of the water circulation system, installed in the E61.

**1964**

Bruno opens his own technical service centre and develops a new espresso machine based on a different technology.

**1969**

The company Officine ABA is opened in Bologna and the Spaziale production begins, with the new double water circuit system steam boiler and group technology.





# PAOLO DALLA CORTE ENTERS THE COFFEE WORLD

Dalla Corte  
Presentation

## 1970

Paolo starts working for the technical service centre of his father Bruno at the age of 11, after the school. When he is 16 year old he creates his first component, which would be later installed on La Spaziale coffee machine. He reorganizes the technical service centre by hiring new, young technicians and dealing with their recruitment and training.

## 1990

Paolo Dalla Corte leaves the service centre to substitute Bruno in the engineering division of La Spaziale bringing further innovations on Bruno's technical basis.

## 2001

The Dalla Corte S.r.l. company is founded and the Evolution - the first espresso coffee machine working with the multi-boiler technology- is created.





# DALLA CORTE SRL

## THE BEGINNING OF A NEW ERA

Dalla Corte  
Presentation

**2003**

The OCS (Online Control System) is developed - Telemetry.

**2004**

Beginning of the International sales activities, promoting the "Proof of taste" concept.

**2005**

GCS (Grinder Control System) rollout in the global market.

**2008**

The international sales network reaches over 40 countries worldwide.

**2009**

The dc pro defines a new standard in the world of espresso coffee machines.

**2011**

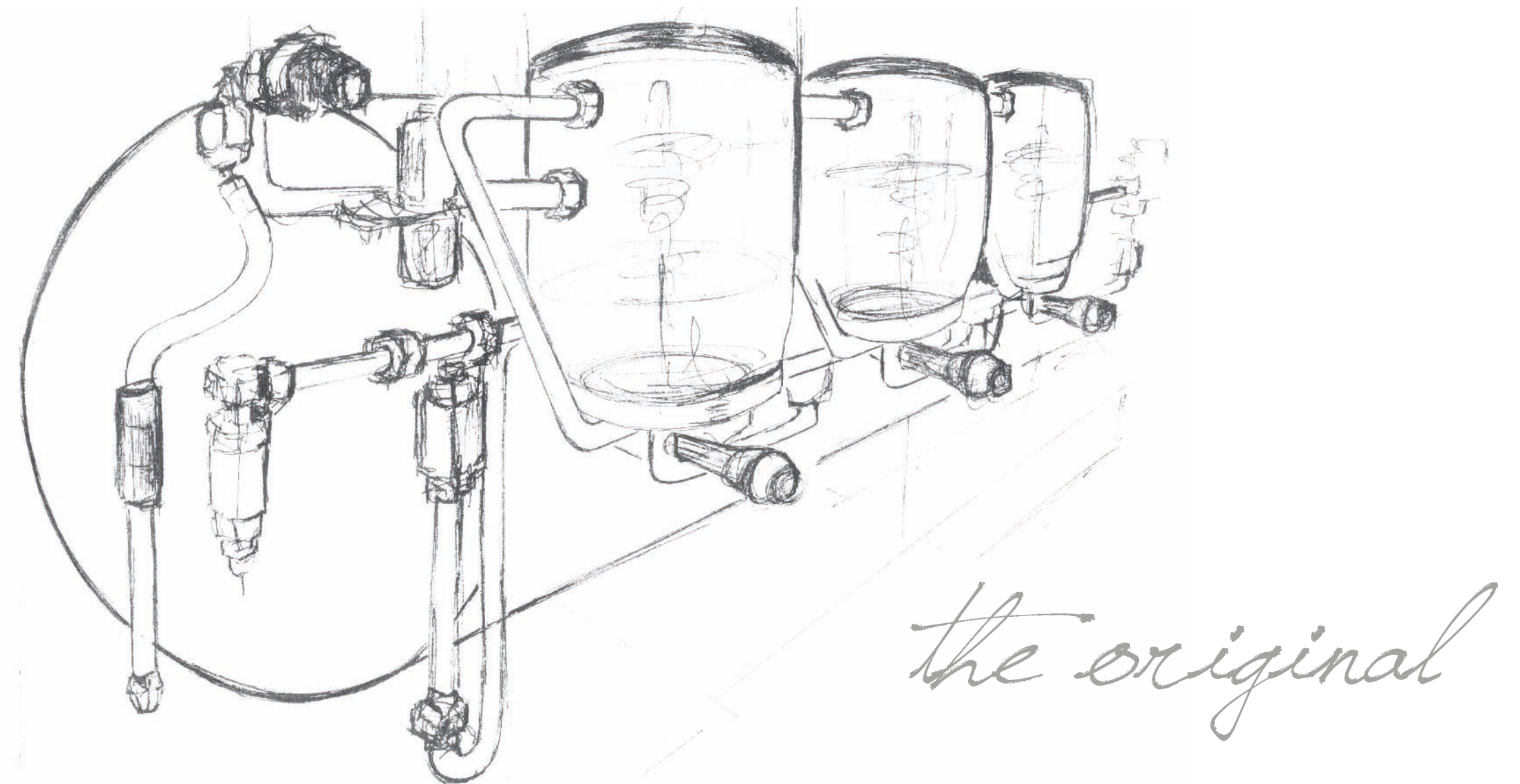
The dc one (grinder on demand) becomes a new tool and integration for the DC System

**2014**

New on demand double grinder dc two is launch into the marketplace.

**2015**

Mina e Max are officially announced at the Host Milano.





VALUES

INGENUITY

INTEGRITY

INSIGHT

INTENSITY

*Dalla Corte*  
**BLACKBOARD** ED  
2014



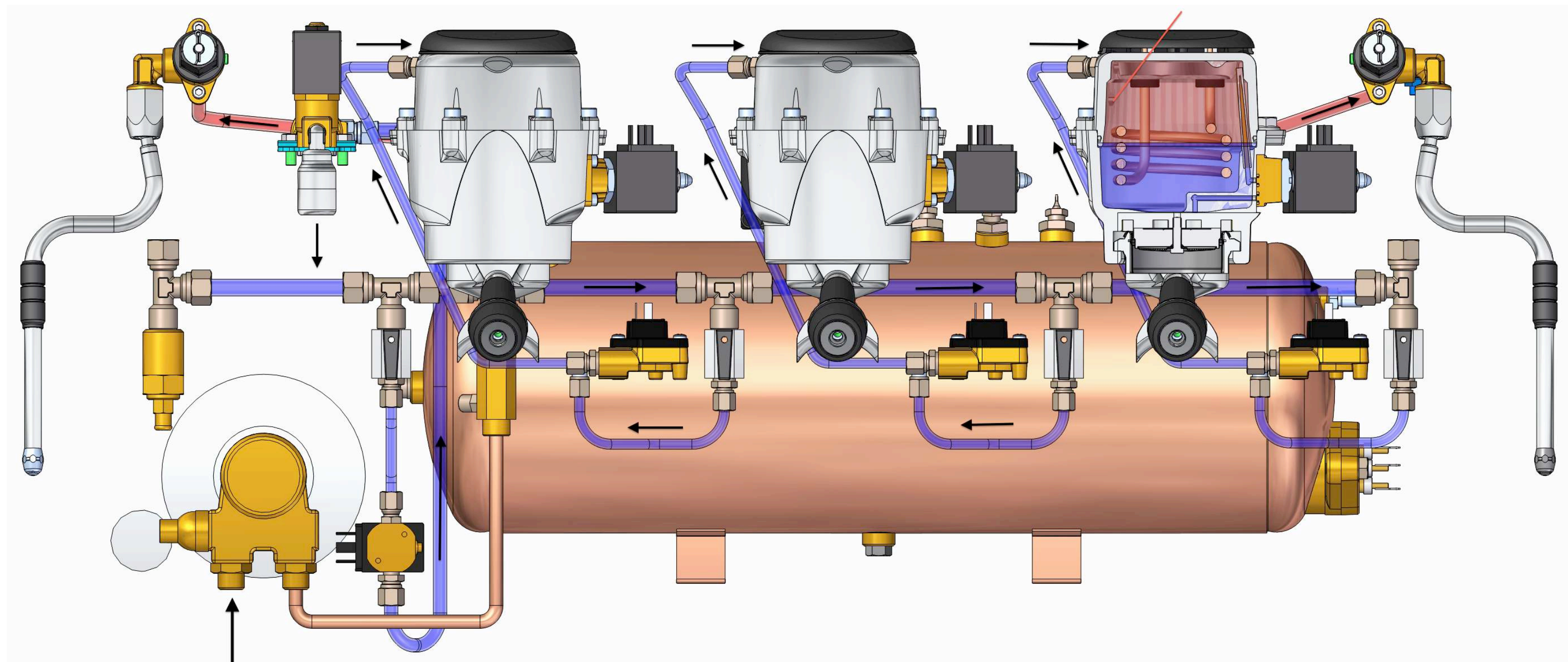


DALLA CORTE  
BASIC TECHNOLOGY



# DALLA CORTE MULTI-BOILER TECHNOLOGY

Dalla Corte  
Presentation



**Dalla Corte**  
hydraulic system

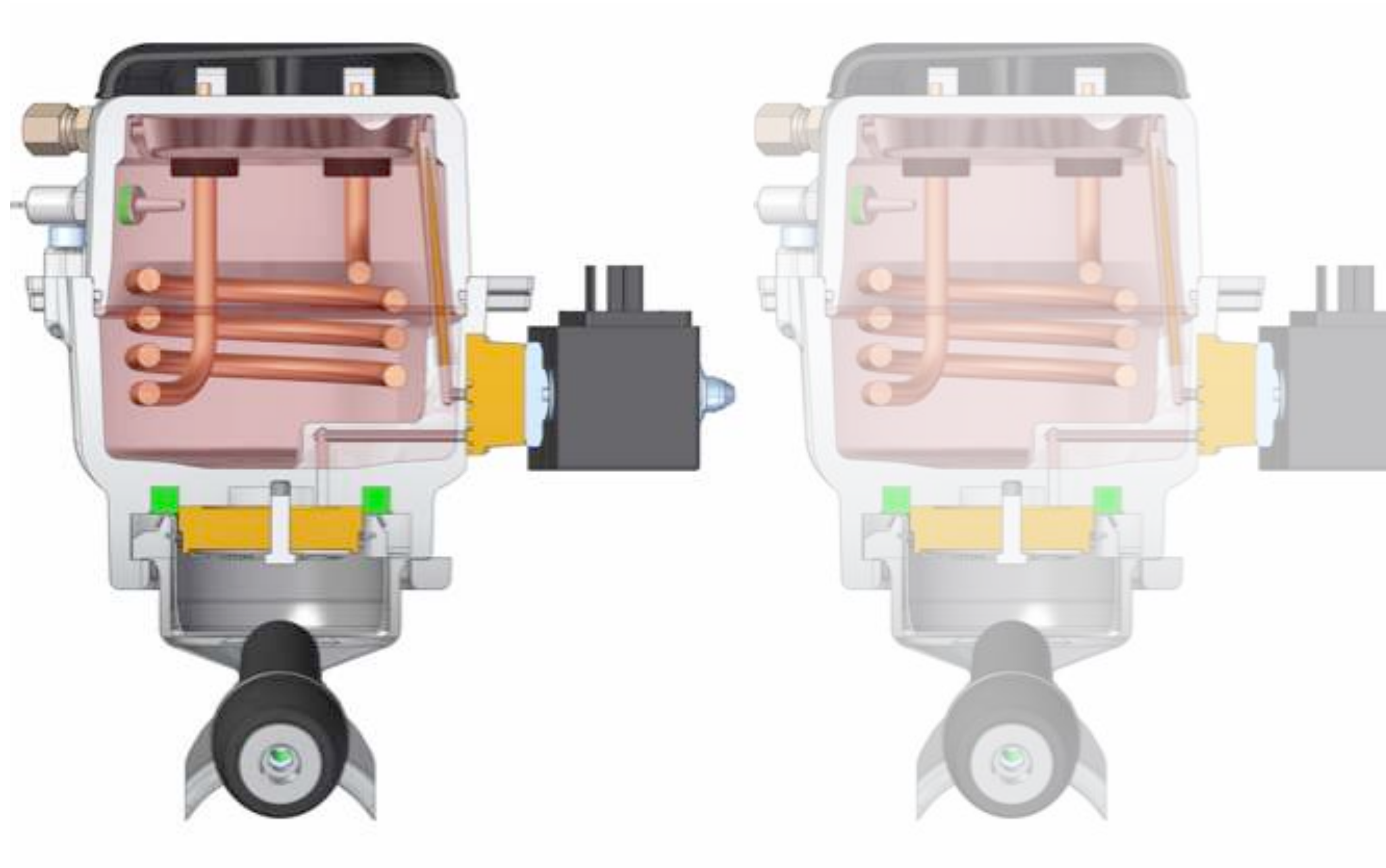


# DALLA CORTE INDEPENDENT GROUP

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Presentation

Dalla Corte created the patented multi-boiler technology: independent brewing units, that work completely independently from the hot water of the boiler (patent no. 1360918).

- Thermal flexibility of the brewing units
- Easy adjustment
- Thermal stability of the brewing units
- Optimum extractions with 7-7,5 g coffee doses
- Functional reliability
- Energy efficiency
- Lower maintenance costs





# DALLA CORTE ENERGY SAVING

Dalla Corte  
Presentation

Results of the tests run on the Evolution serie, 24h stand-by.

The Dalla Corte consumption are certified by **IMQ**:

2 groups: max. 7,8 Kw  
3 groups: max. 11,3 Kw  
4 groups: max. 13,0 Kw

Results on traditional technology machines:

2 groups: 11,20Kw  
3 groups: 15,00Kw  
4 groups: 22,00Kw





# DIFFERENCES BETWEEN DALLA CORTE AND TRADITIONAL SYSTEMS



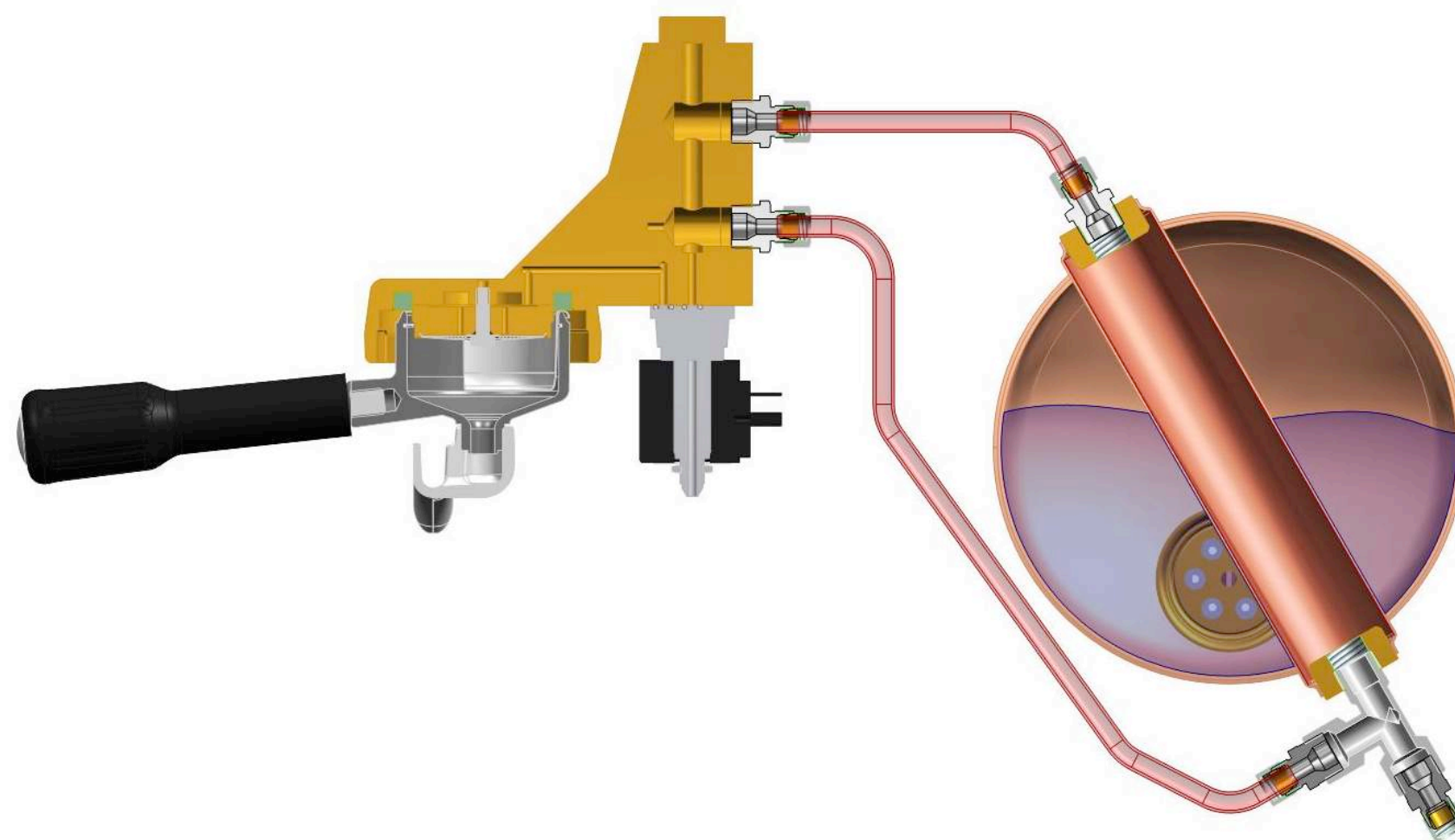


# TRADITIONAL SYSTEMS

## DOUBLE WATER CIRCUIT SYSTEM, STEAM BOILER AND GROUP

Dalla Corte  
Presentation

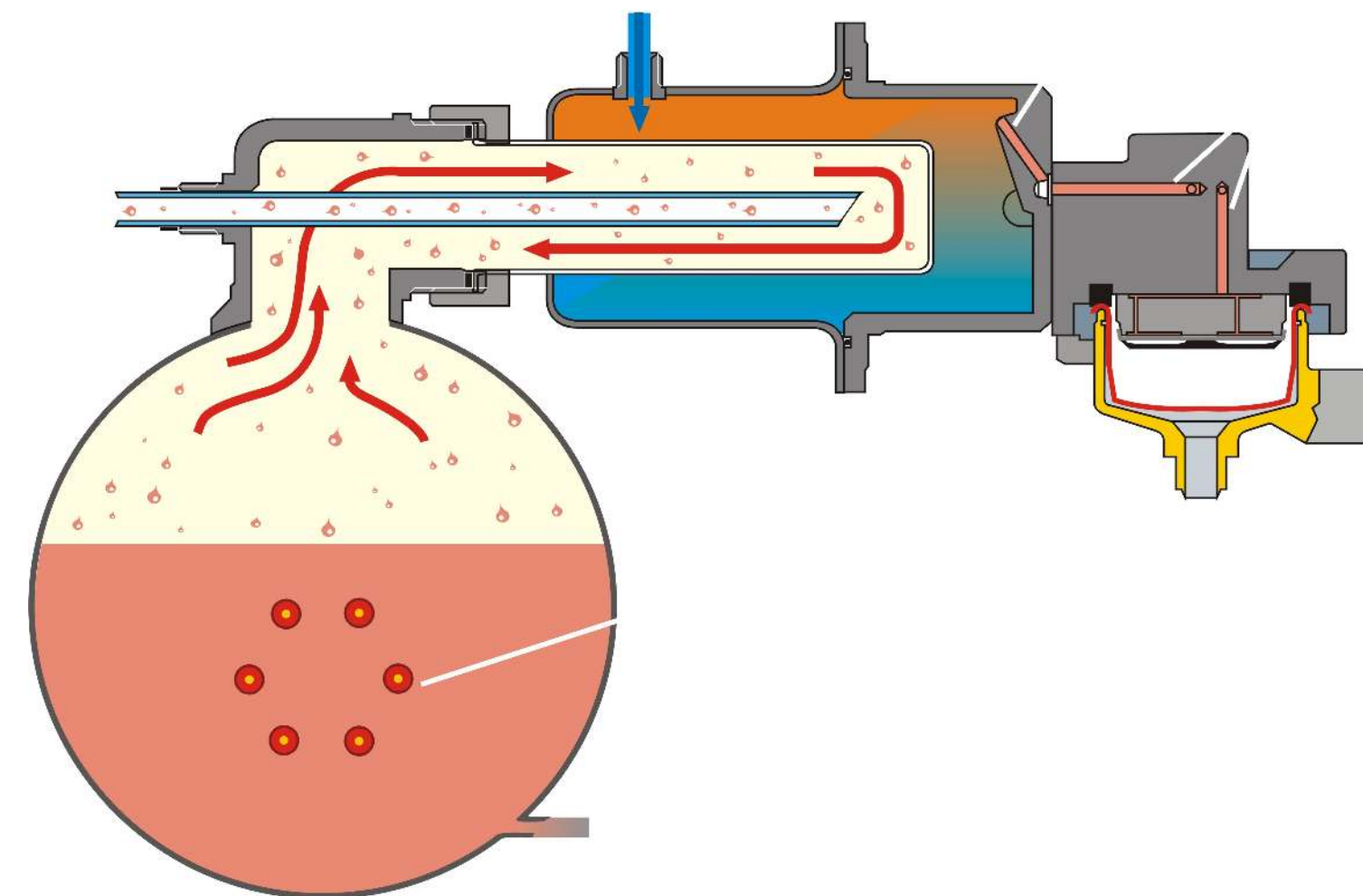
### LA FAEMA



#### Systems limitations:

- Limited flexibility of brewing units
- Thermal instability of brewing units
- Difficult and unstable adjustment of the temperature

### LA SPAZIALE



- Unsatisfactory single shot extraction
- Unjustified energy consumption during stand-by mode
- High maintenance costs



# IMITATING BREWING SYSTEMS



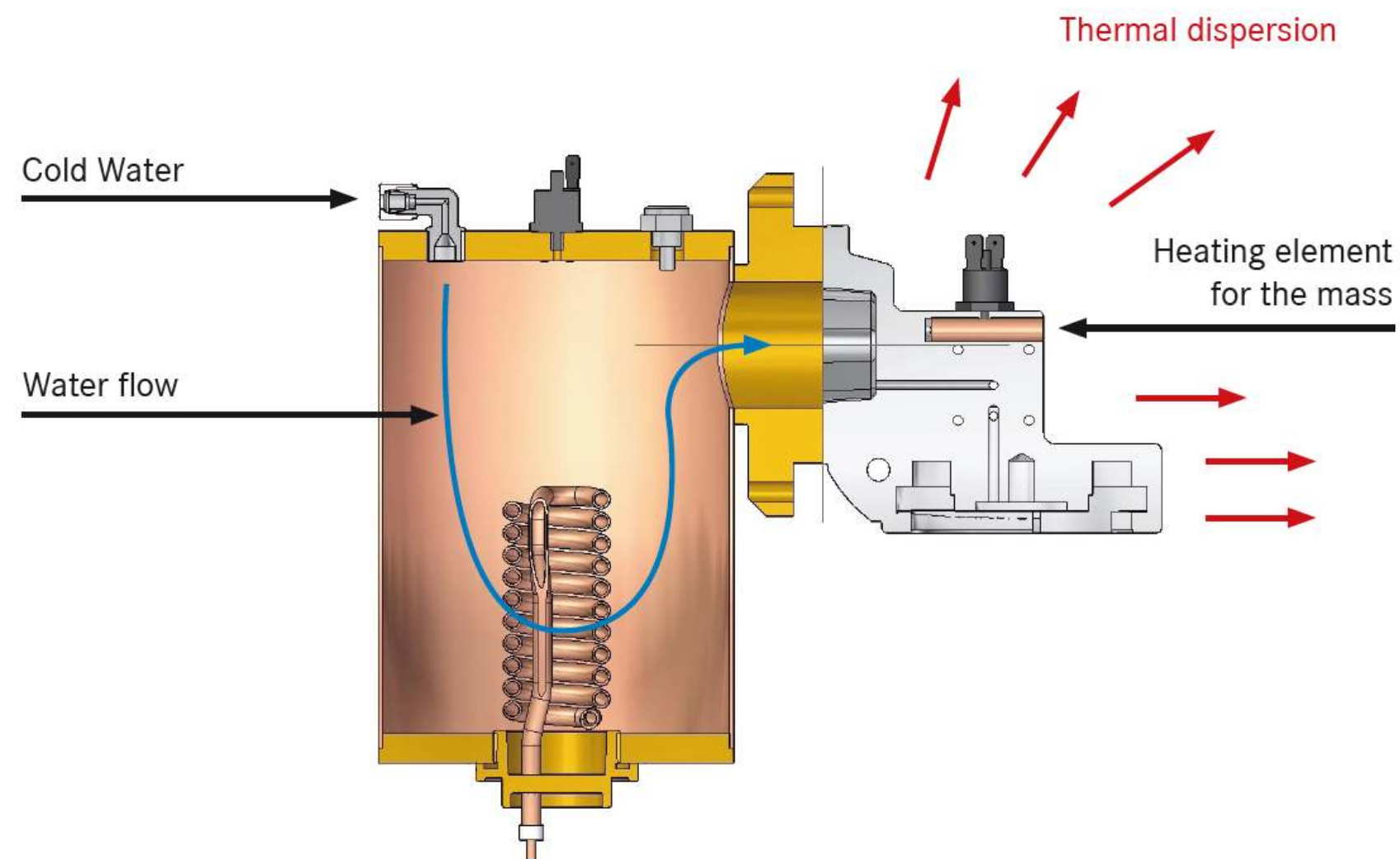


# IMITATING BREWING SYSTEMS

## LAST FIVE YEARS IMITATIONS ON THE MARKET

Dalla Corte  
Presentation

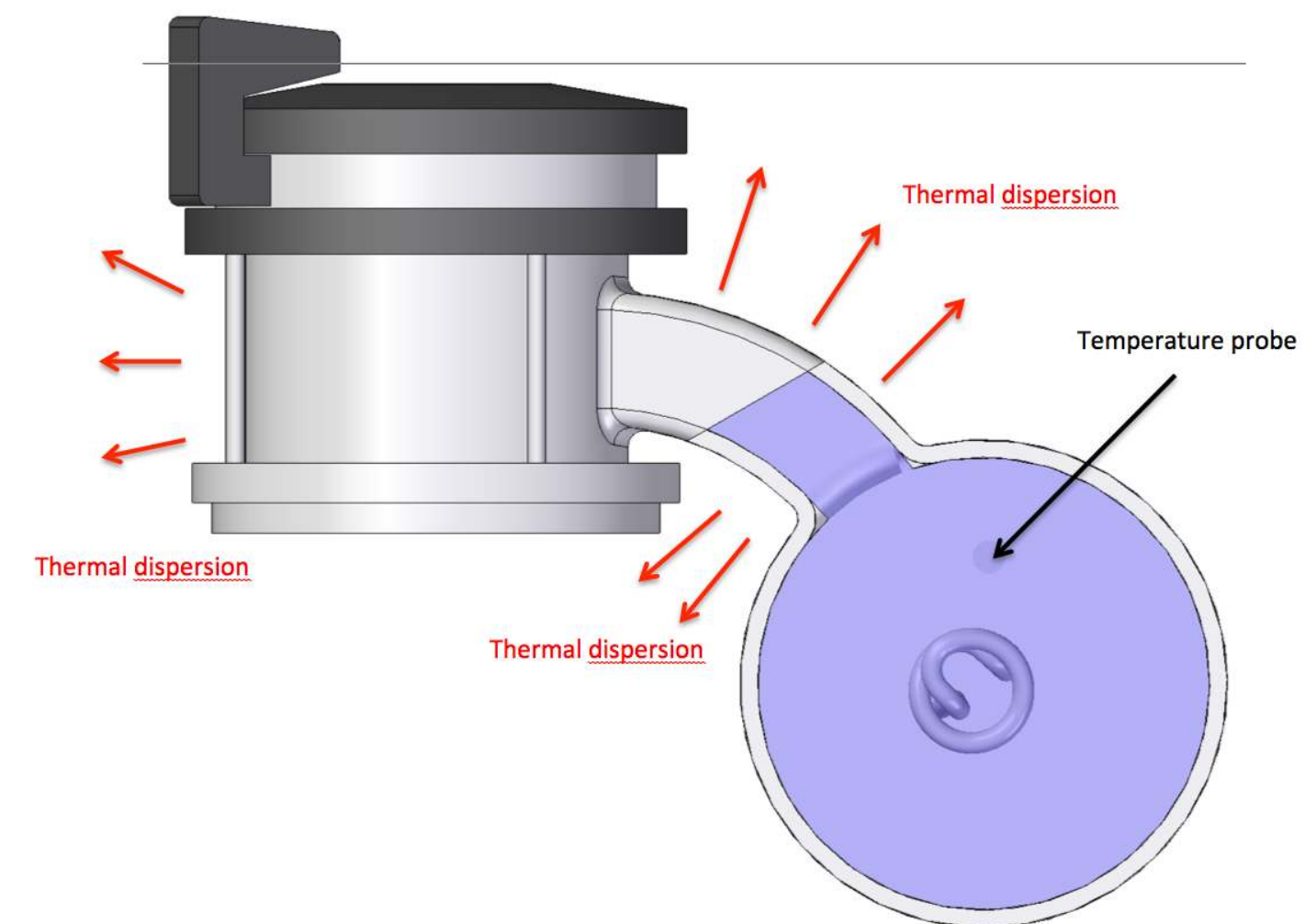
### SYSTEM 1



#### System 1-2 limitations:

- Difficult adjustment of the temperatures in brewing units
- Difficult set up of the right extraction temperature
- Difficulty in achieving thermal stability of brewing units

### SYSTEM 2



- Limited extractions of the aromas with a 58mm D filter
- Difficult service

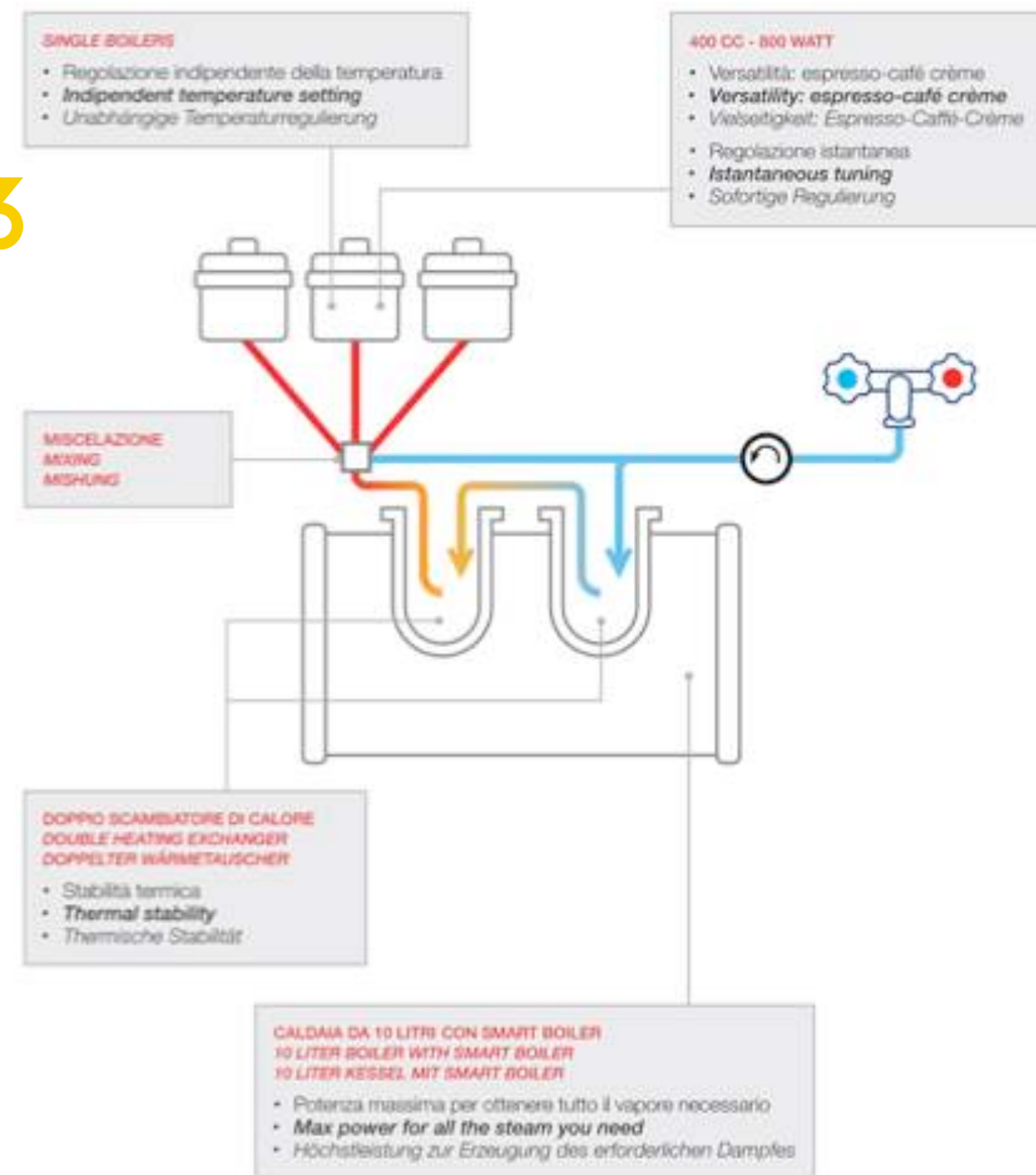


# IMITATING BREWING SYSTEMS

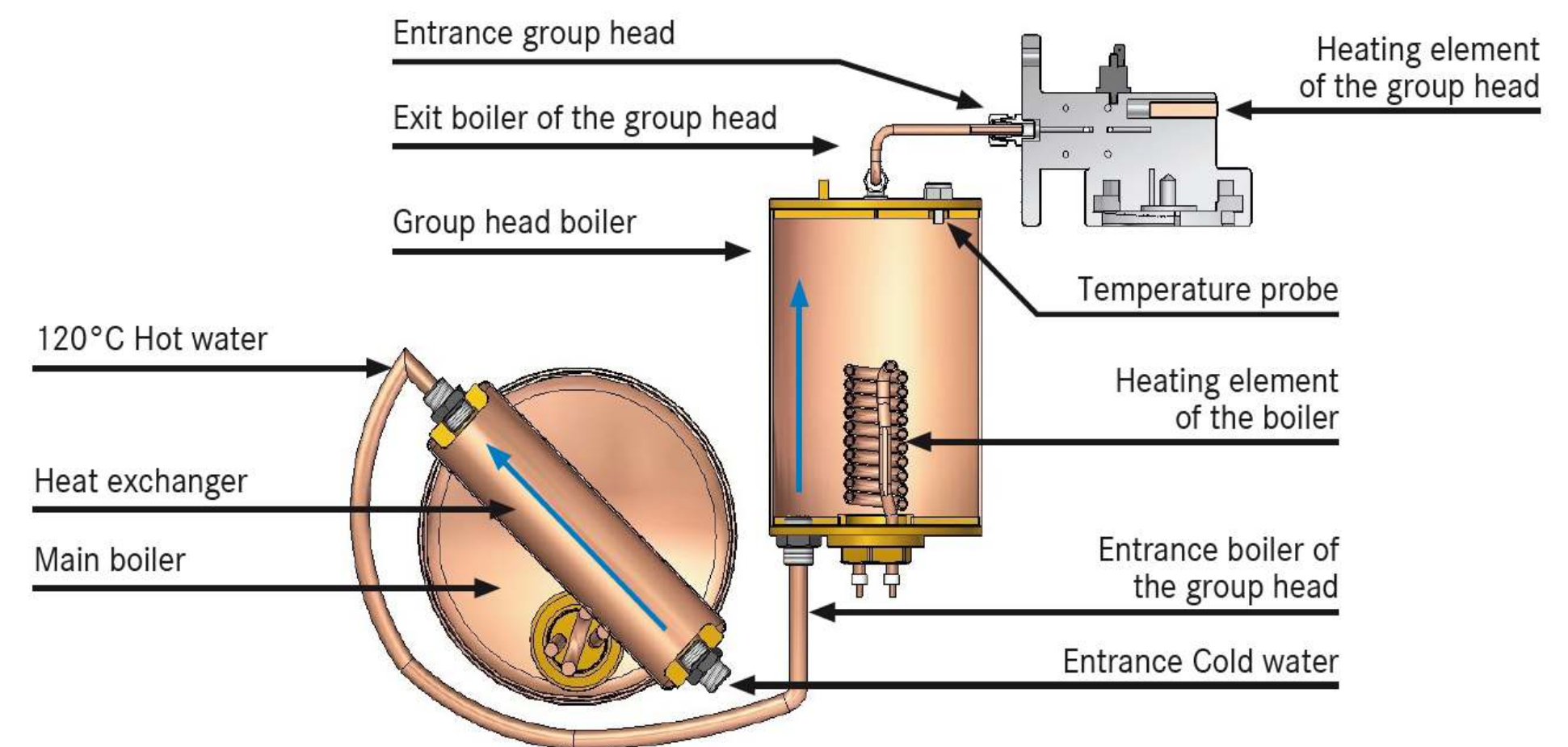
## LAST FIVE YEARS IMITATIONS ON THE MARKET

Dalla Corte  
Presentation

### SYSTEM 3



### SYSTEM 4

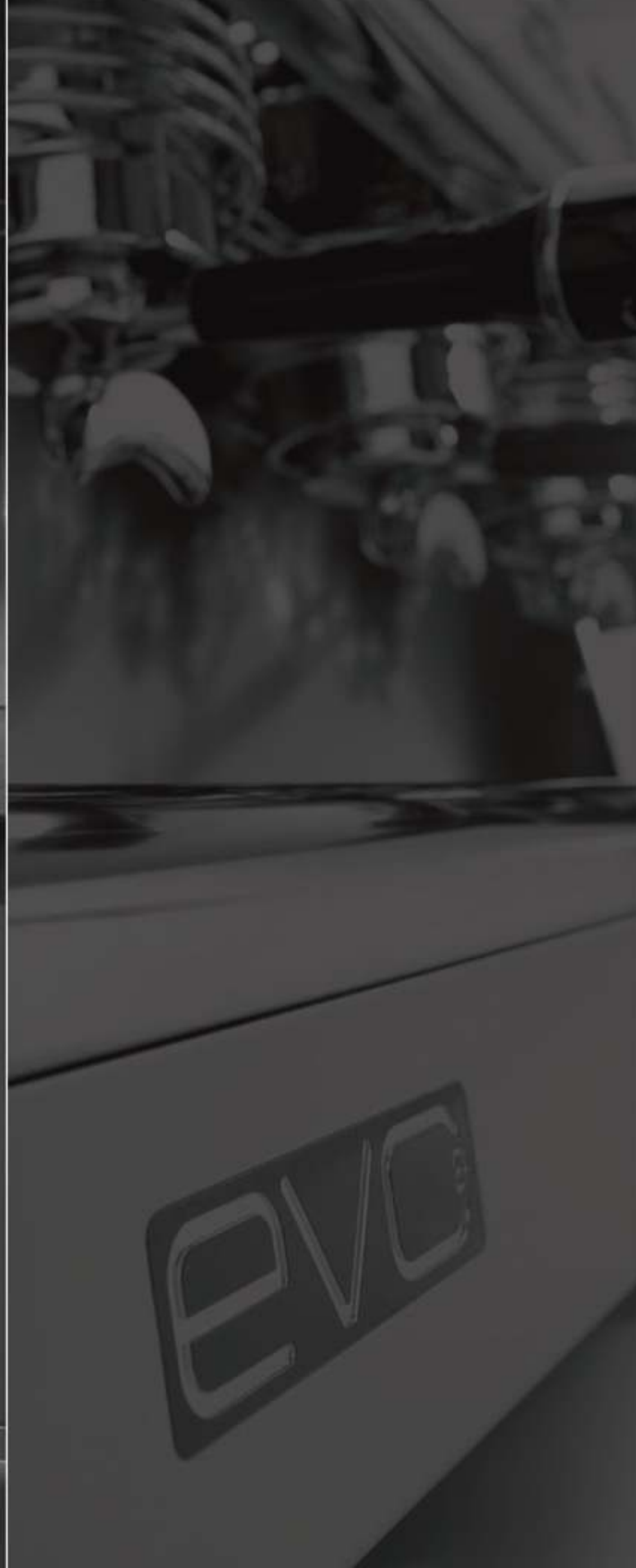


#### System 3-4 limitations:

- Difficult adjustment of the temperatures in brewing units
- Difficult set up of the right extraction temperature
- Difficulty in achieving thermal stability of brewing units
- Limited extractions of the aromas with a 58mm D filter
- Difficult service



# PRODUCTS





# DC PRO

## TECH INNOVATION

*design inspiration*

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Presentation





EV02  
MODERN *meets classic*

Dalla Corte  
Presentation





# DC ONE PRECISE GRINDER

*creative coffee*

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Presentation





# DC TWO PERFECT CUT

*tastier espresso*

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Presentation





# MINI & SUPER MINI ONE GROUP MACHINE

*infinite possibilities*

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Dalla Corte  
Presentation









# DALLA CORTE - PRODUCT MARKETING 2017

## MINA - HOW TO SELL IT TO EXPERT BARISTAS

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Presentation

### Mina Flow Profiling

#### Control over flavors



Flow profiling allows the user control over the coffee flavors profile.



Acidity, sweetness and body can be changed by regulating the quantity of water flow and time.



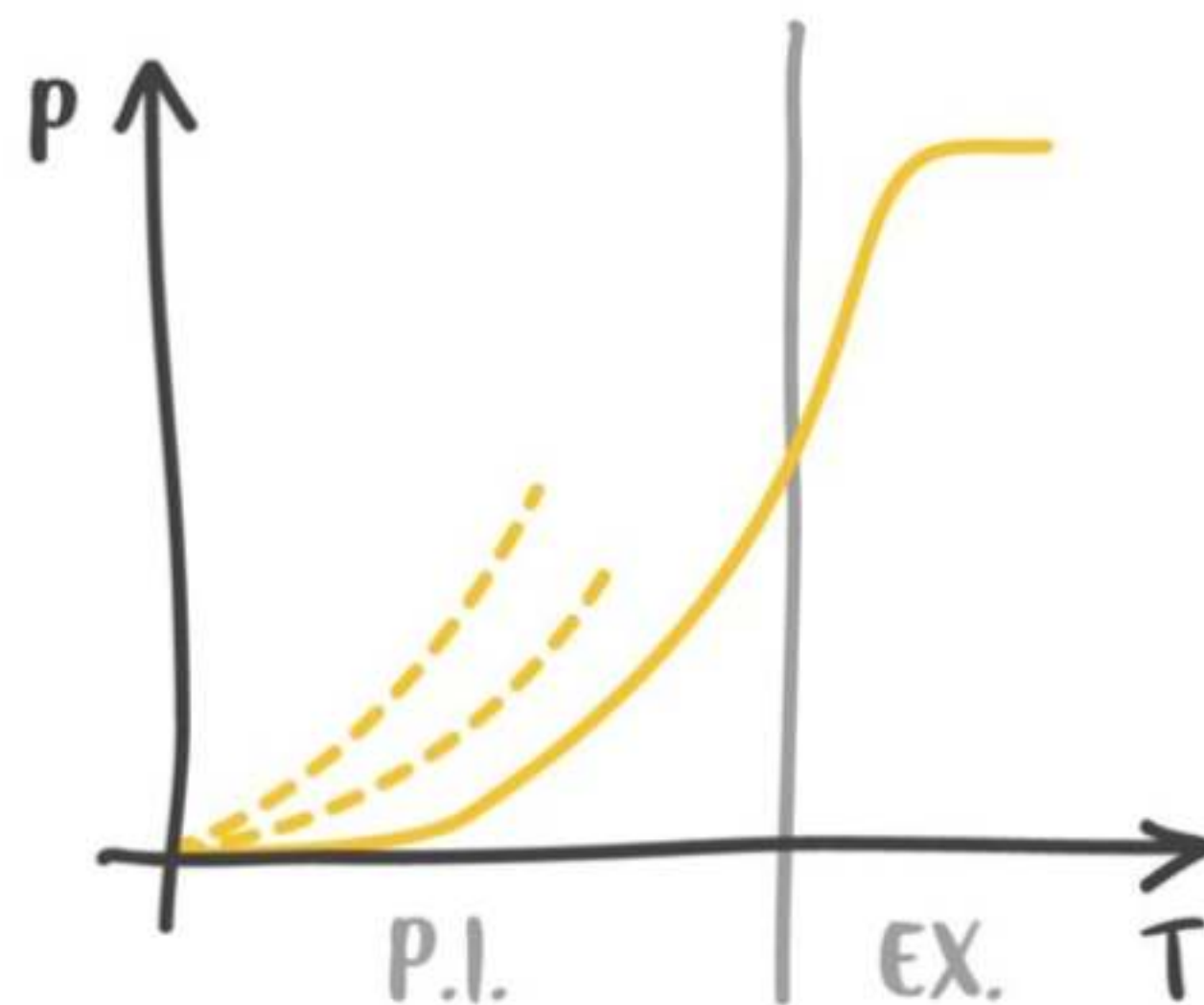
Profiles can be easily saved and repeated on the app.



The extraction can be profiled in five steps, with the possibility to set up the flow steps with one hundredth of a millimeter precision.



## FLOW PROFILING



1

**Mina main advantage is the control over the preinfusion**

**Pre-infusion** is the **most important phase** during a coffee extraction. In fact, **80%** of aromas are extracted in the initial **20%** of extraction process, that is the pre-infusion.

The pre-infusion requires **50% of water** used for the entire extraction.

2

**Accuracy of the water flow**

DFR allows the pre-infusion phase to be very accurate. You can set the desired profile in the APP and decide, depending on the coffee, to have a soft or aggressive introduction of water on the coffee cake.

Mina has **5 stages** of possible water flow regulations.



# DALLA CORTE - PRODUCT MARKETING 2017

## MINA - HOW TO SELL IT TO EXPERT BARISTAS

Dalla Corte  
Presentation

### Advantages of the App

A powerful **app**, connected to the smartphone / tablet via Bluetooth, gives the user an unprecedented amount of information and control over their machine.

### Flavor Profiles

- Look for and set up flavor profiles for different coffee blends.

### Easy automation

- Save the favorite profiles for each coffee blend or single origin.
- With Mina app you can immediately activate all the saved profiles and use them just with a tap.

### More Minas in one App

- If your shop needs more than 1 brewing station, the App can control multiple Minas and multiple profiles.



# DALLA CORTE - PRODUCT MARKETING 2017

## MINA - HOW TO SELL IT TO EXPERT BARISTAS

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Presentation



YELLOW



BLACK



WHITE



GLASS



WOOD VENEER



DARK EARTH OAK



COUNTRY BLUE



LIGHT OAK



VENICE WOOD



COFFEERAMA



COUNTRY GREEN



YELLOW BOARD



BLACKBOARD

**Your unique style.**

Mina has an amazing level of customizability, using different metals, woods, glasses and natural fibers.



# DALLA CORTE - PRODUCT MARKETING 2017

## MINA - HOW TO SELL IT TO COFFEESHOPS

Dalla Corte  
Presentation

### The modular approach Not just a single group machine:

- With 3 machines connected you have 3 independent brewing units
- Great visual performance effect
- Mina have same or lower retail price compared to High End 3 group machine.

### Advanced coffee tasting experience:

- 3 baristas serving coffee at the same time.
- 3 baristas interacting with clients and potentially offering different tastes and aromas options.
- Easier interaction with the customer due to the lower height of the machine compared to a traditional 3 group.





# DALLA CORTE

INNOVATION DRIVES MAXIMUM POWER

*in such a little guy*

Dalla Corte  
Presentation



*max*



DALLA CORTE  
PROJECTS



# DALLA CORTE PROJECTS

## DC PRO REBEL

Dalla Corte  
Presentation



### dc pro, a piece of art

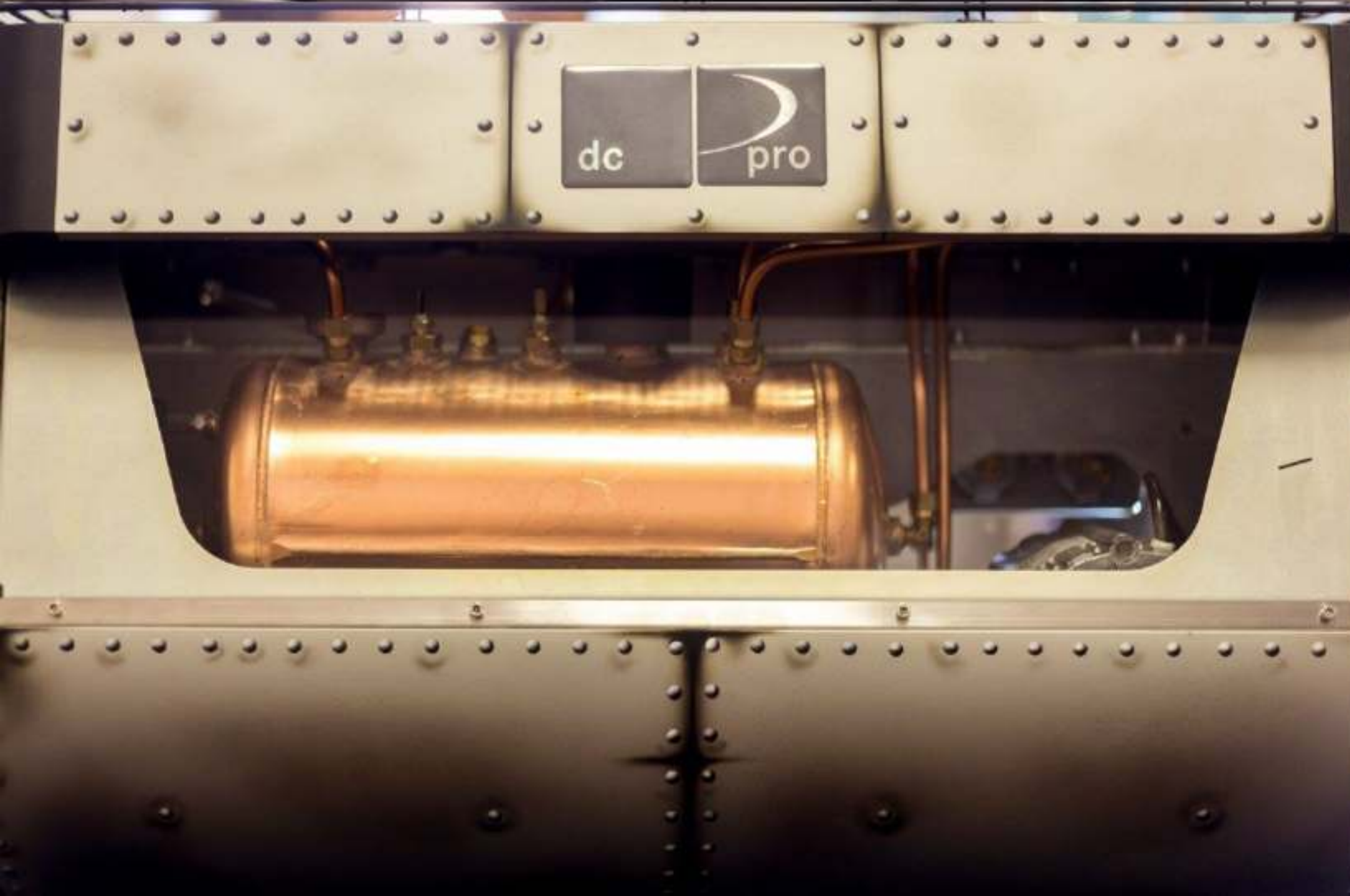
Our ultimate design machine becomes a piece of art thanks to three different artistic solutions by Pepperart.

Massimo, Italian-English guy, started very young airbrushing guitars, drum, then became Pepperart, a strong reality, and started creating on snowboards, helmets, motorbikes for famous brands.

He pays particular attention to details, colors and combines traditional airbrush with digital graphics. For sure, handmade.

**Let's discover them together.**









# PROUD TO BE THE FIRST second

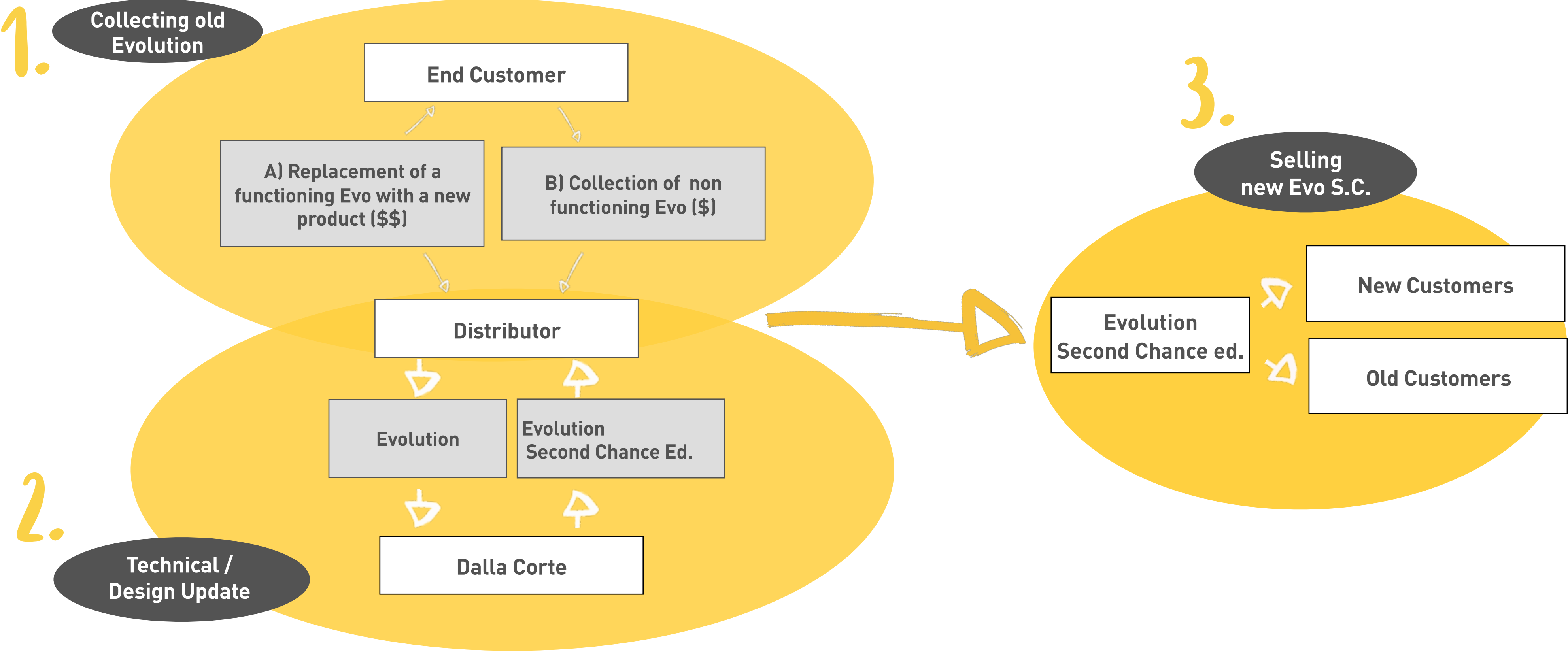




# DALLA CORTE - SECOND CHANCE PROJECT

## COMMERCIAL PROCESS: 3 PHASES

Our classic Evolution coffee machines can have a second life thanks to the commitment and dedication of Bollate Penitentiary's inmates. The aim of the **Second Chance Project** is to allow our partners to collect old «Dalla Corte Evolution» machines from their customers and launch into the market a totally renewed machine. A second chance for people, a second chance for the Evolution.



# DALLA CORTE - SECOND CHANCE PROJECT

## THE EVOLUTION SECOND CHANCE ED.

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Presentation

**New body panels** and  
external parts, in **black or**  
**white**

### **Lead Free material**

all the connections and parts  
in contact with water, are  
replaced with CW510L brass.

**Second Chance**  
Project logo

New Dalla Corte **logo**

**Updated**  
electric board, cables, relays

### **New mechanical parts:**

main boiler, group heads, pump,  
filters, screw, wirings, hydraulic circuit

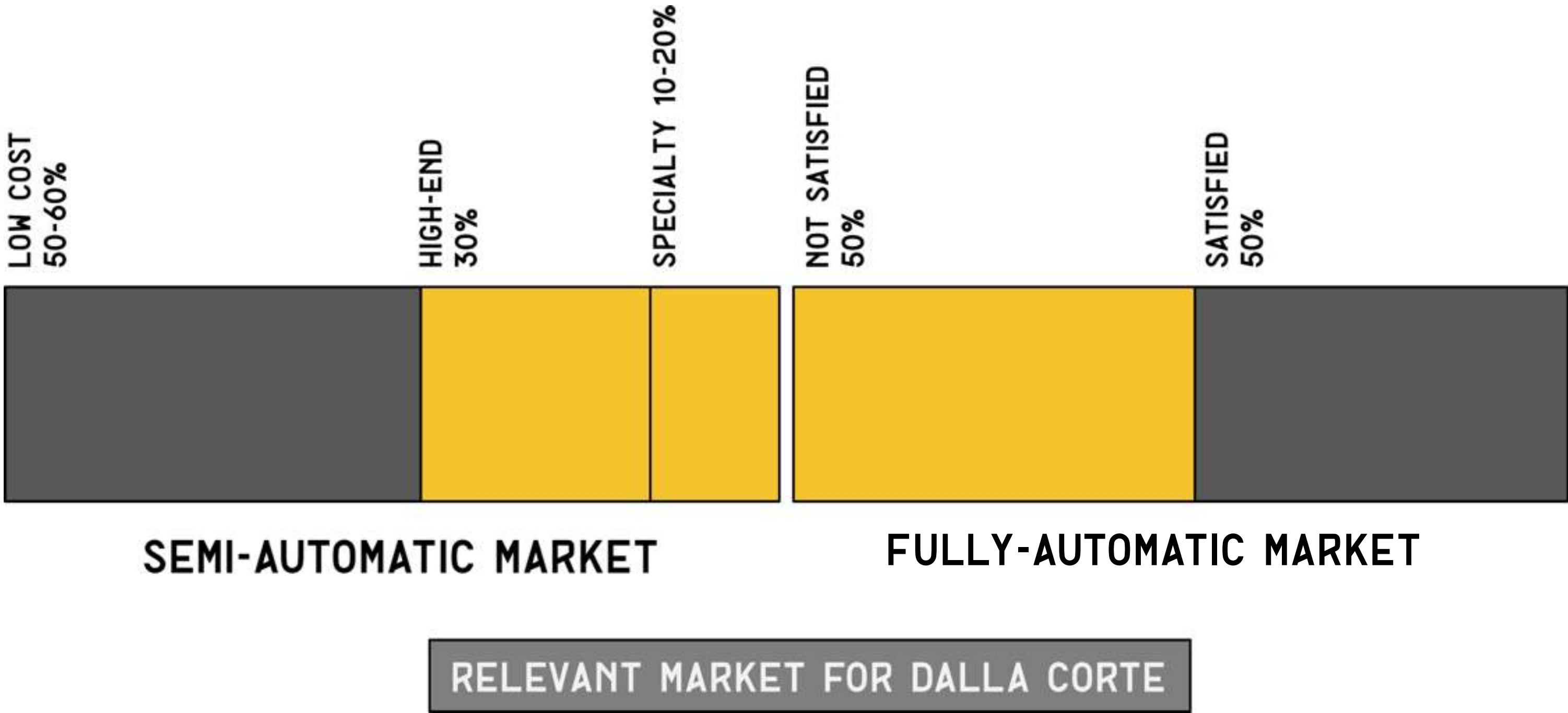




DALLA CORTE  
RELEVANT MARKET



# DALLA CORTE RELEVANT MARKET





# DALLA CORTE FOR COFFEE CHAINS

## DC SYSTEM



# DALLA CORTE FOR COFFEE CHAINS

## CONSTANT RESULTS CUP BY CUP

Dalla Corte  
Presentation

### GCS, GRINDER CONTROL SYSTEM

Through our patented Grinder Control System the machine and grinder are permanently connected via a serial cable, guaranteeing in this way constant product quality thanks to the automatic adjustment of the grinding burrs. If the average extraction time varies from the required time set, the machine will automatically adjust the grinder burrs to compensate.

### MCS, MILK CONTROL SYSTEM

The Milk Control System is a special foam wand that we designed to automatically create constant, dense and creamy milk foam. The perfect froth for each type of milk is made possible thanks to the unique dc design and to our programmable system which can be set to every desired temperature.

### OCS, ONLINE CONTROL SYSTEM

The Online Control System is a special software that allows to control and visualize remotely all the parameters using an internet connection. All data required for an efficient control process are continuously available and digitally usable, directly at the machine or online, via any mobile device. Become independent of time and space.





**ALWAYS RELIABLE**  
**NEVER PREDICTABLE**



Simple construction: the machine can be opened up easily by removing just 4 screws to facilitate maintenance.

Cleaning: a semi-automatic cleaning cycle allows to perform the maintenance of the groups and the boiler.



# INTERNATIONAL SALES NETWORK

## OUR PARTNERS

- AUSTRALIA

AUSTRIA

BELGIUM

BOLIVIA

BRAZIL

BULGARIA

CANADA

CHILE

CHINA

COLOMBIA

COSTA RICA

CYPRUS

CZECH REPUBLIC

DENMARK

ECUADOR

ESTONIA

GERMANY

GREECE

HONG KONG

IRELAND

ISRAEL

ITALY

JAPAN

KAZAKHSTAN

KENYA

LATVIA
- LEBANON

LITHUANIA

MALAYSIA

MEXICO

NETHERLANDS

NEW ZEALAND

NORWAY

PHILIPPINES

POLAND

RUSSIA

SERBIA

SINGAPORE

SOUTH AFRICA

SOUTH KOREA

SPAIN

SWEDEN

SWITZERLAND

TAIWAN

TANZANIA

THAILAND

UKRAINE

HUNGARY

UNITED ARAB EMIRATES

UK

USA









# THANK YOU

*make it Better*

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