



OCEANIA DISTRIBUTOR

CASE STUDY



PROBLEM	MARKET SEGMENT	OUTCOME
Staff shortages and keeping up with volume coffee service.	Specialty Cafe	"The beginning of something great."

Having a French background, Marvin and Grace had to do their research, relearn how to do breakfast the “Aussie way” when at the same time they could not find staff and solve many of the covid challenges that were presented to them.



[Click on the You tube link](#) to watch all 3 episodes where Marvin and Grace answer the questions relating to WHY the Enigma and how their opening day went serving over 600 espresso shots and 500+ customers.

In September 2018, Grace and Marvin established their first premises in Tumby Bay South Australia.

They outgrew their operations in Tumby Bay so in January 2021 decided to expand to Port Lincoln. This was the only logical step forward in their business plan, however, to get there they needed to source automation in both front and back of house operations. It was surely the only way to secure the work life balance they sought as a young family.

PROBLEM

Not able to keep up with the volumes of coffee being served, nor provide the consistency of coffee to match the food quality, plus the cost financially and in their home life, everything in the new move needed to be addressed. Starting from scratch with a new location meant a lot of thought went into identifying the problems which were multiple.

SOLUTION

After the challenging lessons of Tumby Bay where they were victims of their own success, Grace and Marvin found a technology solution that ticked all the boxes.

It was not about what people thought about equipment, it was all about the result you get at the end.

The Enigma E4M x Wide Super Traditional machine ticked all those boxes.

OUTCOME

“We literally are now able to cook great food, serve consistent quality coffee at high volumes and be home to have a life.

This is the beginning of something great.”

MARVIN & GRACE
CO FOUNDERS.



BENEFITS

CONSISTENCY
VOLUME
STAFFING
FINAL RESULT

For more information, please contact us at:

LetsTalkCoffee@eversysoceania.com.au