

# THE BSE BRIEF

## WHATS

### DOING

## NEW ALLIANCE!

We are excited to announce our newest alliance with BusyBean Coffee.

A fully automatic, intuitive Barista machine that allows the user to program up to over 20 different drinks at the touch of a button. 3 soluble hoppers and a self clean function eliminate the risk of spoilage while Wifi connectivity allows for remote diagnostics and simple off site programming. Unit can be plumbed or run on a 5 gallon jug. A specialty disc grinding system ensures beans are properly ground and the risk of dulling is minimized which is a common problem found with Burr Grinder systems. A manageable footprint makes this unit a perfect fit for restaurants, bakeries, C-Stores, cafes and cafeterias.

**Approximate End User Cost < \$8k**



[Click here for more information](#)

## WHATS

### BREWING

## "THINKING OUTSIDE THE TAP"

### "What's on tap?"

no longer is a question only beer-loving patrons ask, as operators realize they can make their concepts buzzworthy and more efficient by adding other libations to the bar tap... teas, kombucha, cocktails, coffee and more.



[Click here for more information](#)

## WHATS

### COOKING

## MULTI-COOK OVENS

Cook up to four different food items simultaneously with no flavor transfer.

**NO TYPE II HOOD NEEDED!**

**NO WATER CONNECTION REQUIRED!**

STRUCTURED  
AIR  
TECHNOLOGY



USED BY



**CHOP'T**

& MORE



[Click here for more information](#)

## THOUGHTS BY

### JEFF

## "FAKE NEWS"

Buying foodservice equipment at reduced prices, through the ecommerce channel, is quickly becoming fake news. Our industry manufacturers' are doing a much better job of controlling MAP and Cart pricing. Most large buying group and program dealers can compete with every e-commerce price if they are willing to "play the same game" of limited service, limited follow-up and profitability based on rebate. It's really a matter of choice for both the buyer and the seller. Does the dealer want to utilize that e-commerce business model, whether in the e-commerce business or not? Does the buyer want to purchase without local support or follow-up? Oh, By The Way, all the money is up-front. E-commerce in foodservice will continue to grow, although the steep incline has slowed. As has been the deciding factor in buying decisions for years, we all have to sell the value equation of knowledge, service and support. Our BSE team is always here to assist with that equation.