



discover
THE ULTIMATE
HOSPITALITY
WITH L'OR PROMESSO



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welcome
TO THE WORLD
OF L'OR

L'OR WAS BORN IN FRANCE IN 1992
WITH THE AMBITION TO BRING THE
BEST COFFEE IN THE WORLD TO OUR
CONSUMERS.

Today we are setting the L'OR Gold Standard in coffee
around the globe. Are you ready to join us on this
incredible journey?

We promise pure, unapologetic pleasure for those ready
to surrender to their senses, because we believe
true pleasure needs no justification.



captivating THE BENEFITS OF L'OR PROMESSO

THE L'OR PROMESSO COFFEE SOLUTION
LETS YOU PROVIDE THE ULTIMATE
HOSPITALY EXPERIENCE, THROUGH:

- **ULTIMATE TASTE** Premium quality espresso coffee and delicious milk based coffee specialties.
- **ULTIMATE EXPERIENCE** Optimal personalisation of your coffee. Machine design won the Red Dot Design Award in 2016.
- **ULTIMATE CONVENIENCE** Maximum uptime thanks to easy operation, refilling and cleaning.
- **ULTIMATE BUSINESS SENSE** A highly efficient complete coffee solution that enhances the quality label of your business, also through sustainable efforts.



surrender to PURE COFFEE PLEASURE

ENJOY THE ULTIMATE TASTE WITH
A SUPREME RANGE OF PREMIUM
QUALITY ESPRESSO COFFEES.

Blind taste tests reveal that L'OR PROMESSO
delivers premium espresso and lungo coffee
that scores highly in terms of overall liking,
taste, aftertaste and quality*.



ABSOLUTE WINNER IN TASTE

Surrender to the perfect taste of coffee
the way you like to serve it.

Lungo

L'OR PROMESSO CLASSIQUE	6.4
NESPRESSO®** FORTE	5.6
ILLY®** BEANS DARK	5.6

Espresso

L'OR PROMESSO CLASSIQUE	6.5
NESPRESSO®** FORTE	6.5
ILLY®** BEANS DARK	6.2

*Source: Market Appraisal Study by OP&P conducted in 2017 (N=900)
**Trademark belongs to a third party not related to Jacobs Douwe Egberts



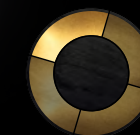


serve

THE BLEND WITH THE ULTIMATE TASTE

AT THE HEART OF L'OR PROMESSO
CLASSIQUE BLEND LIES A FINE SELECTION
OF 100% ARABICA BEANS.

- MEDIUM TO DARK ROASTED BLEND
- DEEP WELL-BALANCED TASTE WITH SWEET NUANCES
- UNIQUE BREWING AND PACKAGING SYSTEM TO ENSURE HIGH QUALITY AROMA
- A FINE SELECTION WITH UTZ-CERTIFIED BEANS
- A WIDE SELECTION OF DELICIOUS MILK-BASED COFFEES WITH L'OR PROMESSO MILC





enjoy
THE ELEGANCE OF
THE PERFECT SERVE

LOR

personalise YOUR COFFEE CREATIONS

DISCOVER THE ULTIMATE EXPERIENCE WITH THE BEAUTIFULLY DESIGNED MACHINE. EXPLORE THE NUMEROUS PERSONALISATION OPTIONS TO MATCH EVERYONE'S INDIVIDUAL COFFEE TASTE.

- ☛ Adjust the strength of the coffee and add milk and foam to your own liking.
- ☛ Create your own personal L'OR PROMESSO favourite coffee and save your own perfect coffee drink.
- ☛ Memory function for 25 valued colleagues and customers.



Create any coffee you could imagine:

- ☛ Choose your coffee strength.
- ☛ Select the amount of milk and milk froth.
- ☛ Pick the perfect size.



Favourite recipes ready to be served:

Ristretto | Espresso | Doppio espresso | Lungo |
Macchiato | Cappuccino | Café au lait |
Latte macchiato | Latte | Hot water



sense
THE ULTIMATE
COFFEE MACHINE

Market research reveals that the beautiful, intuitive
L'OR PROMESSO is the best-liked machine in comparison
to espresso beans machines. It won the prestigious
Red Dot Design Award in 2016*.

ABSOLUTE WINNER IN DESIGN

L'OR PROMESSO	7.4
SCHAERER ART®**	7.2
NESPRESSO®** GEMINI	6.5

*Source: Market Appraisal Study by OP&P conducted in 2017 (N=900)
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reddot award 2016
best of the best

This Product Design competition was first held in 1955.
Its award, the Red Dot, is an internationally recognised quality seal of approval.
The best products are presented with the Red Dot: Best of the Best award.



unleashing
EASE IN ITS
ULTIMATE FORM

L'OR PROMESSO PROVIDES
THE ULTIMATE CONVENIENCE WITH
MAXIMUM UPTIME THANKS TO
EASY OPERATION, REFILLING
AND CLEANING.

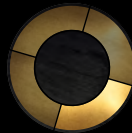
- ☛ Changing a pack takes less than 1 minute.
- ☛ Only needs to be cleaned once every week.
- ☛ Step-by-step instruction on the display.

MINUTES SPENT CLEANING PER WEEK

L'OR PROMESSO
7 minutes

ESPRESSO*
55 minutes

*Compared with an average, fully automatic espresso machine with milk





enhancing
THE QUALITY LABEL
OF YOUR BUSINESS



elevate YOUR COFFEE STANDARDS

L'OR PROMESSO IS A HIGHLY EFFICIENT COMPLETE COFFEE SOLUTION THAT ENHANCES THE QUALITY LABEL OF YOUR BUSINESS BY HIGHLIGHTING YOUR SUSTAINABILITY EFFORTS.

- ☛ Sustainable solution with UTZ-certified coffee and CO₂ efficiency to create a shared value for your business and customers.
- ☛ Highly attractive total cost of ownership.
- ☛ Enhance your business quality label



L'OR PROMESSO OFFERS THE ULTIMATE COFFEE SOLUTION FOR YOUR BUSINESS

- ☛ More than 4000 PROMESSO machines currently operating worldwide*.
- ☛ Consumers prefer L'OR PROMESSO to branded bean solutions in blind tests and customer trials:
 - Test winner among 2000+ employees at leading consulting agency, Ireland.
 - Winner of an in-office test with >70% preference over a bean machine at the Dutch Tax Authorities**.
- ☛ Recommended by numerous satisfied customers based on their ultimate experience.

*Source: JDE Sales data, August 2018

**Source: Marketing research by&beyond, 2018 (N=124)

"Based on the functions of PROMESSO, I would recommend it to others, who have a hard time maintaining coffee machines."

Official Ferrari Dealer Auto Cavalino
Kobe, Japan

"I am confident that the improved quality and consistency from PROMESSO will make a difference to our guest satisfaction scores."

Crown Plaza London Battersea
London, United Kingdom

"It's fast, makes great coffee and looks stylish. We would recommend PROMESSO to everyone - even considering one at home, because the coffee is so good."

A Private Clinic
Randers, Denmark

Our L'OR PROMESSO Classique blend is made from coffee grown with sustainable production methods and is UTZ-certified. L'OR works together with UTZ to promote sustainable coffee farming practices. Our objective is to improve the living conditions of farmers, workers and their families, and we are committed to conserving nature and protecting the environment.



highlights of L'OR PROMESSO

MACHINE DIMENSIONS (WXDXH):
48x45x43cm (excl. water connection)
48x45x45cm (incl. water connection)

RECOMMENDED DAILY OUTPUT:
50 cups (125 ml)

MAX. HOURLY OUTPUT:
130 cups (125 ml)

WEIGHT:
24.1 kg

POWER SUPPLY:
230V / 50 - 60 Hz / 2.1 kW

WATER TANK (OPTIONAL):
2 L

ADD TO THE EXPERIENCE:

- Exclusive modular coffee corner to suit everyone's preferences
- Full range of L'OR Professional cross-sell solutions

PRODUCT NUMBERS:

L'OR PROMESSO CLASSIQUE

2 x 1,4 L <INSERT NUMBER>

L'OR PROMESSO MILC

2 x 1,4 L <INSERT NUMBER>

6 x 0,75 L* <INSERT NUMBER>

*Only for the Netherlands, Norway and Germany.

WWW.LORPROFESSIONAL.COM

