



## **HYDROSMART: A KEY INGREDIENT TO THE SUCCESS OF CIBO ESPRESSO'S COFFEE**

About three years ago when Cibo Espresso started opening stores in the suburbs I noticed the quality of our coffee wasn't up to our expectations and was inconsistent.

After many heated discussions with our coffee roaster Tony D'Angelo it became apparent the mains water was different in each suburb. Paul Pearce from Hydrosmart approached Tony and picked up on the fact that our coffee was different at each store, even though the coffee blend was the same, the machines were the same and even the milk supply was the same.

He explained to Tony who in turn explained to me about the Hydrosmart Water Conditioner which could deliver the same consistent water quality to each store through its computerized method of breaking down the mineral crystals, thereby producing a 'sameness' to the water which was what was needed for our approach.

Well, we had already tried most water systems from reverse osmosis, carbon filters, water softeners and then water hardeners. So with Paul's persistence he allowed us to trial the Hydrosmart. It was almost too good to be true so I asked if I could trial it at Cibo, our restaurant in North Adelaide just to make sure.

It definitely worked and now all our Cibo Espresso stores have Hydrosmart water conditioners in them. The Hydrosmart system breaks down the mineral crystals in the water. This process stops the particles attaching themselves to the elements and prevents scale build up, which gives the coffee machine better performance.

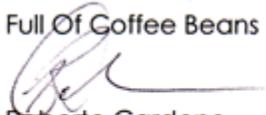
I find the coffee machines work more efficiently and need less regular full services. And of course the water is of a consistent high quality throughout all of our stores.

Cibo Espresso's coffee has a reputation for its quality and consistency and it is thanks to people like Paul who is as passionate about water as I am about coffee that helps Cibo Espresso achieve this.

Hydrosmart, just one of the secrets to the success of Cibo Espresso, thanks Paul.

10<sup>th</sup> of July 2005.

Full Of Coffee Beans



Roberto Cardone  
Chairman  
Cibo Espresso Australia