

modbar[®]



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Brandon Grotesque Regular. **BLACK.**

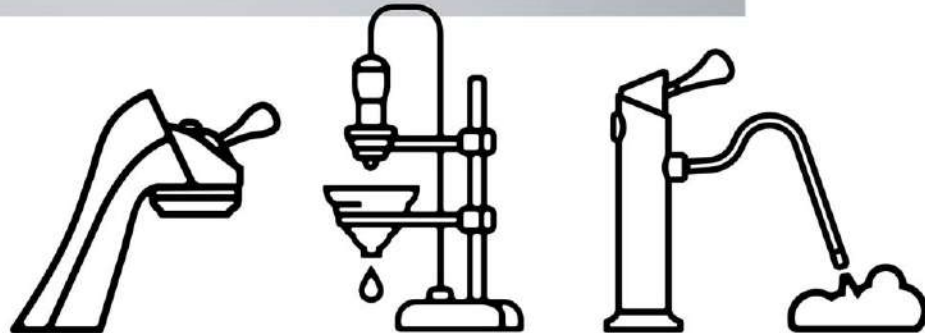
The typeface for body text,
upper and lower case.

THE TYPEFACE FOR HEADLINES, UPPER CASE,
AND SUB-HEADLINES, UPPER CASE.

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KEY ELEMENTS

- BEAUTIFUL PHOTOGRAPHY
- MINIMALIST COLOR PALETTE
- CONVERSATIONAL TONE
- CELEBRATION OF CUSTOMERS
- BEAUTIFUL CAFE EXPERIENCE

Modbar is a revolutionary coffee brewing system that raises all the lower workings of the machine under the counter. What's left is a custom, personal experience between barista and customer. We love it... we hope you do, too!

modbar

**Can we break apart
the espresso
machine
and reinvent
the cafe experience?**



Mission

Modbar's mission is to provide visionaries the tools they need to create unique and exceptional spaces and experiences, while challenging the status quo.





Vision

Modbar aims at becoming the first choice for visionaries wanting to create a unique space, allowing them to make a statement while elevating the experience and creating something extraordinary in coffee and beyond.



Values we stand for

Impact

Become a positive influence on your team

Integrity

Do the right things for the right reasons

Curiosity

Be curious and use your imagination while seeking innovative solutions

Courage

Embrace change, speak up, challenge yourself and your peers



The core of our DNA is to be at the heart of a beautiful cafe.

To live up to that promise, we design

- innovative solutions for workflow and efficiency
- concepts and equipment to help customers realize their vision
- modular, consistent and reliable machines
- exceptional customer support programs



Our clientele – cafe designers, entrepreneurs, architects, and hospitality experts – look to Modbar for a premium product that will help them create an iconic space for their customers.

Coffee consumers are now demanding seamless, customer-oriented cafe experiences that feel effortless and deliver on quality. At the same time, designers and architects are pushing the boundaries of what a cafe can be.

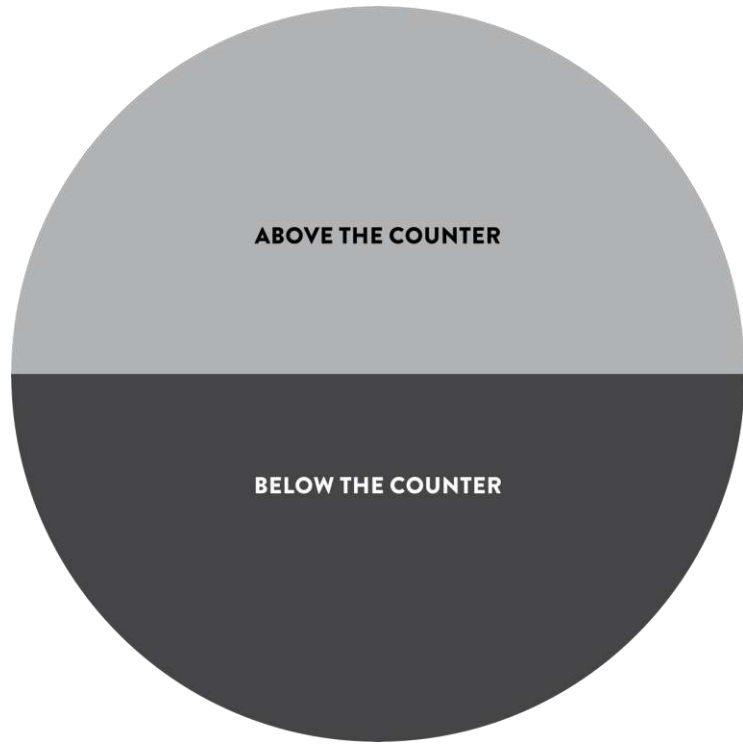
Why Modbar





Consumers choose Modbar to **create unique and exceptional spaces and moments**, going beyond tradition and ordinary, to become the business they desire to be.

Understanding this desire and inspiring people with outstanding stories, innovative models and interactions can elevate the businesses' level of experience, customer service and brand perception.



BEAUTIFUL DESIGN IS WHERE FORM MEETS FUNCTION

 **FORM**

 **FUNCTION**



Cafe owners place their espresso machine in the center of their business physically and emotionally.

Without the espresso machine, a cafe cannot operate; placing it front and center tells customers **“we care about you and we care about coffee.”**

Modbar must live up to the promise of both aesthetics and function by being a beautiful centerpiece for the café while demonstrating performance and reliability below.

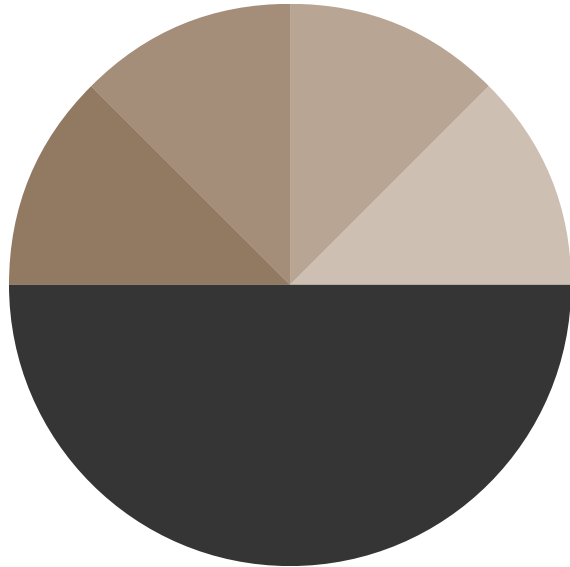


Central to Modbar's unique look and feel is the effect of **"clearing the countertop"** making a strong design statement in a minimalist profile.

Opening up the bar gives baristas the ability to focus on what really matters: taking care of customers and responding to the **demand of quality** – in the cup, in the setting, in the relationship.

Modbar's visual brand can be described as precise, dynamic, elegant, integrated, clean, and refined.

KEY ELEMENTS



- Beautiful photography
- Minimalist color palette
- Refined and approachable tone
- Celebration of customers
- Extraordinary cafe experience

The Modbar brand voice is alluring, approachable, and empowering. As a brand, we stand for celebration of our customers and celebration of the craft of beautiful cafe design. Our written materials are helpful and clear, exhibiting a spirit of generosity in sharing the “secrets” of successful cafe design.

In curating and creating content to share, we focus on showcasing beautiful installations; sharing technical tips and highlighting the important work technicians do; spotlighting key features in our product line; and sharing ideas and resources for creating amazing customer experiences.

Our typeface reflects this commitment to clarity, approachability and elegance.



Breathtaking

Our equipment looks amazing because these creative entrepreneurs, seasoned architects, and forward-thinking designers chose us to complete a stunning space.

Attention to detail is paramount in these cafes, with no aspect left unconsidered.

Selecting Modbar is one in a series of critical design decisions that have been made to bring this space together.

Café Kitsuné



DESIGN YOUR COFFEE SPACE

Being disruptive

Personalizing installation

Increasing dialogue

Elevating hospitality

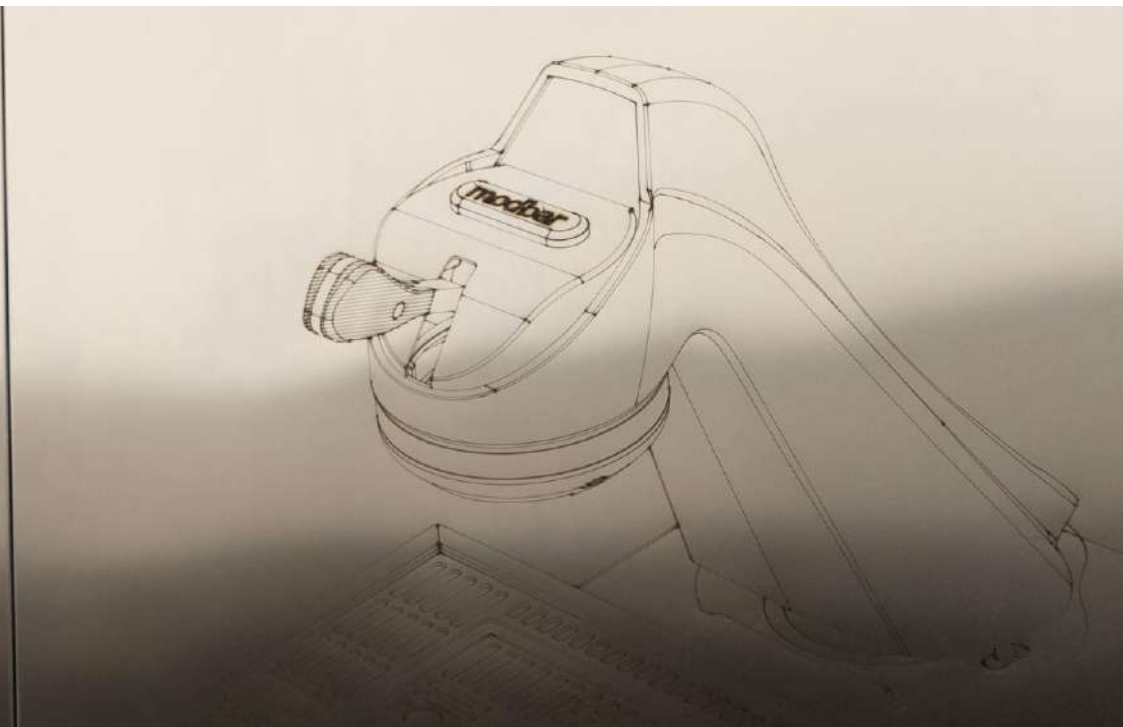
Designing bespoke and modular solutions

Reinventing the space and the interaction



Even tunefully allowing cafes to extend on their current lineup of equipment.

Products







ESPRESSO AV

Simple, intuitive, easy

Sleek and modern design

Optional brew by weight functionality

1 or 1+1 group configurations

Home version available

ESPRESSO EP

Programmable pressure profile

Repeatability

Sleek and modern design





STEAM

Pro-touch steam wand = no burns
easily add steam capacity to a busy bar
create dedicated steam stations



POUR-OVER

Automate or manual by-the-cup brewing

Control water flow rate, pulsing & recipe

Sleek, modern look

Great coffee is now an expectation



Four Seasons, Singapore





Basao, Xiamen, China

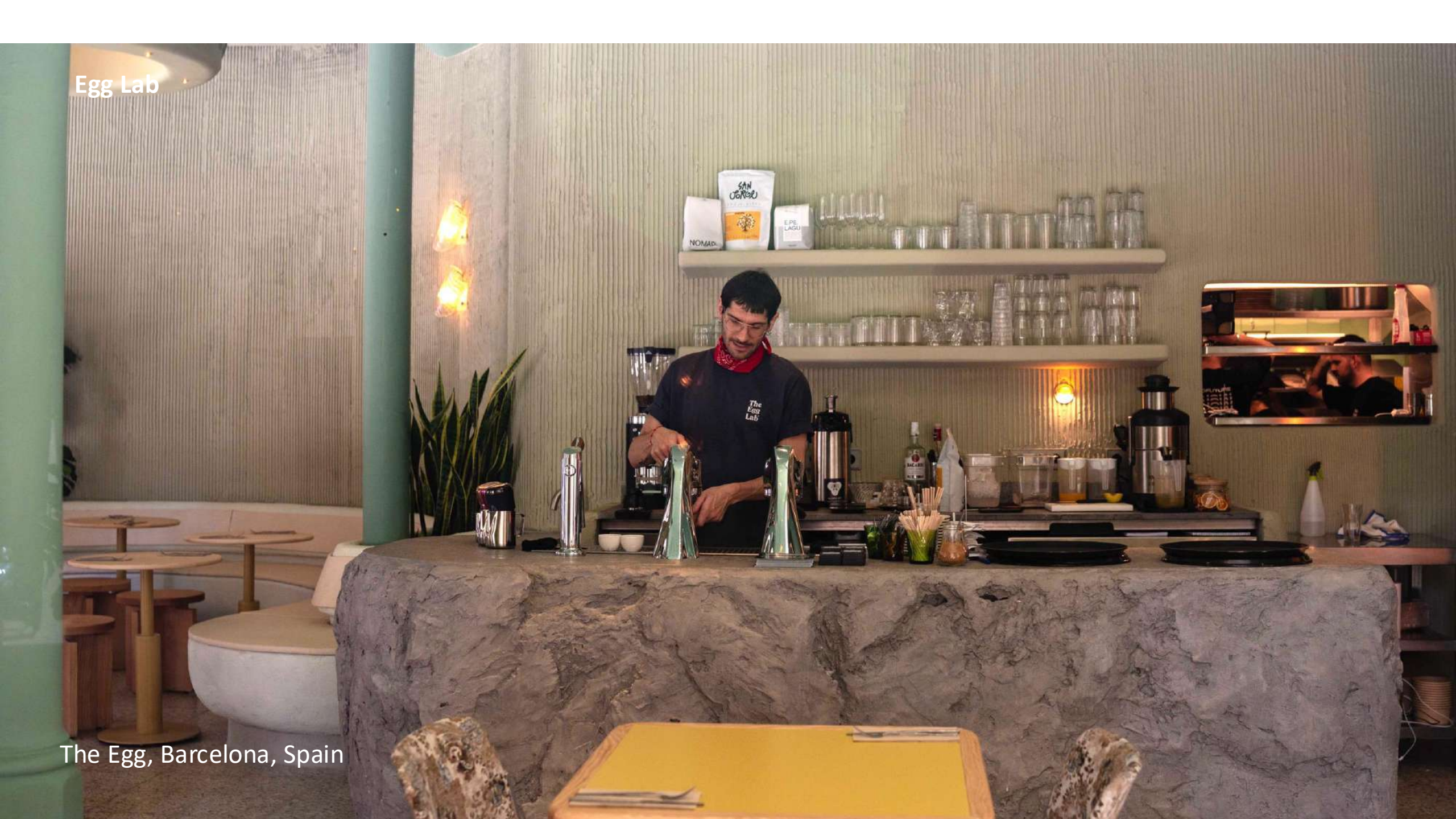


ESPRESSO 30ML 11/13
CAPPUCCINO 300ML 15
LATTE 240ML 17
FLAT WHITE 240ML 17
PEA / OAT MILK ☺ +3

modbar

Boiler - The Studio, Bucharest, Romania

Egg Lab



The Egg, Barcelona, Spain



Fotografiska, Berlin, Germany



Mad Nice Goods, Detroit, MI - USA



Mork Chocolate, Melbourne, Australia



Onyx Coffee Lab at The Momentary, Bentonville, AR - USA

Tate Modern Museum, London, UK





April Coffee, Seoul, South Korea



Samsung office, London, UK



With our roots in the American Midwest, Modbar is a deeply American innovation. Modbar was invented by two bandmates with a dream for how baristas and customers could interact. Our founders set out to make something that had never been seen before—and today we are humbled and proud to see how this pursuit and perseverance has paved the way for Modbar to becoming the extraordinary choice, the centerpiece, for some of the finest hospitality - design - café locations around the globe.

MEDIA



Logo



Corporate Video



Instagram



LinkedIn



Blog



hello@modbar.com

modbar®