



**delivering consistently high-
quality coffee experiences and
brand values — nationally**

the challenge

As one of Australia's leading food and coffee franchises, Soul Origin has a commitment to delivering consistent, high-quality experiences at scale.

With over **165 stores across VIC, WA, NSW, SA, QLD & the NT** the business has used La Marzocco coffee machinery for over 10 years. To reach more people with its coffee offer, it needed a **reliable equipment and servicing partner** to support both rapid growth and its speciality coffee promise.

Initially engaging La Marzocco's service partner Brewtech in Melbourne in 2016, officially partnering with Brewtech as their national service provider in 2020 Soul Origin quickly expanded the partnership nationally. Additionally Brewtech supports their annual National Partner Barista Championships a hotly contested competition.

Ambitious expansion goals meant the team required:

- **access to la marzocco's world-class reliable espresso machines, grinders, tools and accessories**
- **a seamless national installation and servicing model**
- **ongoing preventative maintenance — no breakdowns!**
- **visibility over service activity and performance across the network**



“a la marzocco isn’t just a tool—it’s a signal of excellence. you might find machines at a similar price point, but I don’t believe you can buy something better than a la marzocco.”

— sam taylor

National Sales Manager, Soul Origin

COFFEE



the solution

end-to-end installation, servicing and visibility across 150+ locations.

Brewtech delivers Soul Origin's complete bar setup, built around a consistent national standard of equipment:

- la marzocco Linea PB 3 Group, a dependable classic espresso machine
- la marzocco wally milk steamer, creating and texturing the perfect milk
- mahlkönig E80 grinders
- pugpress
- knock boxes, tamp mats, and accessories

Each piece is tested, customised, and shipped with precision, supporting a standardised, scalable store model. Soul Origin store owners arrive to find their entire coffee bench—above and below—ready to go.



“soul origin has worked with brewtech ever since opening our first store in melbourne in october 2016. that relationship is coming up to 10 years. now, they’re our national supplier for both technical support and machinery.”

— sam taylor, soul origin

National Sales Manager, Soul Origin

the solution

National coffee excellence means coverage at scale:

- 150+ serviced stores and counting
- 40+ in VIC, 75+ in NSW, 20+ in QLD
- national warehousing managed by brewtech
- machines colour-matched and co-branded to align with evolving soul origin identity

**“our relationship with brewtech goes beyond transactions.
it’s a genuine partnership based on care, support
and shared standards.”**

— sam taylor, soul origin

National Sales Manager, Soul Origin





LA MARZOCCO

soul origin
SO
full of beans

soul origin
SO
you're never
in the right place

soul origin
SO
into our coffee,
since 2002

soul origin
SO

Small

Regular

Large

Iced

why la marzocco?

A symbol of excellence

Soul Origin exclusively uses **specialty-grade coffee**—and only trusts equipment that supports that standard.

Each machine acts as a **symbol of care, precision, and professionalism.**

“we only use specialty-grade coffee—and our commitment to la marzocco underpins that quality promise. for me, a la marzocco is like a shield of professionalism. when a customer sees it, they trust the barista behind it knows what they’re doing.”

— **sam taylor, soul origin**

National Sales Manager, Soul Origin



brewtech service support that mirrors brand standards

Soul Origin demands a **uniform, high-quality customer experience at every store.**

That standard depends on more than just great machines—it requires ongoing support and smart systems. Brewtech’s **app-based service tracking, 5-day install turnaround,** and national service team means Soul Origin team can:

- **see exactly when each store was last serviced**
- **run preventative maintenance schedules**
- **flag and fix potential problems before breakdowns occur**
- **trust the same high standards are met, even at new franchise locations**

“brewtech uphold and accommodate our standards—from tech communication to recipe parameters. their coffee machine technicians reflect our values in every visit.”

— sam taylor, soul origin

National Sales Manager, Soul Origin

The partnership plays to Brewtech's strengths, supporting Soul Origin's business with:

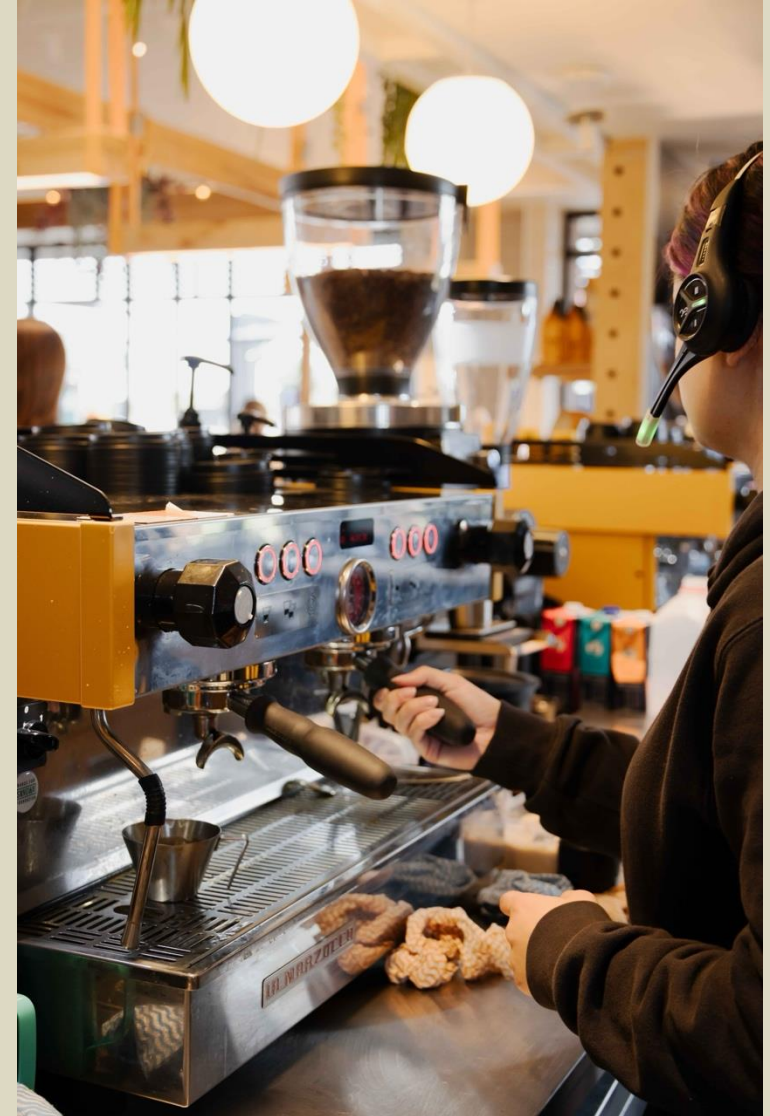
- national reach and warehousing
- custom servicing cycles per location
- end-to-end bar setup, tested and ready
- real-time service job visibility via the Brewtech app
- a shared commitment to coffee quality and operational excellence

“our breakdown rate is pretty much zero. we've built a collaborative preventative maintenance program with brewtech to keep everything running smoothly.

we now factor servicing into our quality assurance reports. it drives the right conversations about cleaning, calibration, and long-term care.”

— sam taylor, soul origin

National Sales Manager, Soul Origin



key moments in the partnership:

- **recognisable world-class machinery that makes speciality coffee taste delicious:**

La Marzocco machinery that bears a mark of quality and performance

- **service that reflects the soul origin brand:**

Coffee machine technicians who reflect Soul Origin's standards and values

- **smooth national operations:**

Everything above the bench, below the bench, from the day of opening — plus bespoke servicing to ensure smooth operations

- **covid-era support:**

Brewtech helped Soul Origin expand into WA during global supply chain disruption

- **app visibility:**

Admin and reporting streamlined across state lines, with fast, consistent franchisee handover

- **a partner for innovation:**

First drive-thru location launching in August 2025, in Epping, featuring a complete Brewtech fitout and La Marzocco Wally milk automation — a speedy, high-quality milk solution that lets Soul Origin deliver quality milk-based coffees fast

- **parramatta & QV:**

Rebranded flagship stores showcasing updated equipment, colourways and branding



la marzocco

handmade in florence

melbourne showroom
104 nicholson st,
abbotsford, 3067
+61 3 8413 4777

sydney showroom
14 underwood avenue,
botany 2019
+61 2 8396 6111

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