

PARTNER PRESENTATION · SWEDEN

# Freshly brewed. Anywhere.

OTTAN NORD · RETAIL AND DISTRIBUTION PARTNERS

OTTAN  
SWEDEN





THE NAME

# OTTAN is the moment the day begins

A Swedish word for the early morning hours, when the world wakes and the day takes shape.

**OTTAN takes that moment beyond the kitchen with self-heated espresso for everyday life, travel and the outdoors.**

# The coffee habit is already there

The opportunity is to create more occasions to drink it well.

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**8 / 10**

Swedes drink coffee regularly

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**1,000+**

Cups per person per year

# Quality coffee is becoming a lifestyle

International data points toward higher quality, espresso and more occasions beyond the kitchen.

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47%

Drank barista-quality coffee in the past day

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69%

Of 25–39-year-olds drank it in the past week

# Western Europe leads the category

Strong espresso culture and everyday mobility make the region a natural launch market.

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**\$38.47m**

Western Europe • 2024

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**\$34.19m**

North America • 2024

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**≈26%**

Share of the global market

# Market value is expected to nearly double

Global portable espresso machine market value, 2024 to 2034.

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**\$149.3m**

2024

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**\$290.9m**

2034

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**6.9%**

Annual value growth

# Three product models. One clear direction.

Nord follows the cordless, self-heating model that works across home, work, travel and the outdoors.

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**01**

**Manual**

Hand-pumped · Requires hot water · No charging

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**02**

**Vehicle-powered**

12V connection · Heats water · Primarily designed for the car

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**03**

**Battery-powered**

Cold or hot water · Cordless · Built for many occasions

# A coffee brand built for life in motion

OTTAN brings together coffee culture, Scandinavian design and smart mobility in a new lifestyle format.

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## Barista quality

Where life happens.

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## Designed to move

With you.

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## A brand

Not a gadget.

Founded in Gothenburg, Sweden.

# Defined by occasion. Not by age.

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## The commuter

Between home, work and everyday routines.

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## The traveller

Hotels, road trips, airports and destinations.

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## The active parent

At training, matches and activities.

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## The outdoor consumer

Hiking, camping, boating and leisure.

One shared need: great coffee where a traditional machine is not available.

THE PRODUCT

# Three formats. One machine.

Portable. Self-heating. Battery-powered.

## Nespresso-format

For the quick, familiar capsule routine.

## Dolce Gusto

A broader selection and more flexibility.

## Ground coffee

For those who want to choose their own beans.





CONSUMER NEED

## Great coffee on your own terms

Consumers move between commuting, work, training, travel and the outdoors. The coffee experience rarely follows.

**OTTAN Nord turns espresso into a personal product rather than a location-bound appliance.**

## PERFORMANCE

# Built for real espresso on the move

|          |                                   |
|----------|-----------------------------------|
| 92°C     | Water heating                     |
| 20 BAR   | Pump pressure                     |
| 2600 mAh | Battery capacity                  |
| ≈5 MIN   | Cold-water heating                |
| 4 / 200  | Cups with cold / pre-heated water |



# Nord connects three consumer forces

01

Coffee

A Swedish daily ritual

02

Mobility

More occasions away from home

03

Consumer technology

Battery power, USB-C and simple operation

A new usage category, not a smaller kitchen appliance.

# One product. Many routines.



SPORT AND LEISURE



OUTDOOR AND TRAVEL



WORK AND HOTELS

From the morning match to a forest break and the office.

# Three essentials. One coffee ritual.

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01

OTTAN Grind

Freshly ground coffee, wherever the day starts.

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02

OTTAN Heat

A portable companion for the full ritual.

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03

OTTAN Dawn

Recurring coffee built around the brand.

**More occasions. Higher basket value. Recurring coffee sales.**

# Focused launch. Controlled expansion.

Build brand visibility in selected channels first, then scale through distribution, repeat purchase and new use occasions.

|           |                        |                                                   |
|-----------|------------------------|---------------------------------------------------|
| LAUNCH    | SELECTED RETAIL        | Trust, visibility and demo-led sell-through.      |
| LAUNCH    | DISTRIBUTION PARTNERS  | Market access, forecasting and retail execution.  |
| ALWAYS ON | DTC                    | Brand control, consumer learning and accessories. |
| PHASE 2   | TRAVEL AND HOSPITALITY | Expand occasions where portability matters.       |

Win selected accounts. Prove sell-through. Expand doors and markets.

# Clear margin from the first listing

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**SEK 1,199**

RRP including VAT

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**SEK 576**

Retailer buy price excluding VAT

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**≈40%**

Retailer margin

RRP excluding VAT: SEK 959.20 · Gross profit per unit: SEK 383.20

# Built to create demand together

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## Digital and social

Everyday life, travel, outdoor and coffee culture.

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## Retail activation

Product education, demo content and POS assets.

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## PR and creators

Relevant coffee, outdoor, travel and lifestyle voices.

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## Local partnership

Activities adapted to each market and key account.

OTTAN builds the brand. The partner opens the market. Together, we build sell-through.

LAUNCH READINESS

# Prepared for retail

CE and RoHS documentation

UN38.3 and MSDS certifications

Packaging concept

Product and lifestyle assets

Demo video for training and social

Initial order plan

500–1,000 units



RETAIL PACKAGING

# Packaging that works on the shelf



## Premium at first sight

A black finish and clear OTTAN identity create shelf presence.

## Benefits up front

Heating, battery, capacity and use are easy to understand.

## Details on the back

Brewing formats, specifications and certification markings.

## RETAIL ENVIRONMENT

# Designed to stand out in store



### Clear identity

Premium Scandinavian design with high perceived value.

### Easy to demonstrate

A compact footprint and a product story shoppers understand.

### Cross-selling potential

Coffee, accessories, gifting, travel and leisure.

### Flexible execution

Display and messaging adapt to the retailer's format.

RETAIL PARTNERS

# Let's take real coffee to more places

We are looking for selected distributors and retail partners for launch, demonstration and long-term category development.

Nino Titoric · +46 73 511 41 01 · [nino@ottanlife.com](mailto:nino@ottanlife.com)

