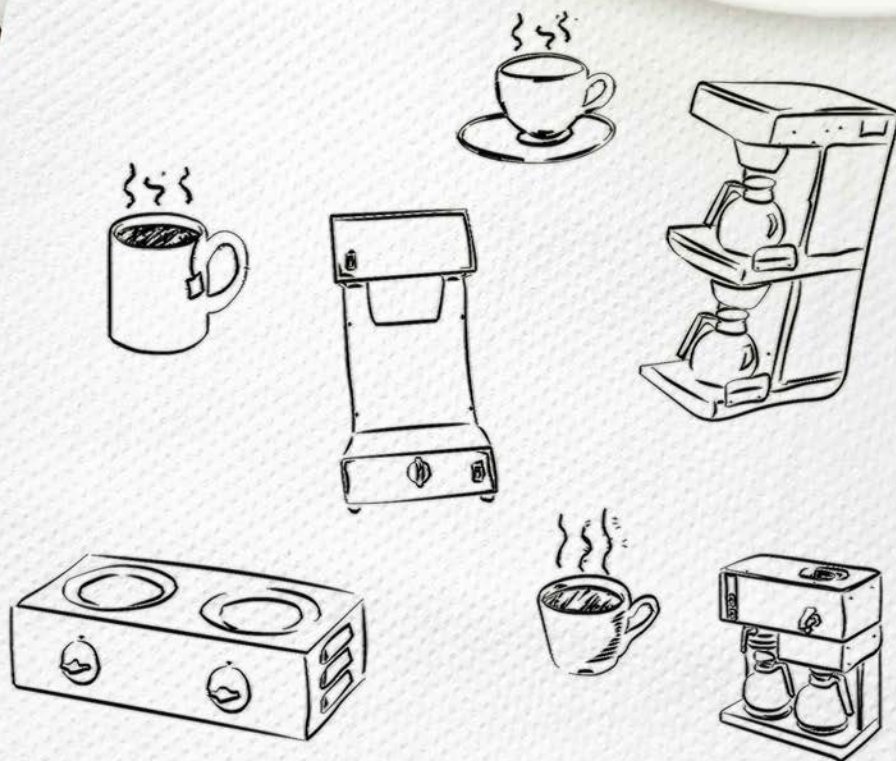


NEWCO 



it started on a napkin..

The History of Newco

It started on a napkin . . . by founder, Joe Webster. Joe's mind always has something percolating . . . he's a doodler. For him, ideas flow better on paper, or in his case a napkin; never missing the opportunity to create a great concept.

Newco Enterprises was founded in 1974, by the families of Enoch (Ed) Vittoe and Joseph Webster, in Saint Charles, Missouri. These entrepreneurs originally embarked to design and build coffee equipment for the Food Service and Office Coffee Service (OCS) Industries. Joe Webster's determination and willingness to listen to the customers revealed a need in the marketplace for innovative beverage solutions. Seizing an opportunity in 1974, Newco was born to design, manufacture and deliver brewing equipment for beverage solutions. Since the beginning, when the first coffee brewer was manufactured in Mr. Webster's garage, Newco has earned a solid reputation as the pioneer of innovative products to the Vending and Refreshment Services Industries. Today, Newco is a leading manufacturer of American manufactured brewing products and operates within a state of the art facility, still located in Saint Charles, Missouri. Joe Webster has instilled a fun, family oriented, customer driven culture that is alive and active every day at Newco. The company employs more than 150 associates, who are truly the key secret to Newco's success.



Pauline Vitto & Joe Webster | 1974



Newco Building

Yesterday

1735 South River Road | Saint Charles, MO



Newco Building

Today

3650 New Town Blvd | St. Charles, MO



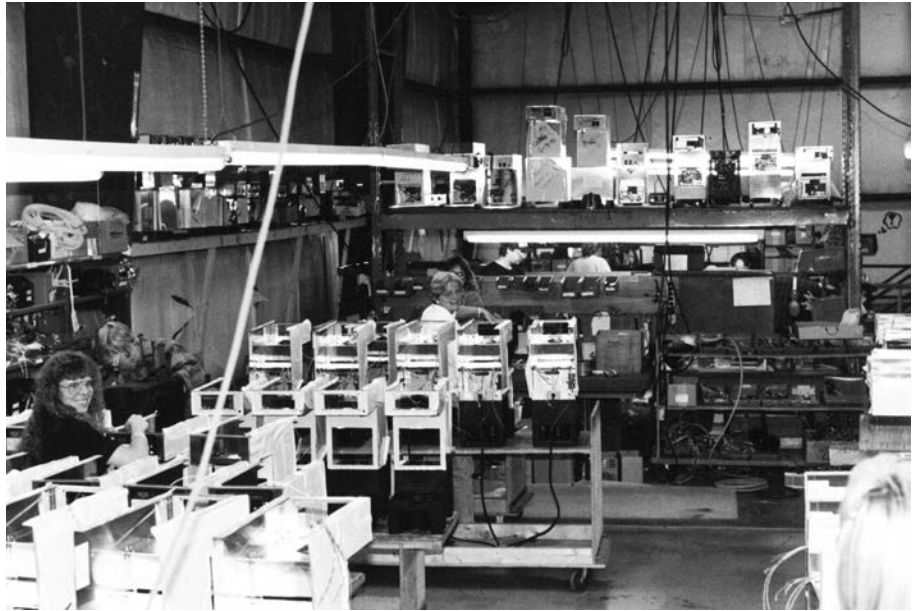
Newco
Trade Show
Yesterday

Newco
Trade Show
Today



Production

Yesterday





Production Today



Facility Today



Newco Family
Yesterday



Newco Family
Today

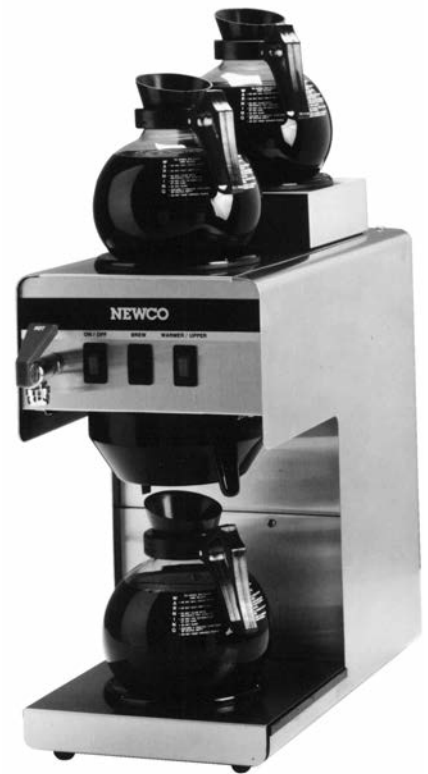




First Newco Coffee Maker
The 800



RC-2AF



CW-3AF

Thermal Brewing Systems



Vintage Newco



Newco Warming Burner



Bistro 10-T3



TVT Combo



Fresh Cup Touch



Newco CX Touch



Newco AK AP

Newco Now



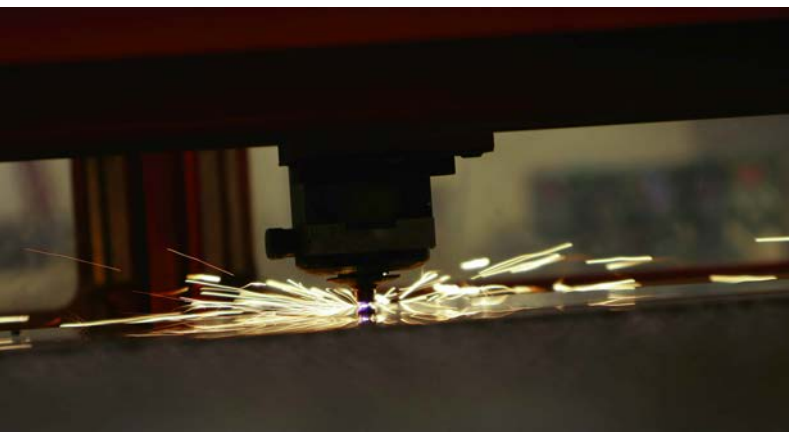
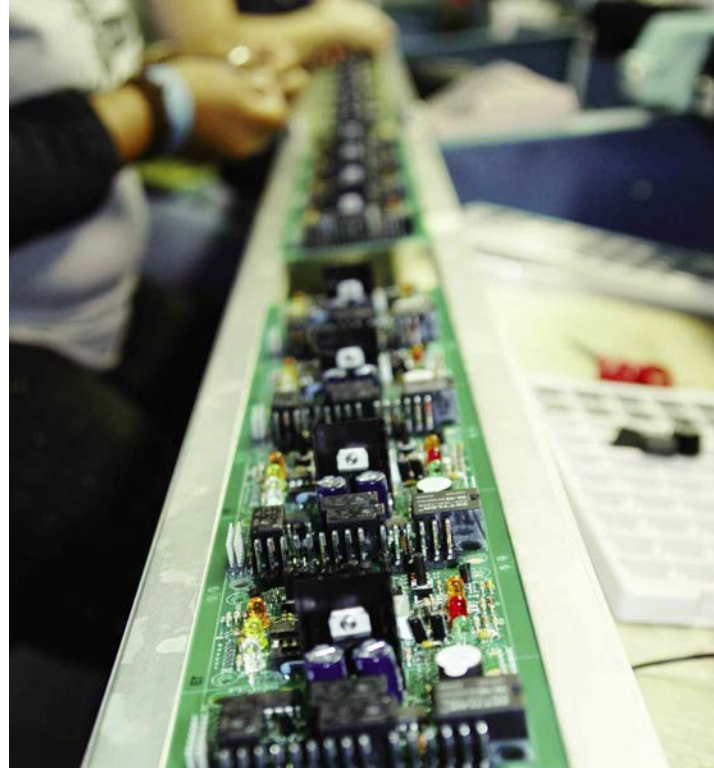
Engineering and Design

We have a passion for developing brewing solutions that will help our customers grow their businesses.

Testing Lab

Our commitment to new product development, on going life cycle testing in a variety of field conditions, and continuous improvement reflect our high standards.





Vertical Integration

Having our entire process under one roof allows us to better serve our customers quickly in the areas of engineering, design, fabrication, laser cutting, electronics, control boards, and graphics.



"Building innovative beverage and dispensing
solutions for creative customers."

3650 New Town Blvd. | 800.325.7867 | 636.925.1202 | newcocooffee.com