ROWAN

Espresso Coffee Machine

INSTRUCTION MANUAL



Series : Nova Reverie™
Model No.: RCE5011-B RCE5011-M

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Web: www.rowanappliance.com
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Important Safeguards

Before using the electrical appliance, the following basic precautions should always be followed including the following:

1. Read all instructions.

2. **Before** using, check that the voltage of wall outlet corresponds to rated voltage marked on the rating plate.

3. To protect against fire, electric shock and injury to person, immerse cord, plug, in water or other liquid.

4. The appliance **must not** be immersed.

5. Remove plug from wall outlet before cleaning and when not in use. Allow appliance cool down completely before taking off, attaching components or before cleaning.

6. **Do not** operate any appliance with a damaged cord or plug or after the appliance malfunctions, or is dropped or damaged in any manner. Return appliance to the nearest authorized service facility for examination, repair or electrical or mechanical adjustment.

7. If the supply cord is damaged, it **must be** replaced by the manufacturer, its service agent or similarly qualified persons in order to avoid a hazard.

8. The use of accessory attachments not recommended by the appliance manufacturer may result in fire, electric shock or injury to persons.

9. Place the appliance on a flat surface or table, **do not** hang power cord over the edge of table or counter.

10. Ensure the power cord **do not** touch hot surface of appliance.

11. **Do not** place the coffee appliance on hot surface or beside fire in order to avoid to be damaged.

Important Safeguards

12. To disconnect, remove plug from wall outlet, always hold the plug, but never pull the cord.

13. **Do not** use appliance for other than intended use and place it in a dry environ ment.

14. **Be careful** not to get burned by the steam.

15. **Do not** operate the coffee appliance at an environment with high temperature, strong magnetic field and moist air.

16. **Do not** touch the hot surface of appliance (such as steam tube, and the steel mesh just boiling). Use handle or knobs.

17. **Do not** let the coffee appliance operate without water.

18. Connect plug to wall outlet before using and turn any switch off before plug is removed from wall outlet.

19. Electric Shock Hazard - **Do not** immerse the body, power cord, or plug in water or on a damp surface. The plug must be connected to a grounded power socket.

20. Scalding Risk: The brewing head, steam wand, and hot water outlet are extremely hot during operation and for a short period after shutdown. **Do not** touch them with your hands and keep them away from children.

21. Compliance Statement: This product complies with relevant safety standards. For details, see the appendix.

Important Safeguards

Warnings

1. Pressure

In order to prevent hot steam and hot water from scalding the body or causing other personal injuries as well as prevent damage to this product, do not remove the water tank or portafilter when the appliance brews coffee or makes frothed milk. Before you remove the portafilter to brew another cup of coffee, make sure
that the coffee appliance is in standby mode. If you want to add more water into the water tank, please turn off the appliance by pressing the Power button "(⏻)", at that time, all the indicators turned off, which means that the appliance is powered off. When extracting coffee, make sure that the portafilter is turned to the specified position to avoid it getting loose due to the pressure during use, which may easily cause human injury.

2. High temperature

When the appliance is working, do not extend your hands and other parts of your body into the bottom of the portafilter or steam tube to prevent burns. It is not allowed to touch the steam tube with your hands or other parts of your body at any time. You can only turn the steam tube by touching the silicone sleeve that wraps the steam tube.

Save these instructions
For household use only

Know Your ROWAN Product

Dear user, thank you for choosing our professional semi-automatic coffee machine. To fully leverage its performance and ensure safety, please be sure to read this manual carefully before use.

Parts Introduction



① Water tank

② Brewing panel

③ Pressure dial

④ Hot water outlet

⑤ Steam wand

⑥ Drip pan

⑦ Drip tray

⑧ Bean hopper

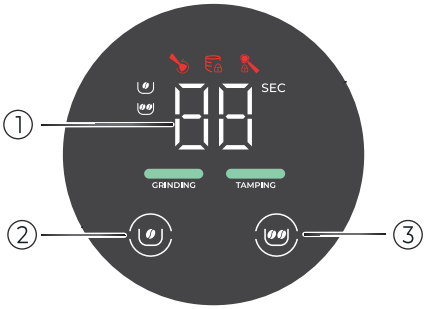
⑨ Tamper

⑩ Grinding panel

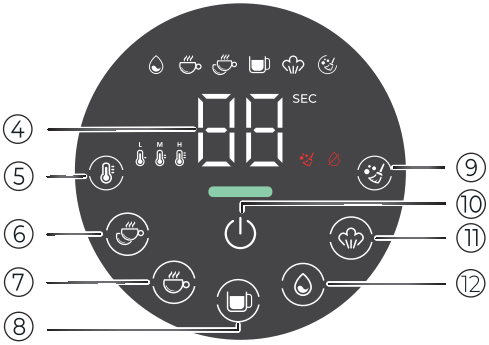
⑪ Portafilter（58mm)

Know Your ROWAN Product

Grinding Panel



Brewing Panel



Reminder icon

- No tamper
- No bean box
- No portafilter
- Descale Alarm
- No Water Alarm

Function icon

- Hot water
- Single espresso
- Double espresso
- Americano
- Steam
- Descale
- Brew temp.

① Grinding time

② Single grinding

③ Double grinding

④ Brewing time

⑤ Brew temp.

⑥ Double espresso

⑦ Single espresso

⑧ Americano

⑨ Descale

⑩ Power

⑪ Steam

⑫ Hot water

Know Your ROWAN Product

Accessories


①


②


③


④


⑤


⑥


⑦


⑧


⑨

① Milk jug (450ml)

② Cup holder

③ Cleaning pin

④ Single Wall filter basket (1 cup)

⑤ Single Wall filter basket (2 cup)

⑥ Grinding brush

⑦ Powder cleaning brush

⑧ Descaler (1 pc)

⑨ Towel

Operate Your ROWAN Product

Before First Use

NOTE:
For indoor use only. Place it on a stable, ventilated surface away from heat sources and sinks. Make sure the water level in the tank is above MIN mark. Do not start the heating when there is no water.

1. Check if the accessories are damaged after unboxing. Install the bean box and adjust the grinding gear from 15.
2. Remove the red plug at the bottom of the water tank, fill the water tank with pure water. The water level should not exceed the MAX mark.
3. Connect the device to the power source, touch the power button, the machine will start preheating. After preheating, it will enter standby mode.
4. Place a cup below the hot water outlet. Touch the hot water button, run the hot water function for about 10 s, and then touch the hot water button again to stop the water flow.
5. Insert the portafilter into the brewing head. Place the cup below the portafilter, touch the single cup button to start the rinsing.
6. Put the steam wand at the drip tray or the milk frothing jug, touch the steam button to release steam for about 10 s.

Using Tips

1. Water type: The pure water is recommended to be used to reduce the formation of scale.
2. Bean amount: Only add an appropriate amount of coffee beans. Try to empty the bean box every 2 to 3 days to ensure the freshness of the beans.
3. Grinding gear: The optimal grinding gear requires users to adjust multiple times to achieve the optimal extraction effect. It is recommended to start adjusting from the 15th grinding gear.
4. Filter selection: It is recommended to preferentially use a single-wall filter.
5.Hot water and steam will spray out from the steam wand. Please be careful to avoid scalding.

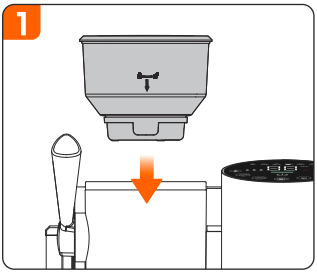
Operate Your ROWAN Product

6.After brewing, hot water will flow into the drip tray and steam will be released, it is a normal phenomenon.
7.Hot water may flow out from the water spout. Be careful to avoid scalding.
8.No operation for five minutes, it will enter standby mode. Touch the power button can wake it up.

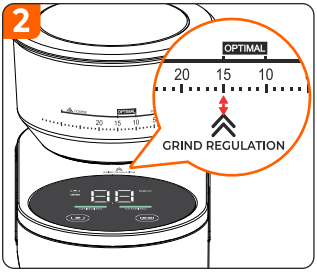
Operate Your ROWAN Product

Operation Instructions

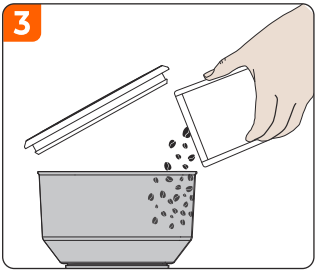
Preparation



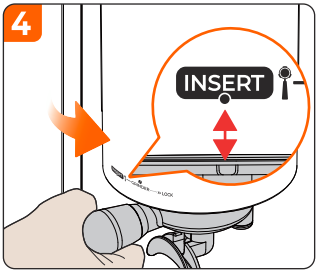
1. Install the bean box, then rotate it clockwise.



2. We recommend you to start at setting 15 and adjust as required.

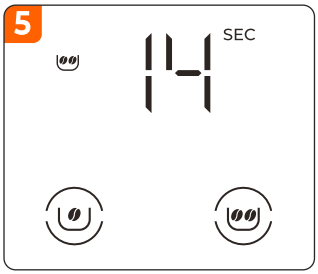


3. To ensure freshly ground coffee, only add an appropriate amount of coffee beans each time, so that they can be used up within 2–3 days.



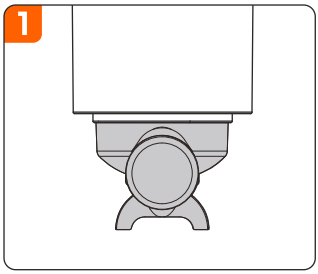
4. Place the filter basket into the portafilter, then attach it to the grinding outlet. If the portafilter is not attached, touch the grind button will cause a warning icon to appear.

Operate Your ROWAN Product

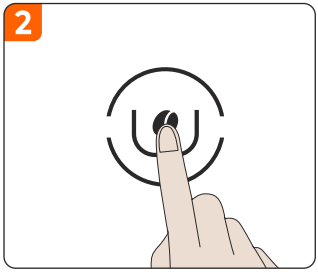


5. The double grind time displayed on the grinding panel indicates that it is ready.

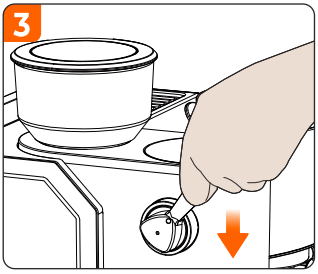
Grinding



1. First, ensure the portafilter is attached to the grinding outlet.

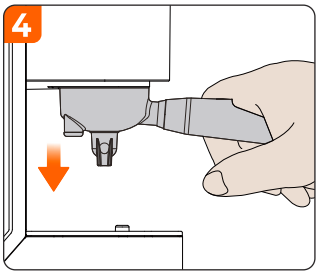


2. Briefly press the single grind or double grind , grinding will start . Users can also press and hold the grind button (single or double) to manually adjust the grinding time for optimal results.
The default grind time is 9 s for a single shot and 14 s for a double shot.



3. After grinding, press down the tamper handle to complete the tamping.

Operate Your ROWAN Product



4. Rotate clockwise to remove the portafilter.

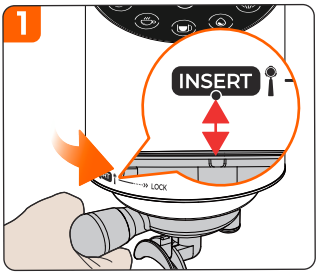
Re-Programming Grind Time

· Press and hold the Single grind for 3 s，the machine will beep once and enter the grinding time programming interface.
· Tap the Single grinding button to decrease the time, and tap the Double grinding button to increase the time.
· If no operation is performed for 3 s, the time will be saved as the Single grind time.The range is 6-12s for Single grind.
· Press and hold the Double grinding button for 3 s，then you can adjust the Double grind time by the same way. The range is 8-20s for Double grind.
· To reset the machine to the default grind time, press and hold both Single and Double grind buttons for 3 s, the machine will beep once.

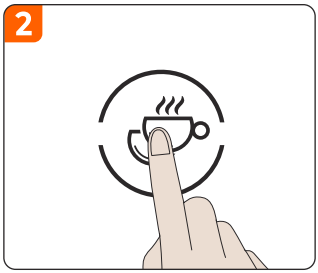
Making Espresso

· **TIP:** After each use of the brewing head to make coffee, you need to clean it.
Default settings: M gear (201℉/94℃). The brewing temperature could be switched between (198℉/92℃), (201℉/94℃), (205℉/96℃) by pressing the Brew temp.

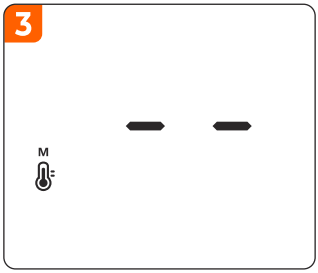
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1.Align the tamped portafilter to the "INSERT" mark and lock it into the brew head.



2.Press Single espresso or Double espresso button.



3.The default Volume is 1.2 oz for a single shot and 2.4 oz for a double shot.

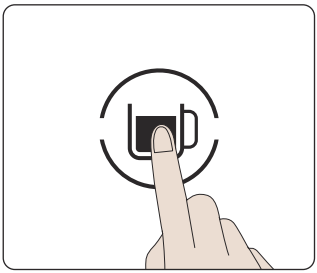
Re-Programming Shot Volume

· Press the Single (or Double) espresso button for 3 s, the machine will beep once.Then press the Single espresso to reduce the volume or press the Double espresso to increase the volume. The volume will be saved after 3 s. The volume range is 1.0~1.7oz for single shot.Double shot volume range is 1.7~3.2oz.

Operate Your ROWAN Product

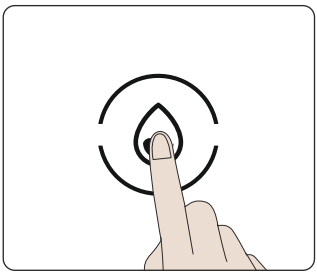
· To reset the machine to the default shot volume, press and hold both Single and Double espresso buttons for 3 s, the machine will beep once.

Making Americano



Press the Americano button. By default, 1.2 fl oz (35 ml) of coffee from brewing head and 4.6 fl oz (135 ml) of hot water from hot water outlet will be dispensed, totaling 5.8 fl oz (170 ml).

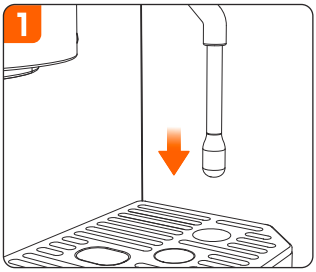
Making Hot Water



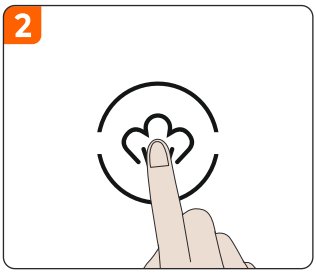
It is recommended to use a 6.8 fl oz (200 ml) cup. Press the Hot water button and the default water output is about 6.8 fl oz (200 ml) .

Operate Your ROWAN Product

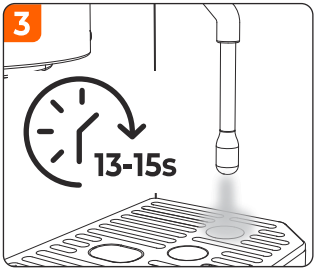
Frothing Milk



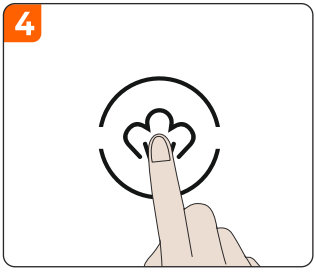
1. Before preheating, adjust the position of the steam wand end above the drip tray to prevent you from being scalded by the steam released after preheating is completed.



2. Press the steam button to preheat the steam, the steam status icon starts to flash.

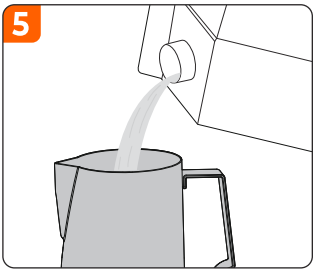


3. After approximately 13-15 s, the steam preheating is complete and the steam status icon will remain steadily lit, and stable steam will be gradually output.



4. Press once the steam button to momentarily pause the output.

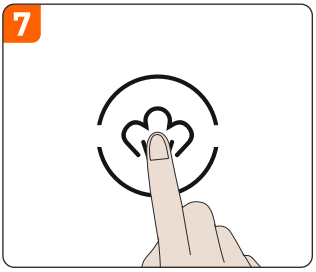
Operate Your ROWAN Product



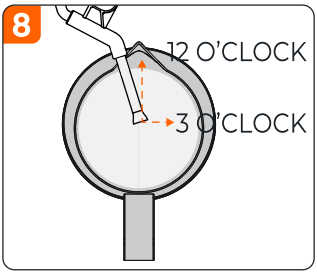
5. Pour 5.1 fl oz (150ml) of milk into the milk frothing jug.
NOTE: Milk frothing must be completed within one minute after preheating is finished; otherwise, the steam will need to reheat the steam.



6. Hold the bottom/side of the milk frothing jug with one hand, hold the jug handle with the other hand. Adjust and submerge the steam wand about 0.8 inch (2 cm) below the surface of the milk.

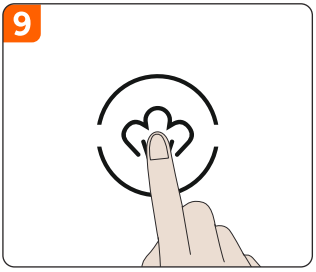


7. Press the steam button again to continue to release stable steam and start the frothing.
NOTE: If you start again within 1 minute, you can quickly return to the stable steam output working status.

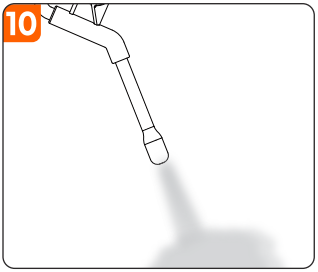


8. During the frothing process, always ensure the steam wand is properly positioned: arm at 12 o'clock, tip at 3 o'clock.

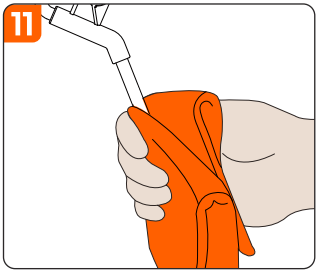
Operate Your ROWAN Product



9.After frothing the milk to the desired consistency, press the button to stop the frothing and remove the steam wand from the milk.



10. Immediately activate the steam function again to rinse off the remaining milk foam on the inner wall of the steam wand.



11. Clean the steam wand with a damp towel.
NOTE: The cleaning of the steam wand is of great importance, or that the milk scale will accumulate on the inner walls of the steam wand, causing hygiene problems.

Operate Your ROWAN Product

Extraction Guide

Optimal Extraction
Extraction Optimale



✔ **Within**
Espresso Range

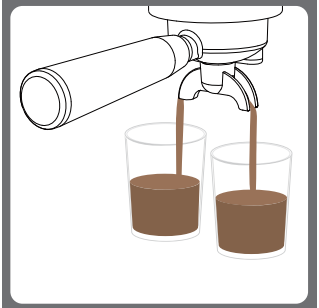


- flow Slow Like Warm Honey
- crema Is Golden Brown With A Fine Mousse Texture
- espresso Is Dark Brown

Under-extraction
Sous-extraction



✘ **Under**
Espresso Range



- flow Fast Like Water
- crema Is Thin And Pale
- espresso Is Pale Brown
- tastes Bitter/sharp, Weak And Watery

Over-extraction
Surextraction



✘ **Over**
Espresso Range



- flow Drips Or Not At All
- crema Is Dark And Spotty
- espresso Is Very Dark Brown
- tastes Bitter And Burnt

Situation / Solution	Under-extraction	Over-extraction
Grind	Make The Coffee Grounds Finer.	Coarsen The Coffee Grounds.
Dose	Increase The Amount Of Coffee Powder.	Decrease The Amount Of Coffee Powder.
Tamp	Apply More Pressure When Tamping The Grounds.	Reduce The Pressure When Tamping The Grounds.

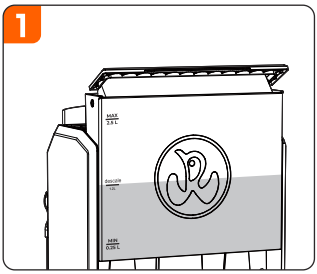
Maintenance & Descaling

Daily Cleaning Suggestions

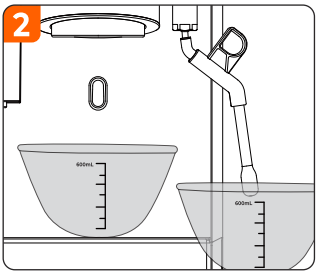
1. Clean the drip tray after each use. Rinse the portafilter and filter and clean the brewing head.
2. After using the steam function, wipe the steam wand with a clean towel and release the steam to remove the milk stains in time.

Descaling

1. It is very important to descale the heating boiler and internal piping of the espresso coffee machine by using a professional descaling agent every 3–4 months.
2. When the cumulative water output exceeds 676.3 fl oz (20L), the descale alarm icon keeps flashing, but it does not affect the function usage. Press the descale button for 4 s to cancel the alarm without resetting the cumulative water output. The alarm will occur again at next startup.



1. Prepare the descaling solution: Add about 40.6 fl oz (1.2L) of pure water and one packet of citric acid descale agent 1 oz (28g) to the water tank. Let it stand for 5 minutes to ensure the dissolution.



2. Prepare two cups, each with a capacity of 600 ml (about 20 fl oz) and place respectively under the steam wand and brewing head.
NOTE: The hot water will flow from the hot water outlet into the drip tray.

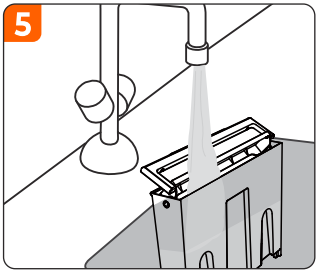
Maintenance & Descaling



3. Press the descale button, the descaling status icon will be constantly on, and the brewing head and steam wand will intermittently discharge water.



4. The descaling status icon and the descale alarm icon will go out after 5 minutes. At the same time, the cumulative water output data will be reset.



5. Empty the water cup and drip tray, and fill the water tank with pure water after cleaning the water tank. Place the water cups under the brewing head and steam wand, press the descale button to repeat the above operation until the remaining descaling solution is drained. The descaling operation is completed.



6. Press the Descale button to repeat the above operation until the remaining descaling solution is drained.
The descaling cycle will complete after 2 minutes.

Warranty Statement

Thank you for choosing a ROWAN coffee machine. We are committed to providing high-quality products and offer the following warranty service to protect your rights.

This ROWAN product comes with a One (1) Year Limited Warranty from the original date of retail purchase. During the warranty period, if the product fails due to defects in materials or workmanship under normal use, ROWAN will provide free repair or replacement services.

The product is not covered by its warranty in the following conditions:
· Misuse or unauthorized repair performed by unqualified person.
· Other purposes other than household use.
· Damages due to operations not recommended in the user manual.
· Using unqualified parts or accessories to perform repair.
· Damages due to shipping to repair, service or replacement.
· Normal wear and tear of wearable accessories and parts.
· Damage due to force majeure.

Troubleshooting

Phase	Problem	Cause	Solution
Power on	No display	· The machine is not plugged or powered on.	· Plug the machine in and power on.
	No water	· The water tank is not installed properly. · Water level sensor detected that the water in level in the tank is low.	· Fill the tank with water.
	The descaling alarm icon keeps flashing.	· This is a descaling alarm, but it does not affect the functional operation.	· Conduct the descaling operation as instructed in the manual. · Long press the descale button for 3 s to cancel the alarm. But the alarm will still occur next time.
Grinding	Tamper lever icon flashing.	Tamper lever not in home position.	Return the tamper lever to its original position.
	Bean hopper lock icon flashing.	Bean hopper not properly installed.	Install the bean hopper correctly according to the manual.
	Portafilter icon flashing.	No portafilter detected after pressing the grinding button.	Insert and lock the portafilter into the outlet.
	Single / Double shot buttons blinking slowly and cannot grind.	Overheat protection triggered (grinding exceeded 3 minutes within 6 minutes).	Wait 6 minutes before restarting grinding.
	Single /Double shot buttons blinking rapidly and cannot grind.	Grinder motor overload protection triggered (powder channel or burr set jammed).	Grinder motor overload protection triggered (powder channel or burr set jammed).

Troubleshooting

Phase	Problem	Cause	Solution
Grinding	Grinder running but no grounds dispensed.	Coffee grounds clogging the chute.	Power off and unplug. Remove hopper and burr set, then clean the chute with a brush.
	Grounds spilling, tamper lever not resetting.	1. Grind size is too coarse, producing too much coffee. 2. Grinding time is too long, producing too much coffee.	1. Adjust to a finer grind setting. 2. Reduce grinding time.
Brewing	No water ⊘	· The water in the water tank is less than 8.5 fl oz (250 ml).	· Fill the tank with water.
	The water pump is functioning normally, but the machine fails to dispense water.	· The water tank is lack of water. · The coffee powder is too fine. · The water pump is experiencing the air lock or empty suction.	· Fill the tank with water. · Adjust the grinding gear according to the manual. · Press the steam button to release steam for 15 s.
	The machine fails to dispense water.	· The water pump malfunctions.	· Contact the customer service.
	The coffee lacks of crema. (Theextraction pressure is too low.)	· The coffee grounds are too coarse. · Insufficient amount of coffee powder. · The coffee grounds are not tamped firmly.	· Make the coffee grounds finer. · Increase the amount of coffee powder. · Apply more pressure when tamping the grounds.
	The extraction pressure is too high.	· The coffee grounds are too fine. · Excessive amount of coffee powder.	· Coarsen the coffee grounds. · Decrease the amount of coffee powder.

Troubleshooting

Phase	Problem	Cause	Solution
Brewing	The extraction pressure is too high.	· The coffee grounds are tamped too firmly.	· Reduce the pressure when tamping the grounds.
	Excessive vibration or loud noise.	· The water tank is short of water. · It has been used for more than 3 months without descaling.	· Refill the water tank with clean water. · Perform descaling in accordance with the instructions in the manual.
Steam	No steam comes out, or the steam output is very low.	· The steam has not been fully preheated. · The steam nozzle is clogged.	· Wait for the steam to be fully preheated for a steady steam output. · Clean the steam nozzle regularly.
	After using the steam function, the drip tray emits both steam and hot water.	· The machine is releasing internal pressure, which is a normal phenomenon.	· The drip tray needs to be cleaned regularly.
Hot water	No hot water is dispensed.	· The water tank is lack of water. · It has been used for more than 3 months without descaling.	· Refill the water tank with clean water. · Perform descaling in accordance with the instructions in the manual.
Water leakage	Water leakage	· The drip tray has not been cleaned. · The water tank is not properly installed.	· The drip tray needs to be cleaned regularly. · Ensure that the water inlet at the bottom of the water tank is properly fitted in place.

Troubleshooting

Phase	Problem	Cause	Solution
Descaling	The descaling alarm icon keeps flashing.	· This is a descaling alarm, but it does not affect the functional operation.	· Conduct the descaling operation as instructed in the manual. · Long press the descale button for 4 s to cancel the alarm. But the alarm will still occur next time.

Environmental Protection



You can help protect the environment!
Strictly abide by the regulations: Please put the discarded electrical equipment into the corresponding waste station for disposal.

ROWAN

Scan the QR code to watch the product videos

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