CLAIMS

1. A system for the production of a beverage, more particularly a cold beverage, comprising a cartridge which has a reservoir filled with a beverage substance, and a beverage preparation unit having a cartridge receptacle in which the cartridge can be reversibly inserted, and a cartridge discharge device which causes at least partial transfer of the beverage substance from the reservoir into a mixing chamber, wherein the beverage preparation unit furthermore comprises a liquid supply which opens into the mixing chamber, wherein the system comprises a movable plunger which is placed inside the reservoir and can be transferred from a starting position into a final position by means of the cartridge discharge device, wherein the plunger is placed as part of the cartridge permanently in the reservoir or can be introduced as part of the cartridge discharge device into the reservoir after the cartridge has been inserted into the beverage preparation unit, wherein the cartridge discharge device comprises a movable ram which can be inserted on an input side of the cartridge into the cartridge in order to press the beverage substance out from the cartridge on an output side of the cartridge, wherein the cartridge-side end of the ram comprises the plunger or wherein the cartridge-side end of the ram is provided for interacting with the plunger arranged in the cartridge in such a way that during insertion of the ram into the cartridge the ram meets the plunger located in the starting position and is then moved by the ram into the final position, wherein the cartridge has in the region of the insert side a sealing element which is opened by inserting the plunger wherein the sealing element has a sealing film which tears as the plunger is introduced, wherein the sealing film is arranged between the plunger located in the starting position, and the beverage substance so that the sealing film is torn by the plunger as the ram is inserted, or wherein the plunger is arranged in the starting position between the sealing element and the beverage substance so that the sealing film is torn by the ram as the ram is inserted.

2. The system as claimed in claim 1, wherein the plunger is arranged in the starting position close to the input side and wherein the plunger is displaced in the final position towards the output side.

3. The system as claimed in claim 1 or claim 2, wherein the plunger has a sealing device, more particularly in the form of a flexible circumferential sealing lip or sealing bead, which seals a gap between a wall of the reservoir and the plunger.

4. The system as claimed in any one of the preceding claims, wherein the beverage preparation unit has a guiding unit for the motor-driven feed of the ram into the cartridge wherein the guiding unit for the ram comprises a straight or curved guide element for inserting the ram, and wherein the guiding unit has an electric or hydraulic linear motor and more particularly a spindle drive.

5. The system as claimed in any one of the preceding claims, wherein the mixing chamber has a beverage outlet through which the beverage formed from mixing the beverage substance with the liquid is dispensed, wherein the system is preferably configured in such a way that the beverage can be directed from the beverage outlet directly into a portable vessel.

6. The system as claimed in any one of the preceding claims, wherein the liquid supply is fed with liquid which is cooled by a cooling unit wherein the cooling unit is part of the beverage preparation unit or of a separate refrigerator which is in active connection with the beverage preparation unit.

7. The system as claimed in claim 6, wherein the cooling unit is a compressor chiller unit, absorber chiller unit or a thermo-electric chiller.

8. The system as claimed in any one of the preceding claims, wherein the liquid supply is fed with liquid which is admixed with carbon dioxide by a carbonator.

9. The system as claimed in claim 8, wherein the carbonator is part of the beverage preparation unit and wherein the carbonator has a receptacle for a CO_2 cartridge and a supply device for admixing the liquid with CO_2 from the CO_2 cartridge.

10. The system as claimed in any one of the preceding claims, wherein the mixing chamber is formed as part of the replaceable cartridge.

11. The system as claimed in claim 10, wherein a further sealing element is placed between the reservoir and the mixing chamber and is opened during insertion of the cartridge into the cartridge receptacle or during activation of the cartridge discharge device.

12. The system as claimed in claim 11, wherein the further sealing element comprises a sealing film which is opened, and more particularly, torn, by a rise in pressure in the

reservoir during transfer of the plunger from the starting position into the final position.

13. A cartridge for a system for the production of a beverage as claimed in any one of the preceding claims, wherein the cartridge can be inserted into a cartridge socket of a beverage preparation unit and wherein the cartridge has a reservoir which is filled with a beverage substance wherein the cartridge has a plunger arranged in the reservoir and which can be moved between a starting position close to an input side of the cartridge, and a final position which is displaced from the input side towards an output side, wherein the plunger has a ram socket for receiving a ram of the beverage preparation unit and wherein the plunger is configured to be transferred from the starting position into the final position by inserting the ram into the reservoir so that the beverage substance is directed from the reservoir into a mixing chamber which is arranged in the liquid direction behind the reservoir and more particularly underneath the reservoir, wherein the cartridge has in the region of the insert side a sealing element which is opened by the insertion of the plunger wherein the sealing element more particularly comprises a sealing film which tears as the plunger is inserted.

14. The cartridge as claimed in claim 13, wherein the plunger has a sealing device, more particularly in the form of a flexible circumferential sealing lip which seals a gap between a wall of the reservoir and the plunger.

15. The cartridge as claimed in claim 13 or claim 14, wherein the cartridge has a mixing chamber which can be brought into liquid connection with a liquid supply of the beverage preparation unit.

16. The cartridge as claimed in claim 15, wherein the mixing chamber has a beverage outlet through which the beverage which is formed from mixing the beverage substance with the liquid is dispensed wherein the system is preferably configured in such a way that the beverage can be introduced from the beverage outlet directly into a portable vessel.

17. A beverage preparation unit for a system for the production of a beverage as claimed in any one of claims 1 to 12, wherein the beverage preparation unit has the cartridge socket in which the cartridge as claimed in any one of claims 13 to 16 can be reversibly inserted, a cartridge discharge device which causes an at least partial

transfer of the beverage substance from the reservoir into a mixing chamber, and the liquid supply which opens into the mixing chamber wherein the cartridge discharge device has a movable ram which can be inserted into the cartridge on the input side of the cartridge in order to press the beverage substance out from the cartridge on an output side of the cartridge.

18. Beverage preparation unit as claimed in claim 17, wherein the beverage preparation unit has a cooling unit for cooling a liquid, which is supplied to the liquid supply.

19. Beverage preparation unit as claimed in claim 18, wherein the beverage preparation unit has a guiding unit for the motor-driven feed of the ram into the cartridge wherein the guiding unit of the ram comprises a straight or curved guide element for inserting the ram and wherein the guiding unit has an electric or hydraulic linear motor and more particularly a spindle drive.

20. Beverage preparation unit as claimed in any one of claims 17 to 19, wherein the beverage preparation unit comprises the mixing chamber wherein the mixing chamber can be removed from the rest of the beverage preparation unit.

21. A method for the production of a beverage with a system as claimed in any one of claims 1 to 12, the method having the following steps:
- inserting a cartridge filled with a beverage substance into a cartridge receptacle of a beverage preparation unit;
- transferring the beverage substance from a reservoir of the cartridge into a mixing chamber by means of a cartridge discharge device,
- feeding a liquid into the mixing chamber by means of a liquid supply,
- discharging the beverage, produced in the mixing chamber by mixing the beverage substance with the liquid, by means of a beverage outlet, wherein the beverage substance is pressed by a plunger out from the reservoir into the mixing chamber by moving the plunger from a starting position into a final position by means of the cartridge discharge device, wherein the plunger is moved by means of a cartridge discharge device in the form of a ram acting on the plunger, wherein on inserting the ram into the cartridge a sealing element sealing the cartridge is opened wherein the sealing element comprises a sealing foil which is torn by the ram.

22. The method as claimed in claim 21, wherein the ram is introduced into the cartridge motor-driven by means of a guiding unit and acts on the plunger in order to move the plunger from the starting position into the final position.

23. The method as claimed in claim 21 or claim 22, wherein the liquid is cooled and/or carbonated prior to entering into the mixing chamber.

24. The method as claimed in any one of claims 21 to 23, wherein a further sealing element which between the reservoir and the mixing chamber is opened by transferring the beverage substance in the direction of the mixing chamber, wherein the further sealing element preferably comprises a sealing film which is torn by the rise in pressure in the reservoir.

25. The method as claimed in any one of claims 21 to 24, wherein the cartridge discharge device acts on a screen element arranged inside the cartridge in order to transfer the beverage substance from the reservoir into the mixing chamber wherein the screen element is folded or compressed during this action.