

Press release

host – international hospitality exhibition – 18th to 22nd October 2019, Fiera Milano, Hall 22, Stand E28/G27

Geislingen/Steige, 14 October 2019

WMF Professional Coffee Machines at host 2019

Complete solutions for investment security and attractive business models for the coffee sector

At this year's host exhibition in Milan, WMF Professional Coffee Machines is shining the spotlight on its new brand signature "Designed to Perform". Visitors will have the opportunity to experience complete solutions for the professional coffee business which raise the degree of technical performance and investment security to a new level. In terms of functions, highlights include the Chilled Coffee and Fresh Filtered Coffee optional equipment technologies which are available for various fully automatic models offered by the premium manufacturer. With respect to commercial added value, WMF is showcasing the latest innovations of the WMF CoffeeConnect telemetry solution. This aims to provide a constantly growing community with a key basis to continually optimise and develop their business. Guests will also have the chance to enjoy a spot of indulgence by tasting the many espresso specialities offered by the latest development of the WMF espresso automatic portafilter. Last but not least, visitors can find out everything they need to know about the comprehensive service and consultation portfolio provided by the global service network for WMF Professional Coffee Machines.

Indulgence as far as the eye can see

Experience coffee excellence and consistently high coffee quality up close and personal – this is exactly what awaits visitors to host at each of the WMF stand's demo points. One of the focal points will be the barista artistry of the WMF espresso. During individual tasting sessions, the automatic portafilter will demonstrate its prowess in the wide-ranging disciplines involved in the creation of espresso-based specialities. The foundations for the perfect espresso shot are provided by the new machine tools. In particular, these include the Dynamic Coffee Assist real-time quality monitoring function and the WMF CoffeeConnect telemetry module solution.

Outstanding technical performance

A special kind of tasting experience also awaits visitors to the trade fair at the demo points for the WMF 5000 S+ and WMF 1500 S+ fully automatic machines equipped with the Fresh Filtered Coffee technology option. "In order

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to ensure the greatest degree of flexibility in our product range while meeting the requirements of profitability and minimum space requirements, WMF has introduced the innovative technology Fresh Filtered Coffee, with which one coffee machine can prepare a variety of coffee specialities as well as delicious filtered coffee. In this way, we have the perfect solution for customers in our portfolio,” says Viola Linke, Vice President Global Marketing Professional Coffee Machines, WMF Group GmbH. Guests at the trade fair will also find delectable coffee refreshment at the WMF Chilled Coffee demo point. Thanks to this new technology which produces chilled coffee fully automatically, restaurateurs are able to offer a wide range of the finest speciality recipes – whether with or without milk or including the addition of syrup. Inspiration for the daily cocktail hour is also provided in the form of the Chilled Gin Tonic and Almond Latte creations.

Image request

You can find images on our media portal <http://press-n-relations.amid-pr.com> (search term „WMF_host_2019“).

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About the WMF Group

For more than 160 years, WMF has been dedicated to achieving the perfect balance of design, functionality and quality. The company, based in southern Germany, is a global market leader in the Professional Coffee Machines (PCM) sector. With the aim of being first choice worldwide for professional coffee solutions, the “made in Germany” quality seal combines premium products and innovative strength with peak performance and reliability.

At the core of the WMF PCM solutions portfolio is a clear message: Designed to Perform. The business unit from Geislingen an der Steige has just the right concept for every business model in the coffee sector – from high-performance fully automatic machines for coffee specialities and filter machines right through to fully automatic portafilters and innovative digitalisation concepts. Moreover, national and international customers alike profit from high-quality consulting and service. The basis here is the largest in-house service organisation for professional coffee machines in Europe. Regular training courses in the WMF training centres ensure that this know-how is continuously passed on to the entire global WMF service network.

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At the end of 2016, WMF Group became part of the French Groupe SEB consortium. In this context, all B2B brands of the Group were recently brought together under the umbrella "SEB PROFESSIONAL". In addition to WMF PCM, the umbrella brand also includes Schaerer and Wilbur Curtis coffee machines as well as the business division Professional Hotel Equipment with the brands WMF Professional and HEPP.