

PRESS RELEASE

HostMilano, International Hospitality Exhibition, 13-17 October
Hall 22P, Booth Numbers: R35, S36, R45, S46

Discover the world of coffee with us Coffee competence times three: joint trade fair appearance for WMF, Schaerer and Curtis at the Host in Milan

Geislingen, Zuchwil, Montebello, 05.10.23 – This year, for the first time, visitors to the Host can experience the impressive, combined coffee competence of SEB Professional at one booth. Under the motto “Discover the world of coffee with us” and with a joint café as a focal point, the three brands WMF Professional Coffee Machines, Schaerer and Curtis are presenting their innovative solutions for coffee consumption outside the home together in Milan. This underscores SEB Professional’s position as a global player and one-stop-shopping solution provider whose wide range of brands and products are in line with customer requirements and coffee trends worldwide. In addition to allowing an exchange of ideas among professionals, the focus at the exhibition stand is on coffee enjoyment. The joint café invites visitors to relax in an informal atmosphere and serves, for example, inspiring coffee signature drinks based on recipes from various regions of the world which the customers of WMF Professional Coffee Machines, Schaerer and Curtis call home.

WMF presents innovations for premium coffee enjoyment

In order to meet current trends for coffee consumption outside the home, WMF Professional Coffee Machines is presenting a wealth of pioneering products and solutions in Milan (Hall 22P, Booth R35 S36). The focus of the trade fair presentation is on the WMF espresso NEXT. Its semi-automatic portafilter sets benchmarks in modern coffee culture. New features for automated coffee preparation and milk dosing processes and particularly easy operation take process reliability and consistency and excellence of coffee quality to an even higher level. At the same time, the aesthetically pleasing and dynamic machine design underscores the authentic barista feeling. In this way, the WMF espresso NEXT bridges the gap between two worlds: it combines the compelling advantages of automation with the traditional art of espresso preparation with a portafilter. In addition, WMF Professional Coffee Machines will be presenting the new WMF 1500 F to a professional audience for the first time. A bean-to-cup fully automatic coffee machine, it offers convincing, state-of-the-art functions and guarantees a uniformly high degree of coffee enjoyment wherever you need to prepare freshly filtered coffee quickly and reliably in large quantities. The presentation of the digitalisation team “WMF CoffeeConnection” rounds off the trade fair concept of WMF Professional Coffee Machines. Visitors can find out at first hand how to exploit the advantages of digitalisation to best effect – from simple data analysis to complete integration of the coffee machines into innovative business models.

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Schaerer inspires with real-life application scenarios

What is a promising coffee concept for an American convenience store? Which coffee machines and features contribute to the success of Chinese coffee shop chains and what is the coffee concept of the future for offices? At the exhibition booth (Hall 22P, Booth R45), Schaerer takes visitors on a journey through different worlds of coffee enjoyment and shares the experience gained during the implementation of countless customer projects worldwide. Products as well as market- and customer-specific solutions are rendered tangible in real-life application scenarios: for example, at the heart of an American-style convenience store corner, there is the Schaerer Coffee Soul complete with the new cleaning system Schaerer ProCare and digital solutions for ordering and payment. In the “coffee shop” scenario, on the other hand, Schaerer presents technologies which make these business models successful – including, for example, the Schaerer Coffee Skye with optional 30-gram brewer for the large beverage portions which are particularly popular in Asia. In addition, in a separate area, Schaerer is presenting digital solutions for coffee vending and staff catering.

Curtis presents comprehensive portfolio for freshly brewed filter coffee

The professional Curtis filter coffee machines meet the highest requirements when it comes to beverage quality and the serving of filter coffee. At the Host (Hall 22P, Booth S46), visitors can gain comprehensive insight into the Curtis philosophy and convince themselves of the company’s wide portfolio of machines for freshly brewed filter coffee. For example, the Curtis G4 Gold Cup Single Cup filter coffee machine. It was developed with the aim of preparing coffee of a quality which meets the Golden Cup Standard of the SCA (Specialty Coffee Association). The result? A perfect americano – the classic among the US coffee specialities. The Curtis G4 ThermoProX and Curtis G4 GemX Gemini brewing systems, on the other hand, are ideal for realising coffee concepts with high demand for delicious filter coffee. And “twin” variants are available for particularly highly frequented areas. The digital G4 fourth-generation control allows intuitive operation of the machines and reliable preparation processes, enabling operators to individualise their filter coffee offering with various recipes.

Request for images

You can find image material for download here: <https://aboutwmf.com/en/download/wmf-schaeerer-und-curtis-auf-der-host-in-mailand/>

I will be glad to send you the file by e-mail. Contact: wmf@press-n-relations.de

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About WMF

WMF, which is short for Württembergische Metallwarenfabrik, is a leading premium supplier of household products, professional coffee machines and hotel equipment. WMF stands for innovation based on tradition and convinces with development and design "Made in Germany". Under the brand names WMF, Silit and Kaiser, the company offers products for preparation, cooking, food, beverages and baking for home use, while business customers, in particular from the restaurant and hotel industry, can choose from product lines for the preparation of coffee, the perfectly laid table and buffet under the brand names WMF, Schaerer, Curtis and Hepp. WMF products are available in more than 120 countries, and the company has over 6000 employees. In Germany, Austria and Switzerland, but also in the rest of Europe and worldwide, for example in China, WMF operates a total of around 350 own stores. The company was founded in Geislingen an der Steige in 1853 and became part of the French SEK Group at the end of 2016. Further information at www.wmf.com

Schaerer AG

Schaerer AG was founded in 1892, has its headquarters in Zuchwil, Switzerland, and is one of the world's leading manufacturers of fully automatic professional coffee machines. As a company with a long-standing tradition, the Schaerer brand stands for Swiss values in combination with in-depth coffee expertise. The company expresses these brand characteristics in the claim in its logo «swiss coffee competence» and lives them equally in its product development as well as in the Coffee Competence Centre, Schaerer's own coffee competence and training centre in Zuchwil. Schaerer is also characterised by the extraordinary flexibility embodied in the mission statement «We love it your way» – when it comes to customer enquiries, customer-specific projects, large-scale orders or its portfolio, which offers customers a wide range of individual configuration options. Customer-centred and with comprehensive coffee know-how, Schaerer assists its customers large and small

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worldwide in offering their guests premium coffee enjoyment in a cup.

Schaerer became part of WMF in 2006 and has belonged to the French SEB Groupe since the end of 2016. All of the group's B2B brands were bundled together under the "SEB PROFESSIONAL" banner. In addition to Schaerer, this includes the coffee machine brands WMF and Curtis as well as the Professional Hotel Equipment division, which includes the brands WMF Professional and HEPP.

Curtis

Since its foundation in 1941, the US-American company Curtis has been developing professional coffee machines, tea brewing systems and special beverage dispensers. Thanks to its strong culture of innovation with an eye to the requirements of the market, the family company is the second-largest American manufacturer in this sector today and one of the leading companies worldwide. Since 2019, Curtis has been part of the Professional Coffee Machines division of Groupe SEB.

A core competence of Curtis has always been the development of new technologies for that special coffee experience. The company supports the operators in offering consistent coffee quality while at the same time simplifying service processes. Innovative technologies offer customers the highest possible degree of flexibility and process reliability. Sustainable actions in the interest of the environment and the responsible handling of resources are also firmly anchored in the company philosophy. Since 1941, Curtis has followed the three-R principle "Reduce, Reuse & Recycle" in all areas – from production and storage to administration.