

Birkenfeld, February 2016

Intergastra 2016 – February 20 to 24, Messe Stuttgart – hall 4, stand A-50

WMF Professional has rebranded

"WMF Gastro Profi" is the new name for single-source supply to the entire hotel and catering sector

A one-stop store bringing individual gastronomy concepts right up to the table – that is the objective of the new "WMF Gastro Profi" sales model that WMF Professional is debuting officially at Intergastra 2016. Hotel, restaurant, system gastronomy or hospital – WMF Gastro Profi offers the comprehensive range of designs and solutions for cutlery, glassware, porcelainware, coffee machines and kitchen infrastructure that meets the requirements of all these differing target groups. Along with products from WMF and Tafelstern, the portfolio includes the ranges of many other producers and suppliers to the hotel and catering trade. "We do all this to streamline the purchasing process for buyers throughout hotel and catering: now they have direct access to one capable contact partner able to deal with all the issues, and they also get everything they need in a single shipment, with one itemised delivery note and one invoice", says Alexander Pick, Managing Director of Sales at WMF Gastro Profi, when he explains the concept.

The new constellation is WMF's response to the changed market situation and clients' urgently expressed need for a central resource to supply the entire bandwidth of professional catering equipment. And in addition the company is focusing its sales structures on the sectors of tableware, buffet and kitchen equipment. Along with the German market, WMF Gastro Profi also serves hotel and catering experts throughout Europe.

"Your concept carried to the table"

Restaurant table, bar, hotel room, kitchen or cafeteria: The product world of WMF Gastro Profi includes all the equipment and appliances that hotel and catering specialists need. In the conceptualisation phase, clients can access all the experience and the intuition of their personal advisor. Then they transition to an uninterrupted process chain – from order processing through production to logistics and spare-parts procurement – that ensures smooth service.

Photo request

You will find images for download on our media portal <http://press-n-relations.amid-pr.com> search term „WMF-Gastro-Profi“. We will also be pleased to send you this file by e-mail on request. Contact: wmf@press-n-relations.de.



Additional information:

WMF Group GmbH
 Thomas Dix, press spokesman
 Eberhardstraße - 73309 Geislingen
 Tel.: +49 73 31 25 8386
 Fax: +49 73 31 25 8061
 thomas.dix@wmf.de – www.wmf.de

Press and public relations:

WMF press agency
 c/o Press'n'Relations GmbH
 Vanessa Klein and Monika Nyendick
 Magirusstrasse 33 – D-89077 Ulm, Germany
 Tel.: +49 731 96287-30 – Fax: +49 731 96287-97
 wmf@press-n-relations.de – www.press-n-relations.de

About the WMF Group

WMF Professional Business Unit Hotel is one of the leading suppliers of professional hotel, catering and hospitality equipment. Stylish, high-quality complete solutions for every aspect of the art of presenting and serving food and beverages is the hallmark of the long-established brand. The extensive range includes cutlery and glassware, serving trolleys, buffet equipment and table-top decorations of every complexion.

For more than 160 years, the brands that make up the WMF Group have represented the best in cooking, drinking and dining. Every day, hundreds of millions of people around the world use WMF, Silit and Kaiser products to prepare food, cook, bake, eat and drink in the comfort of their own home. And when they are not doing that, they are enjoying coffee specialties and foods prepared by the hotel and catering industry using products from WMF, Schaerer or Hepp. Our employees are passionate about bringing people together, whether at home, on the move or at high-end restaurants, in order to give them shared moments that are both precious and delicious. This is all possible thanks to our products, whose exceptional design, perfect functionality and highest quality provide wonderful culinary experiences. Our company has a proud tradition, and was founded in Geislingen an der Steige in Germany back in 1853. Almost 6,000 employees provide culinary joy at more than 40 locations worldwide. The WMF Group achieved sales of EUR 1,024.3 million in 2014.