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An impressive intuition for trends, a strong capacity to innovate and forward-looking solutions concepts

WMF welcomes spring 2016 with resounding trade show success

Market experts and customer feedback are speaking with a clear voice: the spring trade shows in Stuttgart and Hamburg were a complete success for WMF, the coffee machine manufacturer from Geislingen. The WMF espresso portafilter concept and its associated “Unstoppable Quality Tour” impressed the international audience of experts, as did the smart “Bag-in-Box” system – a milk solution from the private Naarmann dairy, which is now available via a standard WMF connector for all automatic WMF New-Generation-Platform coffee machines.

When approaching the WMF-coffee-machine trade show stand, one thing quickly becomes clear to the Internorga visitor: interest in the WMF espresso, which was introduced last year, is still as strong as ever. Over an area of 80 square metres integrated into the stand, visitors were practically falling over themselves to get to the automatic portafilter machine and truly exemplified the principle “Hire who you want”: the opportunity to conjure an espresso or a café crème to barista-standard in only a few steps.

Taking a bus through Hamburg: the “Unstoppable Quality Tour”

The “Unstoppable Quality Tour” provided a true hands-on opportunity to experience the WMF espresso live and on the road. Customers, partners and journalists were warmly invited to climb aboard. On the relaxed half-hour bus tours around Hamburg, the guests learnt everything that is worth knowing about the philosophy and features of the machine, before turning their hand to conjuring up an espresso, cappuccino or latte macchiato at 50 kilometres per hour. After a photo opportunity at St. Pauli, the “coffee tour” ended where it began at the main entrance of the trade show grounds. The delighted participants departed with a personal souvenir photo and a “Master of Taste” award. In total, over the six days of the trade show in Hamburg, 277 passengers from 29 countries alighted the shuttle bus and created a total of 574 cups of espresso, 395 cappuccinos, 234 latte macchiatos and 289 café crème.

The barista milk from the Bag-in-Box

Visitors discovered a further trade show highlight in the Bag-in-Box milk solution from WMF's milk cooperation partner Naarmann. And it does what it says on the label: packaged in a 5, 8 or 10-litre plastic bag and protected by a sturdy box, the user places the barista milk system in the associated WMF cooling unit. A newly developed standard connector for all WMF New-Generation-Platform machines ensures both a convenient and reliable connection between the milk system and coffee machine that conforms to the HACCP system. Refilling the milk and cleaning the adapter is just as efficient as using the Bag-In-Box. “The Bag-in-Box is aimed at WMF customers that

use a lot of milk – for example, at peak times or due to the drinks on offer – and represents a real service bonus thanks to its huge milk capacity and how simple it is to use,” explains Florian Lehmann, President of the global coffee machine company WMF Group. Along with the clear advantages in terms of hygiene, handling and process reliability, the new system also scores points with respect to economic considerations. Due to the intelligent product design, a Bag-in-Box can be used over several days – which means that milk is no longer wasted. The result: constantly high milk-quality for tasty coffee specialities – even with large numbers of guests.

Photo request

You will find image material on our media portal <http://press-n-relations.amid-pr.com> (use the search term “WMF-Nachbericht-Teil2-2016”). Of course, we are also happy to send the files to you by e-mail. Contact: wmf@press-n-relations.de.



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About the WMF Group

For more than 160 years, the brands that make up the WMF Group have represented the best in cooking, drinking and dining. Every day, several 100 million 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 specialities and dishes prepared in hotels and restaurants using products made by WMF, Schaeerer and 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 tasty. 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 6000 employees provide culinary joy at more than 40 locations worldwide. In the 2015 financial year, the WMF Group generated a turnover of 1061 billion euros.