

Birkenfeld, 12<sup>th</sup> April 2017

## Hot drinks served stylishly with WMF Professional

CultureCup collection features new glass for coffee, tea or hot chocolate

**In recent years, customer expectations have been growing consistently with regard to tea and coffee drinking. Whereas taste, a consistent high quality and variety are an absolute must, the aesthetic presentation of delicious hot drinks plays a significant role in the feel-good effect. The CultureCup collection from WMF Professional is like a breath of fresh air for tables in restaurants, cafés and elsewhere. Its modest, modern design and plentiful possibilities for combination make it extremely attractive – more so than ever in 2017. That's thanks to a new, 950mm-high glass with a high-quality stainless steel handle. No matter whether it's for select coffee or tea specialties or hot chocolate with whipped cream, the new glass forms the perfect framework atop a suitable tray. In combination with the 84 other items in the collection, hosts have everything they need to serve food and drinks in style, from spoons to latte macchiato glasses.**

CultureCup employs a modern combination of metal, glass and porcelain that enables it to blend seamlessly into a wide variety of gastronomic concepts. Thanks to the different cups, glasses and spoons in the collection, coffee and tea can be presented perfectly, whether as a café crème, latte macchiato, flavored coffee, hot chocolate or all types of teas. The collection's tray gives you even more presentation options, offering space for all cup sizes plus an accompanying glass of water, a pastry, milk or sugar, exactly as the guest of host desires.

Another advantage is that the size S cup also fits in the stands and holders of the Pure Exclusive tabletop collection from WMF Professional, thereby opening up yet more avenues for creativity for restaurateurs and caterers. It goes without saying that all the parts of the CultureCup collection are dishwasher safe, although the handles and cups can also be washed separately.

**[www.wmf-professional.de](http://www.wmf-professional.de)**

### **Image request**

Images can be downloaded from our media portal, <http://press-n-relations.amid-pr.com>. Just search for “WMF-CultureCup.”





Sheet 2

**Further information:**

proHeq GmbH  
WMF Professional  
Carl-Benz-Strasse 10  
D-75217 Birkenfeld  
Tel. +49 7231 4885 0  
Fax +49 7231 4885 83  
wmf@press-n-relations.de  
www.wmf-professional.de

**Press and Public Relations:**

WMF Press Office  
c/o Press'n'Relations GmbH  
Vanessa Klein and Monika Nyendick  
Magirusstrasse 33, D-89077 Ulm  
Tel. +49 731 962 8720  
Fax +49 731 962 8797  
wmf@press-n-relations.de  
www.press-n-relations.de

**About the WMF Group**

WMF Professional's Hotel business unit is one of the leading providers of professional equipment for hotels and the catering industry. The key strength of this long-established brand is its innovative, painstakingly crafted and stylish all-in-one solutions covering every aspect of food and drink, from preparation to serving. The extensive product range includes cutlery and glassware, serving and buffet equipment and table decorations in every color.

For more than 160 years, the brands that make up the WMF Group have stood for the best in cooking, drinking and dining. Every day, more than 100 million people around the world use products from WMF, Silit and Kaiser to prepare, cook, bake, eat and drink in their homes. And when they are not doing that, they are enjoying coffee specialties and foods prepared by the hotel and catering industry using WMF, Schaerer or HEPP products. Our employees are passionate about bringing people together, whether at home, on the move or at fine-dining establishments, to give them shared moments that are both precious and delicious. All this with products that have an outstanding design, perfect functionality and excellent quality, which makes every culinary experience a real joy. Our tradition-rich company was founded in Geislingen an der Steige in 1853. Nearly 6,000 employees provide culinary pleasure at over 40 locations worldwide.