

**Press release**

"International Digital Food Services Expo – Powered by Internorga"  
15 - 17 March 2021

Geislingen/Steige, 25 February 2021

WMF inspires you with innovations that set new standards,  
even in the virtual world

WMF Professional Coffee Machines at Internorga 2021

**Internorga is one of the most important events of the year for all of the WMF Group's B2B brands. That's why WMF Professional Coffee Machines will be presenting itself at this year's "International Digital Food Services Expo – powered by Internorga", in its usual premium fashion. According to the well-known, stylish trade fair design, the coffee machine manufacturer will focus on an innovative, digital interpretation of its brand promise "Designed to Perform". On the so-called "Main Stage", a panel of WMF experts will address questions relating to which digital and innovative trends will have a lasting influence on the coffee industry. In the complementary two and three-dimensional world of experiences, a number of core topics will be brought into focus. This includes live sessions in which the new WMF 1300 S automatic coffee machine, the perfect operation of the automatic portafilter WMF espresso, the most recently launched virtual showroom and the digital solution offers by WMF Professional Coffee Machines will be introduced. In the "Success Factor Service" session, visitors will gain exciting insights into Europe's largest service network. Furthermore, the global player is once again launching a world first. WMF promises a revolutionary new cleaning system. Besides a wealth of innovations, personal exchange will, of course, also be at the centre of the digital trade fair. Therefore, our experts and sales staff are once again looking forward to many exciting conversations via live chats and video chats this year.**

We will also talk about the future on the Main Stage of the digital Internorga 2021: Where is the coffee industry currently, in terms of digitisation? How important are the booming concepts surrounding robotic cafes, unmanned stores and so on? Which new hygiene concepts will become firmly anchored in the industry? How has consumer behaviour changed in recent months and what will the consequences be for the future of the coffee business? What roles do the factors of sustainability and home office play in this regard? The WMF Professional Coffee Machines Expert Roundtable will take an in-depth look at these questions. Participants in the high-calibre discussion panel include Frank Göltenboth (Vice President R&D), Bernd Anton (Head of National Sales) and Benjamin Thurner (Vice President Business Development Digital & APAC).

**Experience coffee solutions first-hand**

Besides this major highlight, the virtual live sessions focus on a very personal approach. For example, visitors this year will experience how – digitally, but no less directly – the fully automatic coffee machines WMF 1300 S, with its new milk system, can be adapted to a wide variety of gastronomic concepts. Integrated chat rooms also offer the opportunity for individual advice.

## Press release

For customers and anyone else who is interested in finding out about the entire WMF solution portfolio, a guided tour through the new virtual showroom will satisfy every wish. In addition to the entire range of machines, the innovative showroom also offers everything you need to know about the various service offers and digital solutions, right through to the unique universe of flavour in the WMF Coffee Excellence Centre. To whet your appetite: <https://www.wmf-coffeemachines.com/virtual-showroom/index.html?region=EN>

### Get connected!

In the presentation on WMF CoffeeConnect, companies can learn how to network and analyse their coffee business with the telemetry platform, in order to systematically optimise operational and strategic business decisions. In addition to the standard applications, we will also present the connection of the coffee machine with third-party systems, such as order, cash register and merchandise management applications, and even robot-controlled applications. One example is the franchise model 'MyAppCafé', which is a self-sufficient robot-controlled coffee station. The premium manufacturer will also present some new concepts for (contactless) self-service, such as new mobile and self-payment solutions and WMF SmartRemote, which is a web application that enables contactless ordering of coffee specialities. This "no human touch approach" is not only efficient and modern – above all, it is also hygienic and safe.

### The finest espresso-based specialities, automatically hand-made

It is easy for WMF customers to learn the art of brewing coffee, thanks to the expertise of WMF coffee machines, in terms of technology and processes. But even with the highest level of process stability and quality, a look behind the scenes helps one to get the best out of the bean. This is exactly what the live session on the WMF espresso fully automatic portafilter is all about. The experts are standing by with important tips on the ideal application concept and perfect operation, as well as some unique recipe ideas.

### Premium Service as a key to sustainable market success

With over 350 service employees in Germany, WMF Professional Coffee Machines is the largest in-house network in the industry. But how important is service for the coffee business of our customers? What are the critical parameters for sustainable end-customer satisfaction? What role does digitisation play in the operation of efficient service structures, and what can customers expect from WMF in the future? In their live session on the topic of "Service as a Success Factor", the experts will answer all these questions.

### Request for Images

Image material is available on our media portal <http://press-n-relations.amid-pr.com> (search term "WMF-Internorga-2021").

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**About the WMF Group**

For over 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 the 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 benefit from high-quality consulting and service, based on the largest in-house service organisation for professional coffee machines in Europe. Regular training courses in the WMF training centres ensure that this expertise is continuously passed on to the entire global WMF service network.

Since the end of 2016, the WMF Group has been part of the French SEB Groupe. In the wake of this, all of the group's B2B brands were recently bundled together under the "SEB PROFESSIONAL" banner. In addition to WMF PCM, this includes the coffee machine brands Schaerer and Wilbur Curtis as well as the Professional Hotel Equipment division, which includes the WMF Professional and HEPP brands.