

Press release

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With WMF, choosing either coffee specialities or fresh filtered coffee is a thing of the past

Unique Fresh Filtered Coffee technology from WMF combines two coffee styles in a single machine

With its innovative Fresh Filtered Coffee technology, designed for the WMF 1500 S+ and WMF 5000 S+ automatic speciality machines, the Geislingen-based coffee machine manufacturer is bringing together the best features of two different worlds – making it possible to produce both coffee specialities and fresh filtered coffee using a single machine. The revolutionary technology is based on a bean-to-cup brewing cycle that is able to accommodate both popular speciality beverages and fresh filtered coffee. For each cup, the machine starts by freshly grinding and brewing a café crème or espresso; this is then filtered in the patented filter capsule and dispensed. This process removes any sediment or oils, allowing the fresh filtered coffee to develop its characteristic aromatic taste. And to make everything even more convenient for users, there is a choice of different milk systems: Dynamic Milk, Easy Milk or Basic Milk, so coffee specialities and fresh filtered coffee can both be produced and served with milk.

In almost every area of the restaurant and hospitality business, having an appealing range of coffees on offer is a key sales driver. Quite apart from hotels and restaurants themselves, in fact, there are hardly any areas of the catering sector that would operate smoothly without the ability to serve up some black gold – it is impossible to imagine a bakery or kiosk not having it for sale. But with so many different types of establishments trading, there is also the question of what coffee styles they require – do they really need to offer filter coffee alongside the coffee specialities that are currently en vogue? The latest figures confirm that the demand for filter coffee is very much there: a country-wide study revealed that 66 percent of all participants drink it on a regular basis. “Only a few restaurants and licensees choose to provide both options on a large scale, as the costs involved in purchasing, operation and maintenance are relatively significant – and the equipment takes up a lot of space too,” says Viola Linke, Vice President Global Marketing Professional Coffee Machines, WMF Group GmbH. This is what has driven WMF to combine the technology required for espresso-based specialities and fresh filtered coffee in a single machine.

Press release

Fresh Filtered Coffee by WMF: An intuitive revolution

The WMF philosophy is grounded in user-friendliness and unfailingly reliable processes. That's why the Fresh Filtered Coffee (FFC) technology only needs users to add a few additional components to their equipment – the most important of which is a filter capsule, designed to deliver approximately 100 cups of fresh filtered coffee every day or last for up to three days. Every single step is explained clearly on the machine display, from the easy process of positioning and removing the capsule on the top cover through to daily cleaning requirements. Even better, the user does not have to perform any extra cleaning, as everything to do with cleaning has been integrated seamlessly into the existing concepts.

Fresh and delicious – and at the perfect temperature

The FFC process runs extremely smoothly in everyday use. The first stage always involves a freshly ground and brewed café crème or espresso, which makes its way through the new filter capsule by diffusing through the membrane in the filter element. This ensures that any unwanted sediment and oils are removed, and produces a fresh result. The coffee then flows back to the machine spout and into the cup. Optional milk systems such as WMF Dynamic Milk make it possible to adjust hot and cold milk and milk foam additions exactly as required. The machine performs all the other processes automatically without the need for any input from the user. This includes a well-thought-out, sensor-controlled monitoring concept that keeps an eye on various parameters and checks whether the filter system is in the correct position and working properly. An additional steam valve also ensures that each beverage is produced to the very highest standards of quality, with a taste, volume and temperature that is consistent every time.

Image request

You can find images on our media portal <http://press-n-relations.amid-pr.com> (search term "FFC").

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Press release

About the WMF Group

For more than 160 years, the WMF Group brands have been synonymous with the best cooking, drinking and eating culture. Every day, several hundred million people worldwide use WMF, Silit and Kaiser products to prepare, cook, eat, drink and bake at home. Or they enjoy specialty coffees and dishes made with WMF, Schaerer and HEPP products in the gastronomy or hotel industry. Our employees are passionate about bringing people together – be it at home, on the road or in upscale restaurants – and providing them with precious and delicious moments to share. And they can do this with products that produce the best culinary experiences thanks to an excellent design, perfect functionality and best quality. Our traditional company was founded in 1853 in Geislingen an der Steige, Germany and has been a part of the French Groupe SEB consortium since the end of 2016.