

Press release

Internorga, 08 - 12 March 2024, Hamburg, Hall A4, Stand 201

Geislingen/Steige (Germany), 9 February 2024

Perfection every time: at the Internorga, WMF showcases the art of the “WMF espresso NEXT”

How do you make true perfection in coffee creation a personal and tangible experience? Ideally, by giving it the right stage. At the Internorga 2024, WMF Professional Coffee Machines will be highlighting its semi-automatic, state-of-the-art portafilter “WMF espresso NEXT” to best effect as part of a new, worldwide campaign: with live demonstrations of barista craftsmanship, a wide range of latte art creations, sophisticated signature drinks and arguably the best cappuccino to be found at the fair. Other highlights for visitors are the WMF 1500 F fully automatic bean-to-batch machine and exciting service concepts.

What makes the WMF espresso NEXT so attractive? What are the concrete benefits for customers in the coffee business? Leading premium supplier WMF Professional Coffee Machines aims to answer these questions with more than just facts and figures at Internorga 2024 and has got together with a well-known partner from the barista scene in order to allow visitors to experience the advantages of the semi-automatic portafilter live.

Experience art & coffee business for yourself

At Stand 201, in Hall A4, WMF Professional Coffee Machines brings the art of coffee creation to life. For example, when manual preparation and automated processes in the WMF espresso NEXT fuse, giving rise to unique quality which is reproducible. Delicious coffee beverages and ingenious latte art every time, even during peak periods – which leads to higher sales through shorter waiting times and helps to generate customer satisfaction. And at the WMF stand, visitors to the fair can take part in inspiring latte art workshops, chat to an award-winning master barista and take home exclusive insider tips. They can also gain hands-on experience of the advantages and simple handling of the WMF espresso NEXT.

In the new WMF 1500 F fully automatic bean-to-batch machine, visitors to the fair will find both peak performance and reliability when preparing large quantities of freshly filtered coffee. Thanks to an integrated 4-litre storage urn, guests receive their coffee in just seven seconds. During peak periods, optional automatic re-brewing makes for high efficiency. The WMF 1500 F also offers a wealth of extremely user-friendly details, for example easy and efficient disposal of dry grounds or an automatic cleaning system which ensures that there are no compromises when it comes to hygiene and cleanliness.

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Service expertise made visible

From the very first phase of their development, WMF machines are designed to be an important success factor in the coffee business. But smooth service processes also play a key role. Premium producer WMF is aware of this and offers visitors to the Internorga fair in-depth insights into its service competence. With more than 320 technicians, it has the largest in-house service organisation in Europe. In addition, a “transparent machine“ reveals the entire inner workings of the machines and, together with the Remote Service Desktop and WMF CoffeeConnect, is one of numerous trade fair highlights.

Request for images

You can find images here: <https://aboutwmf.com/en/download/wmf-professional-coffee-machines-at-internorga-2024/>

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For over 170 years, WMF has been dedicated to achieving the perfect balance of design, functionality and quality. In the field of professional coffee machines, WMF Professional Coffee Machines is one of the world's leading suppliers. With the aim of being first choice worldwide for professional coffee solutions, the “Made in Germany” quality seal combines premium products and innovative strength with the highest performance and reliability. As a result, WMF Professional Coffee Machines provides 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 semi-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. Since 2016, the WMF brand has been part of the French SEB Groupe.