

## Trade fair impressions

Geislingen/Steige (Germany), 3 July 2024

### Impressions from Copenhagen

WMF espresso NEXT wows the barista scene

From 27th to 29th June, Copenhagen played host to the international barista scene at the World of Coffee 2024. At the heart of the action was WMF Professional Coffee Machines new semi-automatic portafilter - the WMF espresso NEXT.

Visitors to the trade show were not only able to see this innovative machine at first-hand, but also witness the amazing barista skills of Daniel Gerlach the reigning German Latte Art Champion – live, up close and over a cup of delicious coffee. Professionals from over 130 countries had the opportunity to see for themselves how the WMF espresso NEXT can support them every day in producing their coffee and latte art. How so? Because it can take on all the error-prone tasks for them. “If they want it to,” emphasised Daniel Gerlach at the fair. “The choice is always yours. Do your own thing – or, depending on how you feel on the day and how busy you are, you can take advantage of the machine’s practical and time-saving features. In the end, it’s all about bringing together the love of the art and a certain degree of technical support to make our work easier,” said the barista, summarising the concept of the WMF espresso NEXT in a nutshell.

One of the most famous names on the international barista scene, Daniel Gerlach became the official Brand and Product Ambassador for WMF Professional Coffee Machines at the beginning of March. At the World of Coffee 2024, he not only impressed visitors to the WMF Professional Coffee Machines stand with his live demonstrations, but also represented Germany in the international SCA Latte Art Championship.

**Request for images:** image material is available for download here:

<https://aboutwmf.com/en/download/impressions-from-copenhagen-wmf-espresso-next-wows-the-barista-scene/>

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## SEB PROFESSIONAL

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For over 170 years, WMF has been dedicated to achieving the perfect balance of design, functionality and quality. In its field, WMF Professional Coffee Machines is one of the world's leading suppliers, and it aims to be first choice worldwide for professional coffee solutions. The "Made in Germany" quality seal guarantees premium products and innovative strength combined with the highest performance and reliability. As a result, WMF Professional Coffee Machines offers 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. In 2016, the WMF brand became part of the French SEB Groupe.