

## Press release

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### Dream duo at Internorga: WMF espresso NEXT and three-time German Latte Art Champion inspire with world-class barista artistry

**At Internorga 2025, WMF Professional Coffee Machines is capturing the zeitgeist of modern coffee artistry and setting the stage accordingly: Headlining the show are multi-time German Latte Art Champion Daniel Gerlach and the award-winning semi-automatic portafilter machine WMF espresso NEXT. In daily latte art and barista workshops, trade visitors will learn all the best tricks and find out everything about the WMF espresso NEXT, along with valuable tips for baristas. Meanwhile, the accompanying Latte Art Challenge challenges participants to create their most beautiful designs - with great prizes for the winners. Visitors will also find creative inspiration from a tasting of international signature drinks. "Instead of dry technical discussions, we want to show in an enjoyable way what the beverage menus of global hotspots have to offer - produced with WMF coffee machines. In this way, our customers can experience first-hand what is possible with our solutions and perhaps take some inspiration home with them," says Axel Fähnle, Head of Marketing, WMF Professional Coffee Machines. Other highlights include the intelligent milk duo WMF MultiMilk and WMF 2-Milk-Solution - two solutions that make it even easier to use milk alternatives made from oat, soy, almond, and coconut. WMF is also celebrating a special anniversary: 70 years of WMF Service. The first WMF service engineer began work in 1955. Today, with more than 330 service technicians, WMF has the largest in-house service team in the professional coffee business.**

Professional barista and three-time German Latte Art Champion Daniel Gerlach knows the needs of the coffee scene inside out. Increasing staff shortages and rising customer demands for variety and quality are posing major challenges for many business owners. The growing economic pressure is affecting all concepts - whether coffee shop, coffee chain or barista bar. Gerlach is convinced that machines like the WMF espresso NEXT can provide efficient relief. Since the beginning of 2024, the world-class barista from Germany has been the official brand ambassador for the semi-automatic portafilter machine and in this position passes on his experience to the coffee community. "For me, the user-friendliness of the machine is perhaps the most important factor. When I demonstrate the WMF espresso NEXT, I hardly need to explain anything - unlike with a classic portafilter. The machine offers the best of both worlds: on the one hand, it can be operated like a traditional portafilter, and on the other, it allows the integration of automated processes. This is particularly helpful for new staff who have no experience of portafilter machines. At the same time, experienced baristas also

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benefit from the dedicated automation features, especially thanks to the speed with which coffee drinks can be prepared at peak times," says Daniel Gerlach.

### Up close and personal: Latte art and coffee trends

Daniel Gerlach invests the time he "gains" from the WMF espresso NEXT in personal dialogue with trade visitors at the Hamburg fair. Together with the WMF espresso NEXT experts (three SCA-certified top baristas), he will supervise live demonstrations as well as the daily Latte Art workshops and the accompanying Latte Art Challenge. In the latter, the best latte artist will be sought during Internorga and personally selected by Daniel Gerlach. All participants can look forward to attractive prizes. Another source of inspiration for new beverage concepts is the WMF indulgence world of international coffee drinks. A delicious selection of exotic creations will demonstrate the power and creativity of WMF coffee machines - from Matcha Latte, Cinnamon Roll Latte and Lavender Latte Macchiato to the Espresso Mango Splash.

### 70 years of premium WMF service

The German service team of WMF Professional Coffee Machines is looking forward to a special exhibition year in 2025. In 1955, the first service vehicle left the factory premises on its way to a customer. Today, 70 years later, we have the largest in-house service organisation in Germany with over 330 technicians and the highest standard thanks to in-house training directly at the manufacturer," says Axel Fähnle. The team is seizing this anniversary as an opportunity to showcase its expertise in the latest digital service solutions at Internorga.

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

<https://aboutwmf.com/en/download/wmf-at-internorga-2025/>

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#### About WMF

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 Groupe SEB.