

PRESS RELEASE

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SEB Professional Beverage: Strong Presence at HOST Milano 2025 **Holistic Solutions and Product Innovations Impress Global Visitors**

SEB Professional Beverage made a notable impact at HOST Milano by presenting a fully cross-brand booth for the first time. This approach showcased the company's strength as a holistic provider of innovative beverage solutions. Through various use cases, trade visitors explored the SEB Professional Beverage vision for the future of premium beverage offerings, experiencing first-hand how solutions from the WMF, Schaerer, Curtis, La San Marco, and Zummo brands help deliver consistent taste experiences for guests. "We are very pleased with HOST 2025 and the strong turnout throughout the trade show. The numerous valuable contacts and insightful conversations made these days truly rewarding. We are proud to have presented SEB Professional Beverage as the solution provider for highest beverage quality, efficient processes, and seamless operations, all showcased on one booth. The newly introduced concept, featuring a variety of real-life use cases, proved to be a great success," emphasized Tharyn Estevez, Global Marketing Director SEB Professional Beverage. HOST Milano 2025 brought together over 2,000 exhibitors and 3,000 opinion leaders, drawing record numbers from all over the world. The event underlined its role as the global platform for innovation, sustainability, and networking. The next edition will take place from October 22 to 26, 2027, in Milan.

Global Premieres for WMF Machines

At the heart of the office scenarios was the debut of three new, compact WMF models designed for small to medium requirements: WMF Peak 50 (up to 80 cups/day), WMF Elevation 10 (up to 50 cups/day), and WMF Perfection OFFICE (up to 40 cups/day), all representing premium coffee enjoyment, minimal space requirements, and ease of maintenance. This makes them the perfect choice for small to medium locations such as offices, reception areas, restaurants, cafés, hotels, guesthouses, and convenience stores.

Espresso Culture Meets Variety

The Italian Café area celebrated espresso culture with the WMF espresso NEXT and the latest La San Marco portafilter machines La E.Luxury and La D. For the first time, the La 125 portafilter machine was unveiled, merging outstanding performance with timeless Italian design. Hospitality zones adjacent to the Italian Café allowed visitors to experience integrated breakfast, lobby, restaurant, and bar set-ups. Bean-to-cup systems such as the Schaerer Coffee Skye with Best Foam and the fully automatic coffee machine WMF 5000 S+ with WMF AutoClean met Curtis brewing systems for fresh filter coffee and fine tea.

Innovative juice presses from Zummo ensured freshly squeezed juices for breakfast and mobile offerings.

Efficiency and Versatility for Retail

In the “Convenience Shop” and “Food Retail” zones, the focus was on efficient solutions delivering speed, versatility, easy operation, and straightforward cleaning. Zummo showcased its Z40 juice press, tailored for megastores, for the first time in Milan. The Isla model, which enables fresh on-site pineapple preparation, was also presented. Together with creative “Coffee and Juice” concepts, such as cold coffee paired with fresh juice, these innovations stood out. The Schaerer Coffee Soul impressed with two innovations in operation and cleaning: “Easy Access” makes drink selection effortless for wheelchair users, while the ProCare system minimizes cleaning effort and fulfills the highest hygiene requirements.

Host of the Espresso Italiano Champion 2025

A particular highlight was hosting the finals of the “Espresso Italiano Champion 2025” at the booth – organized by the Istituto Espresso Italiano and proudly presented by La San Marco. Champion Giulia Ruscelli impressed the jury with her Mokador blend. For espresso preparation, the competitors used the La San Marco La D. Multi Boiler and the On Demand Smart Premium Grinder, offering innovative technology and uncompromising precision for authentic Italian espresso culture.

Image request: Images can be downloaded here: <https://aboutwmf.com/>

You can also download the images from our media portal <https://press-n-relations.amid-pr.com> (search term: [SEB-Host-2025](#)).

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About SEB Professional

As part of Groupe SEB, SEB Professional is a global leader in beverage equipment solutions, committed to delivering innovative products that meet the evolving needs of the foodservice industry. From coffee to fresh juice, our portfolio of brands (WMF, Schaerer, Curtis, La San Marco and Zummo) sets the standard for quality, performance, and sustainability. Since our inception, our mission has been to leverage the experience of consumers and professionals with cutting-edge technologies that make every cup and drink memorable.

About Groupe SEB

World reference in small domestic equipment and professional equipment, Groupe SEB operates with a unique portfolio of 45 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 350 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and client service. Present in over 150 countries, Groupe SEB generated more than €8 billion sales in

2024, including 1 billion in the professional business, and has more than 32,000 employees worldwide
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