

PRESS RELEASE

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Coffee Meets Fresh Juice: A New Destination for Retail, Hospitality and Office

The Coffee & Fresh Juice concept from SEB Professional Beverage brings together WMF, Schaerer and Zummo in one tailored solution

Refreshment is reshaping retail. As consumers demand more premium coffee, fresh ingredients and greater beverage variety, retailers and hospitality operators need concepts that create new purchasing opportunities without adding operational complexity. SEB Professional Beverage brings coffee and fresh juice together in one compact solution: a fully automatic coffee machine from WMF or Schaerer combined with a Zummo fresh-juicing system on a single counter. This integrated Coffee & Fresh Juice corner turns a small retail footprint into a versatile beverage destination, offering more choice for consumers and more opportunities for retailers. At the same time, it shows how SEB Professional Beverage turns emerging beverage trends into smart, scalable and operationally reliable business formats.

Coffee and juice increasingly complement each other throughout the day. While premium coffee remains a key traffic driver, freshly prepared juice appeals to consumers seeking natural ingredients and seasonal variety. Especially during hot summer days, bringing both offers together creates new opportunities to address changing consumer preferences and generate additional beverage occasions. Drinks such as the Fruity Americano, which combines espresso, fresh juice and ice, demonstrate how rapidly beverage trends continue to evolve. For retailers, the challenge is not identifying the next trend but translating it into a commercially attractive offer that can be delivered efficiently and consistently in daily operations.

One Destination, Multiple Revenue Opportunities

This is where the Coffee & Fresh Juice concept from SEB Professional Beverage comes in. The integrated counter solution merges professional coffee technology from WMF and Schaerer with a Zummo juicing system in one compact, easy-to-operate station. Retailers can offer premium coffee and freshly squeezed juice without adding complexity to daily routines, from supermarket to-go zones to convenience stores. The same setup works in unmanned stores around the clock, at hotel breakfast buffets or in office pantries, wherever consistent quality matters more than a barista on site. For operators, combining coffee and juice on one counter opens up new revenue opportunities through new drinks and beverage combinations that go beyond a single category. For consumers, it means real variety, so they are not stuck with the same drink every time, a factor that pays off directly in customer satisfaction and loyalty.

“Our customers today need flexible, space-efficient concepts that deliver consistent quality and fast service,” says Pablo Chuliá, Strategic Marketing Director at Zummo, SEB Professional Beverage. “With our Coffee & Fresh Juice corner, we help stores strengthen their fresh offering, optimize workflows, and turn them into a go-to destination for premium coffee and fresh juice.”

First-ever Coffee & Juice Corner in Spain

This approach is already proving successful in practice. In Spain, Zummo and WMF Professional Coffee Machines have joined forces with Herbolario Navarro, one of the country's leading organic and health-food retailers, to create the first Coffee & Fresh Juice Corner. The dedicated beverage area combines freshly squeezed juice, coffee, matcha and tea within a single concept that fits naturally into the retailer's focus on freshness and wellbeing. The project demonstrates how complementary beverage offers can be brought together in a compact footprint while creating an extraordinary customer experience.

Hot, Cold and Fresh at the Press of a Button

On the coffee side, a fully automatic coffee machine from WMF or Schaerer covers the complete range, from classic espresso to cold specialty formats. Schaerer's Hot & Cold technology brews espresso hot, then cools it during dispensing, so the coffee keeps its aroma instead of watering down over ice. WMF Cold Brew Technology goes even further and delivers the mild, smooth profile of a classic cold brew, in minutes instead of up to 24 hours. On the juice side, Zummo prepares fresh juice on demand. Its patented extraction system keeps juice and peel from ever touching, so only freshly squeezed orange or pomegranate juice ends up in the glass. The Z40 Advance handles a wide range of citrus sizes with fast, hygienic cleaning, meaning more fresh servings per hour for operators. Zummo's ISLA solution adds fresh pineapple to go in seconds.

One Connected System

This approach illustrates how SEB Professional Beverage translates beverage trends into tailored business concepts. As part of the company's One Connected System, it brings together the complementary strengths of WMF, Schaerer and Zummo, along with integrated services and digital capabilities such as e-payment or loyalty app integration. The result is not simply a coffee machine combined with a juicer, but a scalable format designed to unite process reliability, operational efficiency and long-term revenue potential within a compact footprint.

Image request

Images for Download you can find here: <https://aboutwmf.com/en/download/coffee-fresh-juice-concept-from-seb-professional-beverage/>

Of course, you can also find the data in our media portal <https://press-n-relations.amid-pr.com> (search term: "SEB Coffee-Juice").

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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 an average of 350 million products per 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 2025 and has more than 30,000 employees worldwide.