

## PRESS RELEASE

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### Internorga 2026: SEB Professional Beverage showcases what Gen Z wants to drink — and what operators need to deliver

**Matcha, chai, cold brew, superfood drinks and customisable recipes have long become part of everyday consumption – increasingly also in offices, bakeries, hotels and self-service environments. At Internorga 2026, SEB Professional Beverage Germany will demonstrate how beverage concepts are evolving in response to shifting consumer habits, and which technical solutions support this development. Alongside emerging beverage trends, the industry is shaped by greater inclusivity and flexible solutions. With its one-stop-shop approach, SEB Professional Beverage Germany brings together the WMF, Schaerer, Curtis, La San Marco and Zummo brands, presenting practical solutions tailored to a wide range of applications – from compact office setups to barista-led hospitality environments.**

#### **New beverage formats reshape the market**

Traditional coffee remains a key part of beverage offerings, yet operators increasingly complement it with new options. At Internorga, the spotlight will be on drinks particularly popular among younger audiences – including matcha and chai variants, colourful latte creations, cold brew and seasonal signature drinks.

This shift is driven primarily by Generation Z, who look for visually appealing beverages with tangible added value. For operators, this means drinks must not only taste great but also attract attention, offer personalisation and perform reliably across all dayparts. “Consumption patterns, especially among Gen Z, have moved well beyond classic coffee variations. Guests are looking for customisable, seasonal and lifestyle-inspired beverages that enhance cafés, hotel buffets and bakery counters alike,” explains Axel Föhnle, Head of Marketing at SEB Professional Beverage Germany.

WMF and Schaerer machines provide the technological foundation for this variety. Features such as hot-and-cold functionality, integrated syrup and powder modules, and dual milk systems enable sophisticated recipes at consistently high quality. A standout innovation is the new “Cool Brewed” function: the WMF 1500 F filter coffee machine extracts coffee using cold

mains water, producing an exceptionally mild and aromatic cold beverage. The portfolio is further enhanced by Zummo with its freshly pressed juices.

### **From coffee to matcha latte: beverage diversity enters the office**

Emerging beverage trends are spreading beyond cafés and bars – workplace environments are increasingly expected to offer similarly diverse menus. The new entry-level models WMF Peak 50 and WMF Elevation 10 enable operators to serve matcha latte, chai, cocoa variations or protein-based mixed drinks in addition to high-quality coffee. The two fully automatic machines combine compact design with attractive operating costs and impressive versatility. Thanks to the integrated powder option, on-trend mixed drinks can be prepared reliably and with ease – ideal for today's dynamic working routines. In collaboration with Market Grounds, SEB Professional Beverage Germany blends indulgence, wellness and health trends with practical implementation. "Trade visitors can look forward to an exceptional beverage menu," says Axel Föhnle.

### **Self-service: ease of use becomes a key differentiator**

Alongside beverage variety, user experience is becoming increasingly important. In self-service environments – such as offices, supermarkets or self-service stores – intuitive and low-barrier operation is essential. The "Easy Access" feature of the Schaerer Coffee Soul enhances usability for a broad range of users, including wheelchair users. Another highlight is the integration of WMF fully automatic machines into the self-service environments of partner Stüwer Vending Solutions. This combination enables intuitive control of connected vending modules and strengthens customer engagement through attractive additional offerings.

### **Flexible solutions for every sector – from entry-level to barista-grade**

Many operators are seeking flexible solutions that adapt to different locations and usage levels. "Customers want scalable concepts from a single source. With our one-stop shop, we offer a unique proposition," says Föhnle. While the new WMF Peak 50 and Elevation 10 models address office concepts, out-of-home hospitality remains a central focus: on the Hospitality area, WMF, Schaerer, Curtis and Zummo will demonstrate a seamless workflow that delivers consistently high beverage quality – from breakfast service to lobby settings and bar environments. In the Barista World area, the semi-automatic WMF espresso NEXT and the iconic portafilter machines from La San Marco showcase how authentic espresso craftsmanship can be combined with automated consistency and contemporary latte art.

Images for Download you can find here:

<https://aboutwmf.com/en/download/internorga-2026-en/>

Of course, you can also find the data in our media portal <https://press-n-relations.amid-pr.com> (search term "WMF-Internorga-2026").

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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 Find us on [www.groupeseb.com](http://www.groupeseb.com)