

PRESS RELEASE

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LA SAN MARCO AT TRIESTESPRESSO EXPO 2026: INNOVATION, TECHNOLOGY AND COFFEE CULTURE

The new La 125 Element made its debut, while the Espresso Station introduced an integrated ecosystem developed with technology partners to enhance the barista's work. A programme of masterclasses, experiences and competitions completed the brand's presence at the event.

La San Marco, the historic Italian brand of professional espresso coffee machines and part of SEB Professional, took centre stage at TriestEspresso Expo 2026, which took place in Trieste from 21 to 23 October, with a strong focus on product innovation, technological partnerships and coffee culture.

Two major highlights marked the brand's participation: the launch of the La 125 Element, expanding the La 125 product range, and the presentation of the Espresso Station, an integrated ecosystem that brings the brand's vision to life: putting technology at the service of coffee professionals to enhance their work, improve consistency in results and increase operational efficiency.

The new La 125 Element and the Espresso Station attracted significant attention from visitors and industry professionals throughout the exhibition. Both innovations provided a starting point for numerous discussions on technology, workflow optimisation and the future development of the professional coffee environment.

TriestEspresso Expo provided the stage for the official debut of the La 125 Element, the new model completing the La 125 family alongside the Classic and Multi Boiler versions. Developed to meet the needs of a market increasingly focused on the balance between performance and investment, the La 125 Element features an essential configuration centred on the functions truly needed for everyday operations. Reliability, ease of use and consistent extraction define a solution designed for coffee roasters and professionals seeking quality in the cup at a competitive investment level. This new addition broadens the choice within the range while preserving La San Marco's distinctive identity and quality standards.

Alongside this product launch, La San Marco introduced the Espresso Station, a project that goes beyond individual equipment to offer an integrated vision of the professional coffee environment. At the heart of the ecosystem is La San Marco's La 125 Multi Boiler, complemented by solutions from three technology partners: BibeCoffee, providing a telemetry system for data monitoring and analysis; Perfect Moose, with its automated milk preparation technology; and Pugpress, offering an electric tamping system that ensures precision and consistency in coffee preparation.

The integration of these technologies demonstrated how connectivity, automation and process control can help improve consistency and repeatability, reduce waste, streamline operations and increase the profitability of coffee businesses.

This approach does not seek to replace the barista with technology, but rather to enhance their skills, allowing them to focus more on service quality and the customer experience.

“With the new La 125 Element and the Espresso Station project, we aimed to showcase two complementary dimensions of our vision: on the one hand, our ability to develop professional solutions that increasingly respond to market needs; on the other, our ambition to look beyond the individual machine and build an ecosystem in which different technologies and areas of expertise work together to create value,” comments Stefano Martin, Global Account Manager Italy at SEB Professional Beverage.

“We believe in practical innovation that supports professionals in their daily work, ensures consistent quality and contributes to the success of their businesses. This vision is also reflected in our partnerships, training initiatives and support for competitions, as La San Marco aims to increasingly become a meeting point for those who are passionate about and actively shape the evolution of espresso culture.”

La San Marco's participation in TriestEspresso Expo also featured a programme of activities dedicated to sharing expertise and promoting professional coffee culture. On 21 and 22 October, Carmen Clemente, World Latte Art Champion and La San Marco Brand Ambassador, led masterclasses and demonstrations dedicated to the Italian cappuccino, Latte Art and the creative techniques of Choco Art and Cappuccino Painting. On 23 October, Francesco Costanzo, La San Marco Brand Ambassador, and Andrej Godina, Coffee Expert, hosted the Signature Espresso Experience, a sensory journey through different extraction techniques, and Espresso Tasting, an interactive experience allowing coffee roasters and baristas to experiment with their own blends and identify the most suitable parameters to bring out their full potential.

The programme also included a demonstration of BibeCoffee's monitoring technologies.

The brand's commitment extended beyond its exhibition stand through its participation as Technical Sponsor of the SCA Northern Italy Qualifiers (Tappa Nord), supporting the talent and expertise of competing coffee professionals. The Trieste round is part of a broader involvement in the regional selections of the Italian SCA Championships, which La San Marco supports with machines from its La D. series. This initiative further underlines the company's commitment to supporting education and the development of coffee culture within the professional coffee community.

On 22 October, La San Marco also acted as Technical Sponsor of the presentation of the 2027 Guide to Italian Coffee and Coffee Roasters (Guida del Caffè e delle Torrefazioni d'Italia 2027), contributing to the event with a Special Award dedicated to the coffee roasting industry.

Finally, to mark Pink October, visitors to the stand had the opportunity to taste the Pink Ruby Latte, a special beverage created by SEB Professional. The initiative also invited voluntary donations in support of LILT Trieste's activities dedicated to cancer prevention and the fight against cancer.

TriestEspresso Expo was a source of great pride for La San Marco. Several important projects came together in Trieste, from the design and presentation of the stand to the sponsorship of the SCA competitions and the Awards Ceremony of the Italian Roastery Guide. That presence strengthened the visibility of the brand and reaffirmed its commitment to an espresso culture that brings together tradition, expertise and a forward-looking vision, working alongside coffee professionals and the entire coffee value chain.

Image request

Images for Download you can find here: <https://aboutwmf.com/en/download/la-san-marco-at-triestespresso-expo-2026/>

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Ufficio stampa La San Marco

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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.