

PRESS RELEASE

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CBC Connects Beverage Expertise Across Five Leading Brands

SEB Professional Beverage launches CBC, Coffee & Beverage Competence, helping customers turn beverage trends into growth opportunities

SEB Professional Beverage is launching CBC, Coffee & Beverage Competence, a cross-brand capability that helps operators bring on-trend drinks to the menu. As beverage preferences continue to evolve, new opportunities are emerging across coffee and juice. To help customers unlock this potential, CBC is working across WMF, Schaerer, Curtis, La San Marco and Zummo, bringing together beverage knowledge, market insight and customer understanding in one shared place. As part of SEB's One Connected System, it turns emerging trends into concepts that provide a competitive advantage for various business needs.

From premium fully automatic coffee machines and traditional espresso craftsmanship to brewing expertise and fresh juice solutions: SEB Professional Beverage unites a diverse portfolio, with each brand contributing unique strengths and perspectives. CBC works across all of them, connecting experts, teams and local markets. As a result, the collective strengths of WMF, Schaerer, Curtis, La San Marco and Zummo are transformed into high-performing business models that create value for a wide range of customer segments.

"Customer needs are at the heart of everything we do. Through deep beverage knowledge, trend awareness and continuous dialogue with the industry, we create solutions that make a difference. CBC translates beverage trends, consumer insights and cross-brand expertise into tangible business opportunities, helping customers succeed today while preparing for the beverage experiences of the future," says Stefanie Sterzer, who leads the CBC team at SEB Professional Beverage.

Turning Beverage Expertise into Customer Value

Consumer tastes continue to diversify across coffee, juice and a growing range of beverage categories. New ingredients, consumption occasions and seasonal concepts create opportunities for businesses to differentiate their offer. CBC monitors these beverage developments worldwide and translates them into practical concepts for local markets. In 2026 alone, the CBC team has developed 30 new drinks and recipes, drawing on the Signature Drink Library as well as trend reports and consumer research. Beverage discovery events then bring these creations to life.

CBC also connects an ever-growing community of baristas, roasters, trendsetters, industry experts and innovation partners. Their combined expertise flows directly into the market, helping customers identify new consumer needs, apply practical solutions tailored to local market needs and build a sustainable competitive

advantage. In addition, CBC supports events and trade fair activations with beverage expertise, menu development knowledge and insights into future trends. Rather than focusing solely on equipment, CBC enables conversations around consumer expectations, menu innovation and new growth opportunities.

Building Knowledge Across Markets and Functions

This customer-facing work rests on continuous knowledge transfer inside the organization. Cross-brand training initiatives strengthen beverage competence, product understanding and customer-focused application skills among employees, distributors and business partners worldwide. Face-to-face training sessions now run across 18 markets, supported by more than 30 ready-to-use learning concepts as well as additional formats tailored to individual needs. In parallel, the team works closely with Product Management, R&D, Marketing, Sales and Service, contributing beverage knowledge and the in-cup perspective to projects from an early stage. In doing so, CBC helps evaluate how new machine features, beverage recipes or workflows translate into the customer and consumer experience, ensuring innovations deliver real value in everyday operations. This strengthens quality, consistency and customer relevance throughout the product lifecycle.

Creating What Comes Next

CBC has been building this community for years. Today, SEB Professional Beverage combines an unmatched breadth of beverage expertise, technologies and solutions across its five brands. As that ecosystem keeps growing, a dedicated capability to connect insights, trends and beverage knowledge matters more than ever. That is why CBC is now stepping forward under its own name and visual identity, making its value, its expertise and the benefits of SEB's One Connected System more visible to customers, employees and partners. In close collaboration, CBC helps customers act on emerging demand early, co-creating the concepts that capture it, premiumizing menus and opening additional revenue streams. That is how today's trends turn into tomorrow's business, keeping customers a step ahead of what consumers will want next.

Image request

Images for Download you can find here: <https://aboutwmf.com/en/download/seb-professional-beverage-launches-cbc-coffee-beverage-competence/>

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