

PRESS RELEASE

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SEB Professional showcases Zummo, WMF, and Schaerer innovations at EuroShop 2026

Under the motto *“The game is changing in retail”*, SEB Professional Beverage showcased its leading brands **Zummo, WMF, and Schaerer** at EuroShop 2026, which took place from 22 to 26 February 2026 at Messe Düsseldorf (Germany). At Hall 13, Stand A94, the company presented innovative solutions designed to enhance fresh juice, coffee, and beverage offerings while improving efficiency and performance in modern retail environments.

A central highlight of the stand was the new **“Coffee & Fresh Juice Corner”** concept – an integrated counter solution combining a professional fully automatic **WMF coffee machine** with a **Zummo fresh orange juicing system**. The compact setup allows retailers to offer premium coffee and freshly squeezed juice from a single, easy-to-operate station, simplifying operations while elevating the in-store customer experience.

“Retailers today need flexible, space-efficient concepts that deliver consistent quality and fast service,” says **Pablo Chuliá, Strategic Marketing Director at Zummo**. “With our Coffee & Fresh Juice Corner and the latest innovations across **Zummo, WMF, and Schaerer**, we help stores strengthen their fresh offering, optimize workflows, and **turn stores into a go-to destination for premium coffee and fresh juice.**”

Zummo also introduced the **Z40 Advance**, a high-performance juicing solution designed to deliver maximum output, healthier juice, and faster cleaning. Its advanced vertical extraction technology, quick disassembly for cleaning, enhanced hygiene features, and new feeding system accommodating a wide range of citrus sizes help retailers increase productivity and profitability. **More easy. More powerful. More profitable.**

WMF presented its latest coffee and beverage solutions, highlighting automation, quality, and design innovations that support premium customer experiences in retail and foodservice. In addition, **Zummo** showcased **ISLA**, the market-leading pineapple solution for retail, enabling pineapple-to-go in seconds with consistent results – a cleaner, safer, and more efficient alternative to manual cutting.

With live demonstrations at the stand, **SEB Professional Beverage** showed at EuroShop 2026 how smart automation and integrated beverage solutions across **Zummo, WMF and Schaerer** can drive efficiency, profitability, and exceptional in-store experiences.

Images for Download you can find here: <https://aboutwmf.com/de/download/zummo-en-euroshop/>

Of course, you can also find the data in our media portal <https://press-n-relations.amid-pr.com> (search term “Zummo-Euroshop”).

More Informationen:

WMF GmbH
Mirjam Sauter
Global Communication & Content Manager
GBU Professional Coffee Machines
WMF Platz 1 – D-73312 Geislingen
presse.pcm@wmf.com – <https://www.wmf.com>

WMF Pressoffice

c/o Press'n'Relations GmbH
Monika Nyendick und Natasa Forstner
Magirus-Deutz-Str. 14 – D-89077 Ulm
Tel.: +49 731 146 156-70
wmf@press-n-relations.de
<https://www.press-n-relations.de>

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.