

PRESS RELEASE

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Cold brewed filtered coffee with refined aroma
WMF 1500 F now features innovative Cool Brewed
technology

Iced coffee continues to reshape beverage menus worldwide, yet preparing it efficiently remains a challenge for many operators. SEB Professional Beverage now streamlines this process with the filter coffee machine WMF 1500 F and its new „Cool Brewed“ technology. The system uses a hot pre-infusion which is followed by an extraction with ambient water to deliver a mild, aromatic coffee experience – served pure, as iced coffee or modern signature drink. Operators benefit from high performance and the consistent quality associated with WMF Professional Coffee Machines. Whether prepared cold or hot, for single cups or large batches, the WMF 1500 F with Cool Brewed enhances workflow efficiency and speed to serve while expanding drink menus with a wide selection of refreshing options.

Rising demand across younger audiences

Iced coffee and cold brew signature drinks are especially popular among younger consumers, making them some of the most requested beverages in cafés, hotels, convenience stores, fuel stations and healthcare environments. Traditional cold brew, however, typically requires manual extraction times of twelve to twenty-four hours, which increases workload and reduces flexibility. The new „Cool Brewed“ technology integrated into the WMF 1500 F provides an immediate solution by enabling operators to prepare cold beverage varieties at the press of a button.

A distinct taste profile created by cold extraction

The Cool Brewed process developed by SEB Professional Beverage is currently unique in the industry. Instead of hot extraction followed by cooling, the coffee is extracted directly with water at ambient temperature. This produces a mild flavour with clear aromatics, very little bitterness and a smooth, rounded finish reminiscent of classic cold brew but with far shorter extraction time. The serving temperature of below twenty-five degrees Celsius harmonises with the taste profile of cold coffee beverages and slows the melting of ice, improving the overall presentation of these modern drinks.

Enhanced flexibility with the WMF 1500 F

With Cool Brewed, SEB Professional Beverage expands the capabilities of the WMF 1500 F filter coffee machine. Thomas Ege, Head of Product Management at WMF, says: “With the WMF 1500 F and our Cool Brewed technology, our customers can offer the full range of hot and cold filter coffee beverages without needing extra equipment or additional trained

staff. Depending on guest volume, operators can dispense Cool Brewed coffee from the large storage container while hot coffee is brewed directly into the cup – or vice versa – merging two major developments together in just one single machine: speed to serve and cold drinks.“ WMF’s proven fresh brew system with automatic cleaning ensures consistent quality and reliable operation throughout the day.

A comprehensive portfolio for cold beverages

The WMF 1500 F with Cool Brewed is only one of several solutions offered by SEB Professional Beverage for cold beverage concepts. The Schaerer Hot and Cold system cools coffee during dispensing to around thirty to thirty-five degrees Celsius, providing a strong base for chilled specialty drinks. Milk systems such as WMF Dynamic Milk and Schaerer Best Foam deliver high-quality results for both hot and cold applications and create various textures of cold milk foam depending on the recipe. This enables the production of iced coffee, cold latte or frappuccino at a consistently high level of taste and appearance.

Images for Download you can find here:

<https://aboutwmf.com/en/download/wmf-1500-f-now-features-innovative-cool-brewed-technology/>

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

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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

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. Find us on www.groupeseb.com.