

## PRESS RELEASE

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## SEB Professional Beverage Expands the Possibilities of Professional Coffee Culture La San Marco Enters the International Stage

**With the international market launch of La San Marco, SEB Professional Beverage takes a decisive strategic step. The global beverage equipment leader brings more than 100 years of pure Italian espresso machine craftsmanship into its portfolio – led by the market premiere of the flagship LA 125. The heritage brand completes SEB's ambition to serve every professional coffee need, from efficiency-driven operations to environments where espresso culture, barista skill and brand identity take center stage.**

### **La San Marco is not an addition, it is a statement**

As a true one-stop partner, SEB's portfolio strategy is built around enabling professional customers to choose the right technology for their concept, not the other way around. With La San Marco, SEB Professional Beverage strengthens its ability to serve operators who deliberately opt for manual espresso preparation as a statement of quality and authenticity. Within the portfolio, La San Marco represents the artisanal pole of professional coffee making. The brand complements SEB's automated and semi-automated solutions by offering machines that rely on barista expertise, mechanical precision and direct interaction with the extraction process. This positioning allows SEB Professional Beverage to engage more deeply with specialty cafés, premium hospitality concepts and gastronomy environments where craftsmanship is a defining value.

„By bringing La San Marco to the international stage, we empower our customers to expand their beverage offering by enabling individuality and espresso expression within a reliable, professional framework. La San Marco is an attitude as we understand coffee from the fully automatic machine to the purest craftsmanship”, says Giovanni Fucili Managing Director La San Marco, SEB Professional Beverage.

### **Market Launch Powered by the New Flagship: LA 125**

The international market entry of La San Marco is led by the LA 125, a new generation of professional espresso machines that translates over a century of espresso heritage into a contemporary, performance-driven platform. Designed for high-volume cafés and premium hospitality venues, the LA 125 delivers consistent espresso quality even under peak conditions, while keeping the barista firmly in control. Exceptional thermal stability and individually controlled brew groups give baristas confidence and repeatability. Electronic temperature regulation for each brew group, accurate to  $\pm 0.1$  °C, combined with insulated boilers, ensures both extraction precision and energy-efficient performance.

The robust single-boiler and multi-boiler architectures guarantee consistent output throughout the day, regardless of service pressure. The interface of the new espresso machine is intuitive and focused. A 2.8" touchscreen display, soft-touch backlit keypads and simplified maintenance routines make the LA 125 as accessible as it is precise. Available in both standard and tall cup versions, it adapts seamlessly to every service style, from traditional espresso to contemporary specialty beverages. Notably, the LA 125 is also the most competitively priced multi-boiler machine in its segment – delivering uncompromised quality, performance and design without premium overhead.

The LA 125 is not designed to automate craftsmanship, it is designed to amplify it. This philosophy resonates strongly within the barista community. Brand ambassadors Carmen Clemente and Francesco Costanzo, both acclaimed figures in European specialty coffee, have been among the first to work with the machine. La San Marco's active partnership with the Italian Espresso Institute (IEI) and the Leva Contest, a worldwide competition dedicated to lever espresso machines, further anchors the LA 125 within the professional barista world. The verdict: a platform that combines precision, reliability and expressive freedom, bringing traditional espresso values into today's professional environments.

### **Heritage That Shapes the Future of Espresso**

Founded in 1920 in Italy, La San Marco is deeply rooted in the history of professional espresso preparation. The brand played a formative role in the development of lever-based espresso machines, a technology that established the principles of pressure-driven extraction and shaped espresso culture as it is known today. Over the following decades, La San Marco continuously evolved: from early electronic machine generations in the 1970s and 80s, through the design-meets-technology era of the 2000s, to the 2023 integration into Groupe SEB – a strategic step that brought La San Marco's espresso expertise into a global ecosystem. Today, the portfolio spans the full range of professional needs: from the La Delecta as a professional entry-level solution, to the LA D. for premium gastronomy applications, and the LA 125 as the modern flagship. "Within SEB Professional Beverage, this heritage becomes an active component of a forward-looking strategy. La San Marco adds authenticity, credibility and depth – enabling us to support professional coffee concepts not only efficiently, but meaningfully", Tharyn Estevez points out.

**Images for Download you can find here:** <https://aboutwmf.com/en/download/la-san-marco-enters-the-international-stage/>

Of course, you can also find the data in our media portal <https://press-n-relations.amid-pr.com> (search term "La-San-Marco-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 2025 and has more than 30,000 employees worldwide.

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