

Petrol PLAZA

New brand image and technical innovations exclusively at the Franke booth at Host 2019

The Host trade fair in Milan is traditionally a setting where new products for the coming year are presented. Franke Kaffeemaschinen AG will also be taking advantage of this trade fair highlight to present its innovations in fully automatic coffee machines and Digital Services, which will be launched in 2020, to an international audience for the first time.



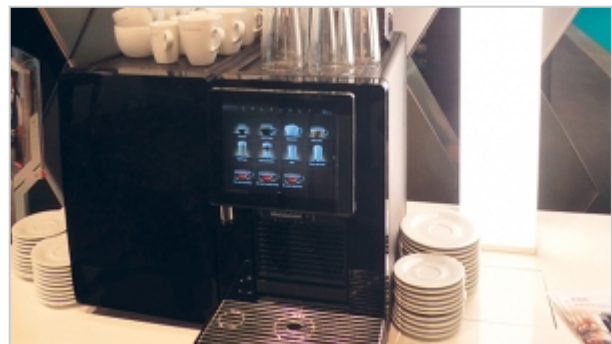
But new products, digital solutions and services are not the only news the well-known Swiss coffee machine manufacturer presents to the specialist audience in Milan this year. This is particularly apparent when visiting the Franke booth at the trade fair in **Hall 24, Booth F68 G63**. The traditional Swiss company has updated its entire brand image – using the new concept line: "It's all about the moment". This new brand image underlines Franke's decades of expertise and experience in the coffee sector, which enable Franke customers to offer their guests exceptional customer experiences and very special moments. Franke's aim is to allow customers such as restaurateurs and hoteliers to

fully concentrate on customer satisfaction without having to worry about their machine or the quality of the coffee. Franke sees itself as a partner to restaurateurs and hoteliers, whose strength is optimizing the coffee business with future-proof technology, expertise as well as consultancy and inspiring customers with outstanding, consistent in-cup-quality and variety.

"When customers can focus on meeting their guests' rising needs and demands for enjoying a good cup of coffee and even exceed them, without having to worry about the technological features making it all possible, then we will have achieved our aim with our new brand promise," explains Patrick Koller, CMO and CDIO at Franke Kaffeemaschinen AG, regarding the reorientation of the brand.

Premium quality on smallest footprint

The new Franke A300 is an expansion of the successful A-line and offers Franke's highest coffee quality on a small footprint machine. With three basic models and a modular design, the A300 represents a perfect entry point into the world of professional fully automatic coffee machines. Thanks to the patented heating system, different brewing temperatures can be set for different beverages, which makes for even better quality in the cup. The interactive 8-inch touchscreen makes operation incredibly simple. And with up to 100 different specialty beverages, the A300 offers a huge selection of beverages to satisfy even the most demanding of guests.



Ahead of the curve thanks to digital solutions

With the presentation of Digital Services 2.0. at the trade fair, Franke will demonstrate to the booth visitors the advantages of increased machine availability or central coffee machine management, for example. The Digital Services 2.0. package includes a range of innovations, which will be presented to the public for the first time at the trade fair.

In addition to Digital Services 2.0 and iQFlow™, the groundbreaking technology for constant in-cup-quality in every cup, further technical innovations will be presented at the Franke booth.

The broadest selection of beverages

Other new products are taking aim at current and future coffee trends. With the patented Iced Coffee Module, the standard range of hot beverages can be expanded to include chilled coffees. With this module, high-quality iced coffee is brewed from freshly ground beans and cooled down immediately

as required. This further improves the in-cup-quality of the previously available cold coffee or dairy drinks, since it's not just the milk and milk foam that are chilled, but also the coffee itself. The module can be installed in the current A-line models as well as the S700.

The new Speciality Beverage Station (SB1200) is all about the popular cold coffees. The integrated Media Pump Modules make it possible to create Cold Brew beverages, for example, in addition to the usual hot coffee specialties. The special feature: Thanks to the patented Franke technology, Cold Brew beverages can be easily created without additional nitrogen equipment both with or without crema and cascading. When combined with milk or syrup, this makes for a seemingly endless variety of beverages, which have an even more appealing aroma and constantly perfect quality thanks to the patented iQFlow™ technology integrated as standard.


Together with the new developments which will be launched in 2020, Franke Kaffeemaschinen is once again showing in Milan that tradition and progress can be combined successfully. The new brand image and clear customer focus are also something that Marco Zancolò identifies with, who took over the management of the Franke Coffee Systems division in October. The aim of the proven coffee specialist will be to continue developing the digital solutions in the company and further promote growth on the international markets.

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