

**PRESS RELEASE****For Immediate Release: July 13<sup>th</sup>, 2022****On The Road to Great Coffee: Franke Coffee Systems will be bringing its machines to a town near you soon, with its new roadshow van**

*Franke Coffee Systems will take its coffee machines on the road to customers and industry partners across North America using the company's new state-of-the-art roadshow van. Showcasing its top performing machines onsite with customers is the perfect way to create a memorable coffee experience and all at the convenience of the customer.*

**SMYRNA, TN – July 13, 2022, Franke Coffee Systems North America is launching its new roadshow van.** The Franke Mercedes-Benz Sprinter roadshow van brings specialty coffee equipment designed for crew-service or customer facing applications directly to operators, distributors, and industry partners. The launch of the new roadshow van is an innovative solution allowing Franke's customers the opportunity to access and experience its coffee machines in a unique way. The van was designed to overcome the COVID-19 pandemic restrictions that prohibited the industry from meeting with customers in person and from attending trade shows; this new van will allow its customers to see, feel and taste the Franke experience in a personal one-on-one setting.

The launch of the new roadshow van gives Franke Coffee Systems the mobility to take its coffee machines directly to its customers and industry partners to create great coffee moments onsite. Customers will experience Franke's innovation and passion for coffee on an entirely new level through a unique immersive roadshow tour that succeeds in piquing all the senses. The organization is using its roadshow van to enable partners to explore the company's deep coffee expertise and see why Franke's brand vision "It's all about the moment" truly connects with its customers and the business of coffee.

The roadshow van delivers on the brand promise that Franke doesn't just create great coffee machines, they create great customer experiences; the van's design reflects this purpose and focus. The superior equipment selection, walk up counter with easy access to its coffee machines, eye-appealing Franke branded wrap, strategically designed awning to block sun & rain, countertops, and overhead showroom style lighting combine to create a fun and engaging experience. The van is equipped with two quiet generators, freshwater and wastewater tanks, three compartment sink, and a high-tech refrigerator to ensure there are plenty of beverage options to explore each machine and its capabilities. Especially exciting for customers looking for a wide variety of barista-quality coffee and espresso beverages to appeal to today's consumers, creating the perfect beverage at their fingertips.

"As we continue to find ways to connect with customers differently through innovation, we keep our focus on helping customers meet their needs at the center of everything we do, at Franke our goal is help them solve challenges, no matter the scale of their business or ambitions," said Doug Smith, Vice President of Sales at Franke Coffee Systems Americas. "We are excited about our new roadshow van and look forward to visiting our customers to make their coffee program an experience that lasts for their customers."

The sleek state-of-the-art roadshow van features three Franke coffee machines, the S700, A800 Fresh Brew, and the A1000 FLEX giving customers up close access to two popular machines from Franke's A-Line portfolio of fully automatic coffee machines to its semi-automatic S700. Partners and customers can experience each of these high-performance features for themselves, at just the touch of a button. It's all about the moment. We can help you make it wonderful.

Roadshow Van Landing Page – [Here](#)

YouTube Video - [View Video](#)

### Image Downloads



Franke Roadshow Van – Coming to a town near you

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Franke Roadshow Van – Product Line Up

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Franke Roadshow Van – Walk-Up Counter with Awning

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### Product Specification Sheets

[S700](#)

[A800 Fresh Brew](#)

[A1000 FLEX](#)

## **About Franke Coffee Systems - Americas**

Franke Coffee Systems, a division of the Franke Group, is a world-leading solution provider of fully automatic coffee machines for professional coffee making. Our passion for the best coffee quality motivates us to elevate the customer experience through state-of-the-art innovations. Visit us at [us.coffee.franke.com](http://us.coffee.franke.com)

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