

MAKE IT WONDERFUL



PRESS RELEASE

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Groundbreaking new technology by Franke Coffee Systems – virtual launch set for IDX_FS powered by INTERNORGA

Franke Coffee Systems will be showcasing game-changing new technology during this year's virtual IDX_FS event from March 15 - 17, 2021. A leading manufacturer of professional, fully automatic coffee machines, the Swiss company will also feature their two most recent additions to the world of professional coffee preparation – the Franke Specialty Beverage Station (SB1200) and the compact performer, the A300.

Franke is high on the list of must-see exhibits at this year's IDX_FS virtual show. The company's latest technology breakthrough will be revealed to the public for the first time, beginning from the first day of the show, and will be presented together with the company's recently introduced Franke Specialty Beverage Station (SB1200). An innovative self-serve concept, the SB1200 creates great coffee experiences proving an unprecedented variety of hot and cold beverage specialties. In addition to classic coffee favorites, the SB1200 prepares cold brew, iced coffee, and flavored beverages. Enhanced by Franke's new, revolutionary technology, the SB1200 will be able to offer an even wider choice of specialties where self-service beverages are in high demand.

Top billing for the virtual event also belongs to Franke's A300 professional, compact and fully automatic coffee machine that adapts to any location and enables entry into the premium segment. A finalist for several international design awards, the newest member of Franke's premium A-Line portfolio will be presented within the product and business segment environments.

Franke is looking to provide each visitor with the opportunity to immerse themselves in the inspiring moments that make up Franke's world of professional coffee preparation. Offering the right machine for every need, the company's full range of A-Line professional, fully automatic coffee machines will be on display. Experts will remain on hand to live stream chats and exchange information via text, providing detailed information and insights in response to visitor's queries.

Active participation in the virtual trade fair IDX_FS powered by INTERNORGA plays well to Franke Coffee Systems' strengths and the company's overall strategic achievements in digital innovation.

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About Franke Coffee Systems

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. Learn more at coffee.franke.com

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Franke's A300 is a compact powerhouse, with an adaptable footprint.

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Franke's Specialty Beverage Station SB1200 creates an unprecedented choice of beverages for self-serve locations.