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## PRESS RELEASE

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### **Milk choices for pure, coffee moments – now to-go with Franke's IndividualMilk Technology and the Specialty Beverage Station**

***Groundbreaking, new IndividualMilk Technology from Franke Coffee Systems guarantees consumer choices for milk alternatives are respected in full, even in self-serve locations. Whether choosing from vegan milk, lactose-free milk, or dairy milk, for any coffee beverage, Franke's pioneering IndividualMilk Technology guarantees each milk option remains pure and free of cross-contamination. The two-in-one technology solution ensures the integrity of each milk processed, keeping it free of any residues, from refrigerated storage, through to beverage preparation and in-cup dispensing.***

Championing consumer concerns regarding sustainable practices, health-conscious diets, and respect for personal lifestyle is essential in today's world. Successfully earning consumer trust and ensuring customer loyalty means reflecting prevailing community attitudes, even as it applies to choices in coffee beverages. Here, non-dairy and plant-based milks are now sought-after coffee essentials and the demand for trending coffee beverages that reliably comply with shared principles and practices is noticeably on the rise. Market indicators and industry reports<sup>1</sup> cite worldwide statistics and studies from the WHO (World Health Organization) and other organizations which confirm the trend is set to continue and grow.

#### **Spotlight on variety with integrity**

Franke Coffee Systems' premier IndividualMilk Technology\* is a gamechanger for serving high-quality, full-flavored hot and cold milk-based coffee specialties that clearly conform to and support these consumer expectations and choices. Available on the Franke Specialty Beverage Station (SB1200), IndividualMilk Technology is a two-in-one solution that guarantees each milk, or non-dairy alternative, is absolutely free of any and all cross-contamination with other milk products. A first within the industry, milk preparation of two milk varieties occurs within the same machine by processing each milk selection completely independently, from the corresponding milk storage containers through to the designated dispensing spouts. This means vegan milk is solely vegan, or dairy milk is purely dairy, whether the customer chooses hot or cold beverages, traditional drinks with milk foam, iced coffee, or a flavored latte. What's more, the new technology is designed to fit into the existing SB1200 footprint.

Applying their considerable experience with professional, fully automatic coffee machines, the Swiss company is focused on satisfying consumer confidence in the absolute integrity of the milk or milk

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alternative selected for their preferred specialty coffee beverage. At the same time, the SB1200 solution also frees discerning consumers from the need to a visit to a barista-run café. Together with **IndividualMilk** Technology, the SB1200 is the ideal coffee station for any consumer-centric setting where self-service beverages are in high demand, such as convenience stores and service stations, grocers', shopping malls, quick-serve restaurants, transportation hubs, corporate headquarters, and industrial parks and facilities.

#### **Trustworthy, quality coffee beverages for lasting success**

"The inclusion of **IndividualMilk** Technology in our SB1200 represents an outstanding opportunity for our customers. They can capitalize on, and grow within, a new market segment and improve profits by boosting footfall and cultivating customer loyalty," confirms Marco Zancolò, CEO of Franke Coffee Systems. "We're excited to be able to provide a solution for respecting consumer-driven convictions for sustainability in environmental, health and lifestyle practices. The moment consumers realize their values are shared and respected, that's the moment when loyalty thrives. It also motivates them to let other likeminded members of their local network in on their discovery," he concludes.

#### **Easy to use, same proven SB1200 concept and footprint**

Franke's groundbreaking technology is set to continue to create the great coffee moments customers and partners have come to rely on. The Specialty Beverage Station featuring **IndividualMilk** Technology enables the same outstanding variety of quality beverage combinations that the concept is famous for, now expanded to accommodate both dairy and non-dairy alternative milk choices. Virtually doubling beverage capabilities within the exact same SB1200 footprint, the reliable preparation of delicious creations is augmented by the full complement of Franke's premium performance solutions. Likewise, trusted Franke technology ensures the operator experience remains reliable: FoamMaster™, iQFlow™ and the Iced Coffee Module.

Franke's CleanMaster technology is crucial to the successful implementation of **IndividualMilk** Technology and SB1200 performance. A guarantee for continued beverage quality and safety, CleanMaster is an integrated, fully automatic hygiene system designed for operator efficiency and residue-free processing systems. Enabling cleaning in place, without disassembly, preserves the integrity and purity of each milk variety on its separate pathway through the SB1200, from storage container through to dispensing spout.

Combining the premium features Franke's professional, fully automatic coffee machines are famous for with the **IndividualMilk** Technology presents an entirely new coffee experience to the industry. "This revolutionary, new technology promises to re-create the self-serve coffee experience. Our customers and partners rely on us to listen to the market and create game-changing technology that ensures they are able to maximize their participation in the consumer experience," states Marco Zancolò.

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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](http://coffee.franke.com)

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<sup>1</sup>The Plant Milk Report, a publication of ProVeg e.V., October 2019

<sup>2</sup>Franke IndividualMilk Technology is currently not available in North America.

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**IndividualMilk** Technology ensures a reliable choice of dairy or vegan milk for all beverage selections, in the same Franke Specialty Beverage Station SB1200 footprint.

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The Franke Specialty Beverage Station fulfills premium beverage creations, now with two different milk varieties and **IndividualMilk** Technology.

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